

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

November 18, 2010

CALL TO ORDER: CAB Chair Alex Herrera called the meeting to order at 12:10 PM.

CAB Members, WLRN Staff and guests in attendance: Jo Asmundsson, Jeneissy Azcu, Alex Berguiristain, Maria Ines Castro, Saby Chatterjea, Marcus Christian, George Early, Noreen Frye, Alex Herrera, Betsy H. Kaplan, Ron Levitt, Larry Smith, Alan Greer, and Denise Izquierdo (for Dr. Martin Karp), Jeanne Westphal, Buck Thornburg, Darryl Payne, James Swain, John LaBonia, Ted Eldredge, Adrienne Kennedy, Christina Scott, Peter Maerz and Bernadette Siy.

Members with excused absences: Susan Angulo, George Braddock, Ron Levitt, Michelle Simmons, and Blair Walker.

Absent members: Karin Brown, Albert Jones, Patricia Maldonado, Gerardo Rodriguez-Menendez, and Jimmy Morales.

Chair Alex Herrera started the meeting by congratulating John LaBonia and the WLRN staff for a very successful premiere of the documentary *Nixon's the One: How Tricky Dick Stole the Sixties*.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the September 16, 2010 meeting. Members present accepted and approved the minutes as published.

NEW MEMBERS: John LaBonia welcomed new members Jeneissy Azcu, Alex Berguiristain and Jo Asmundsson. Each was asked to share a little background information and why they chose to be involved with WLRN. Bernadette Siy said that George Braddock called earlier and apologized for not attending his first meeting. He is looking forward to meeting the board in January. John invited the new members to call and schedule a tour of the station at their convenience.

ELECTIONS: John LaBonia presented the slate of nominees for officers to serve in the new calendar year. He said that Ines Castro, Jo Asmundsson and Alan Greer expressed interest in serving as Chair, Vice-Chair and Secretary respectively. A motion was made to accept and approve the slate of nominees. Members present accepted and approved the new officers for 2011.

MEMBERS WITH EXPIRING TERMS: Bernadette Siy said that Alex Herrera, Albert Jones and Larry Smith are serving 2nd terms that expired in June 2010. John LaBonia presented Alex and Larry with framed certificates of appreciation saying that they were welcome to stay on as part of the Honorary Emeritus CAB.

Bernie reported that Jeanne Westphal and Noreen Frye have 1st terms that expire in November 2010. Both Jeanne and Noreen expressed interest in serving 2nd terms. A motion was made and seconded to approve the second terms for both. Members present accepted and approved the motion.

OUTREACH UPDATE: Ines Castro mentioned that she gave an outreach presentation to the senior members of Miami Shores Presbyterian Church. She said that a number of the church members listened to and watched the stations but were also confusing WLRN with other broadcast stations in the market. She stated that community outreach is an area where the CAB could definitely make an impact.

Bernadette Siy reported that the *Key West: Bohemia in the Tropics* premiere at Tropical Cinema in Key West served as an outreach meeting because staff was there to interact with the Key West community. The event presented the opportunity to speak with the local citizens about the WLRN stations, many of whom are already avid listeners of 91.5 FM. Bernie also reported that WLRN RTL participated in 15 family/community events throughout South Florida for the first six months of the fiscal year.

John LaBonia said his goal is for the CAB is to make one outreach presentation a month. Jeanne Westphal offered to host a presentation for the Miami Women's Club the second week in February, possibly screening a program for Black History month. Adrienne suggested WLRN's new local production entitled *MLK: Footprints Through Florida*.

NPR/Juan Williams Update: John LaBonia said WLRN was one of the few stations to openly oppose NPR's actions against Juan Williams and he thanked the CAB members for their support of the station's position. LaBonia said that the NPR Board has hired counsel to investigate the situation and the CPB Board also released a statement regarding their concerns about the firing. NPR president Vivian Schiller has made several misstatements regarding federal funding and WLRN is one of several stations calling for her resignation.

Ted Eldredge Retirement: John LaBonia informed the CAB of Radio Station Manager Ted Eldredge's pending retirement. He said that during Ted's 13-years at WLRN, he made several notable contributions to WLRN including the radio station's programming shift to news/talk in 1999. Ted will be busy in his retirement serving as the newly nominated district governor for the SE Florida/Grand Bahama Rotary Club.

TV Update: Adrienne Kennedy talked about WLRN-TV's new local programs. *Conquering the Dragon*, the companion show to last year's breast cancer documentary *All in the Same Boat*, premiered in October with an event at the Museum of Science. *Key West Bohemia in the Tropics* had two launch events, Key West in October and the Miami Book Fair in November. *Nixon's The One: How Tricky Dick Stole the Sixties* also premiered in November with a screening event in Coconut Grove.

Adrienne also mentioned WLRN's new documentaries: *Martin Luther King, Jr.: Footprints Through Florida* airing in January; and *Hecho a Mano: Creativity in Exile*, recipient of the 2010 Ft. Lauderdale Film Festival award for best Florida documentary, that airs in February. She invited the CAB members to the New World Musical Holiday concert taping on December 2nd at the Trinity Cathedral. The concert program will premiere December 13th on Ch17 and air throughout the holiday schedule.

Ms. Kennedy also reported the following recognitions: *Weird Florida: Roads Less Traveled* received three Crystal Reel Awards from the Florida Motion Picture & Television Association for best documentary, best graphic design and best cinematography; *Conquering the Dragon* received a NETA award for Best Informational documentary.

Adrienne concluded her report by announcing that WLRN will be launching the new look for the station wlrn.org website in early December.

Radio Update: Peter Maerz gave an update on local radio programming. He said that recent election coverage from the WLRN/Miami Herald news staff was very well received by listeners. Friday's *Florida Roundup* celebrated its first anniversary and audience numbers for the show continue to grow. The weekly series is now receiving requests from local and international journalists who want to be on the program.

Peter reported that WLRN radio has a larger than expected audience in Palm Beach which now has measurable preliminary data via personal people meters. He said the *Under the Sun* series continues to gain accolades for the excellent Florida stories which now air as weekly modules. He also informed the CAB about upcoming Saturday afternoon program changes to be implemented in January. Changes include replacing *Splendid Table* with *Sez You*; the 2nd hour of Tavis Smiley that has already been replaced with the limited series *The Moth Radio Hour* will be replaced by *The State We're In* from Radio Netherlands.

Peter closed his report by saying that radio has implemented new fundraising strategy splitting the fall fundraising drive into two shorter pledge periods. The holiday fundraiser will run the first week of December.

NEW BUSINESS: John LaBonia reported that WLRN just received a Knight Foundation Arts Challenge Grant in the amount of \$40,000 to be used for the production of short videos to promote local arts/artists. The video shorts will be posted on the Internet and the station is currently looking for matching funds.

John also mentioned that the CPB funded HealthyState.org collaborative project is looking for Advisory Board members. John would like to nominate two people from South Florida and he is requesting recommendations from the CAB.

Bernie Siy said that the next CAB meeting is scheduled for Thursday, January 20th at noon, the third Thursday of the month due to staff attending the 2011 NETA conference.

Alex Herrera closed the meeting by thanking WLRN for giving him the opportunity to serve on the CAB and he also thanked the board for allowing him to serve as Chair for the past year. He acknowledged the presence of three previous CAB Chairs, Darrell Payne, Buck Thornburg and James Swain, and said he would continue to stay involved with the station's community activities.

The meeting adjourned at 1:20 PM.