

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

September 19, 2013

CALL TO ORDER: The meeting was called to order at 12:20 PM. Chair Jo Asmundsson was unavailable so John Labonia chaired the meeting in her absence.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE: Jeneissy Azcuy, Max Borges, Marcus Christian (phone), George Early, Raquel Regalado, Gloria Ruiz, Mel Shifke, Michelle Simmons, Cynthia Weems, Jeanne Westphal, Betsy Kaplan, Alex Herrera, Anna Parekh, Eloy Cepero, John Labonia, Bernadette Siy, Adrienne Kennedy, and Marlene Figueroa.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the May 9, 2013 meeting. Members present accepted and approved the minutes as published.

WLRN ANNUAL PROGRAMMING REPORT: John Labonia presented the final draft of the annual programming report for fiscal year 2012-13. A motion was made and seconded to approve the report for presentation to the Superintendent and distribution to the School Board. Members present accepted and approved the motion.

MUSEUM WEEKEND UPDATE: Marlene Figueroa and Adrienne Kennedy reported about the success of the station weekend event in the Keys. Over 800 people downloaded the special offer pass to 21 museum venues. WLRN also sponsored a screening of *Plastic Paradise* at Tropics Cinema which was very well attended. Adrienne shared a short station interstitial highlighting the museum weekend event.

TV PRODUCTION UPDATE: Ms. Kennedy presented a clip from WLRN's new original documentary *Viva Mango* that premiered over the summer. The program was very well received at a special screening during the International Mango Festival at Fairchild Tropical Botanic Garden.

Adrienne also gave an update on WLRN's current original documentary on the Macy's Day Parade. The station has been given unprecedented, behind-the-scenes access to the 2013 New York parade. The station is following two local acts—a Florida high school band from Tarpon Springs, and two clowns from Broward who have been participating the parade for several years. The program will be ready for broadcast in 2014.

CAB OFFICERS: John Labonia stated that new CAB officers are elected each November. If there are any members interested in serving, or would like to nominate someone to serve in that capacity, they should inform CAB liaison Bernadette Siy.

RADIO UPDATE / GM REPORT: John Labonia gave an update on the recent collaboration announced in May between WLRN, NPR and the Miami Herald for coverage of Latin America and the Caribbean. This is the largest reporting unit covering that region. He said that the partnership is going very well.

John also stated that Tom Hudson was recently hired to host the *Sunshine Economy* and *The Florida RoundUp*. Mr. Hudson was the former executive editor of PBS' long running series *Nightly Business Report*.

Mr. Labonia reported on an incident involving *Topical Currents*. He stated that program producers displayed poor judgment when they rescinded an interview with an author because of possible backlash from the Cuban community. John said station management was not involved with that decision and the author has since been invited to be on the *Florida RoundUp*.

NEW BUSINESS: John Labonia presented two new people for CAB membership consideration: Rafael Ribeiro and Eloy Cepero. A motion was made and seconded to accept the two nominees to the CAB. Members present accepted and approved the motion. The new members will be invited to attend the November meeting.

Bernadette Siy distributed copies of the September TV Viewer Guide listing the primetime schedule for Channel 17. Ms Siy also invited the CAB members to attend the upcoming WLRN RTL Science Day at Fairchild Garden event on Wednesday, October 2 at 10am. The station is expecting over 200 Pre K/K students from four elementary schools to attend.

The WLRN Speakers Series hosted a presentation at a Mt. Sinai Hospital Breast Cancer event. Producer Shirley Ravachi screened WLRN original documentary *All in the Same Boat*, a film about a local breast cancer survivor dragon boat team.

The next CAB meeting is scheduled for Thursday, November 14th. The meeting adjourned at 1:10 p.m.