

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

September 16, 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, Saby Chatterjea, Marcus Christian, George Early, Alex Herrera, Betsy H. Kaplan, Ron Levitt, Jimmy Morales, Larry Smith, Alan Greer, Michelle Simmons, Blair Walker, and Denise Izquierdo (for Dr. Martin Karp), Buck Thornburg, David Berley, John LaBonia, Ted Eldredge, Adrienne Kennedy, Christina Scott, Peter Maerz and Bernadette Siy.

Members with excused absences: Susan Angulo, Maria Ines Castro, Jeanne Westphal, and Patricia Maldonado.

Absent members: Karin Brown, Noreen Frye, Albert Jones, and Gerardo Rodriguez-Menendez.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the May 13, 2010 meeting. Members present accepted and approved the minutes as published.

NEW MEMBERS: Chair Alex Herrera presented a list of four new members for the CAB to review. The list included: Jo Asmundsson, Jeneissy Azcuy, Alex Berguiristain and George Braddock. CAB members present approved the list of nominations for acceptance to the board.

NOVEMBER ELECTIONS: John LaBonia said he is accepting nominations for officers to serve in the coming calendar year. Persons interested in serving should send him an email and he will present a slate of nominees at the next meeting in November.

MEMBERS WITH EXPIRING TERMS: Bernadette Siy said that Alex Herrera, Albert Jones and Larry Smith are serving 2nd terms that expired in June 2010. She asked that these members be allowed to serve extended terms through the November meeting. She also reported that Jeanne Westphal and Noreen Frye have 1st terms that expire in November 2010.

CAB ANNUAL PROGRAMMING REPORT: John LaBonia mentioned that a draft of the Annual Station Report for FY-2009-10 was sent electronically to the reports committee for review. Ted Eldredge also had hard copies available at the meeting for members who did not have a chance to go over the report. Bernie Siy stated that the emailed draft did not include the addendum attachments because the files would have been too large. The final and complete report will be posted on the wlrn.org website. John LaBonia said that the CAB usually has a vote to adopt and submit the report to the Superintendent and the School Board. The members present approved the report for submission.

PUBLIC INSIGHT JOURNALISM PROJECT: John LaBonia reported that the station is involved in a new project funded by the Knight Foundation in partnership with American Public Media/Minnesota Public Radio and the Miami Herald. The project involves the development of a social networking program in South Florida to assist journalists by providing comments for local and regional news or events. People in the community can sign up as potential contributors or 'local experts' in specific areas such as healthcare, the environment, architecture or education. A staff person has just been assigned to vet or screen respondents for the PIJ database. This

gives WLRN the chance to reach out and talk to people in the community and keep them involved with the stations.

TAKE AWAY RADIO PROGRAM UPDATE: John LaBonia reported that the station came very close to dropping *The TakeAway* from the radio schedule. Based on advice and feedback from the CAB, radio management held off from making the decision to replace the show until hard audience data was available. Peter Maerz said the most recent data shows that the program has a steadily growing audience that is larger than the show it replaced, *Morning Edition* at 9:00 am.

HEALTHY STATE COLLABORATIVE PROJECT: John LaBonia reported that WLRN has been invited to be part of another new project funded by the Corporation for Public Broadcasting (CPB) and managed by WUSF in Tampa. Focus of the project will be the reporting of health related issues in the State. WLRN will have a dedicated journalist to report on health issues in South Florida for both TV and radio. The stories will also be shared with four other stations statewide. This reporter will be housed as part of the team at the WLRN/ Miami Herald News. WLRN will also have access to the reports from the other stations participating in the project.

LaBonia also mentioned that the Health State Collaborative Project is looking to fill seats on the project's advisory board. Anyone interested in serving or would like to nominate someone to serve should send him an email. Nominees should have some health related experience in their background.

TELEVISION PRODUCTION REPORT: Adrienne Kennedy provided information regarding WLRN-TV's new fall lineup of programs that included the documentary premieres of *Stiltsville: Generations in the Flats*; *Bohemia in the Tropics*; *Nixon's The One*; and a new season of *Artstreet*. She said that there will be various events associated with the programs and that e-invites will be emailed as details are finalized.

RADIO PRODUCTION REPORT: Peter Maerz reported that the *Under the Sun* team will be contributing weekly features every Thursday starting October. He also said that the *Florida Roundup* hosted by Phil Lutzman celebrates its one year anniversary the end of September. This roundtable discussion program with local journalists has been a very successful addition to the radio schedule. Peter shared audience data that showed steady growth for all the locally produced shows, even long time programs like *Topical Currents* and *SFL Arts Beat* have been showing gains as well.

NEW BUSINESS: John LaBonia introduced newly hired WLRN Communications Manager Christina Scott. He also provided an update regarding adoption of recommended revisions to the Friends of WLRN by-laws.

The next CAB meeting is scheduled for Thursday, November 18th at noon (the 3rd Thursday due to Veteran's day on the 11th).

The meeting adjourned at 1:20 PM.