

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

September 8, 2011

**CALL TO ORDER:!** Chair Maria Ines Castro called the meeting to order at 12:05 PM.

**CAB Members, WLRN Staff and guests in attendance:**, Jo Asmundsson, Jeneissy Azcuy, Alex Berguiristain, George Braddock, Marcus Christian, Maria Ines Castro, George Early, Michelle Simmons, J Betsy H. Kaplan, Jimmy Morales, Blair Walker, John Labonia, Peter Maerz, Christina Scott, Bernadette Siy, and Adrienne Kennedy.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the May 12, 2011 meeting. Members present accepted and approved the minutes as published.

**NEW CAB MEMBER APPLICATIONS:** John Labonia presented three applicants for consideration to the CAB: Cynthia Weems, Pastor with the First United Methodist Church; Tony Finstrom with a background in Theatre; and Wes Dallas, a retired law enforcement officer. The three nominees are avid listeners and viewers of WLRN TV and radio and they come from professional backgrounds that add diversity to the board. A motion was made and seconded to accept the candidates. The new members will be invited to attend the November meeting.

**ELECTION OF NEW OFFICERS:** John Labonia said the CAB traditionally has a succession plan for officers but Ines Castro and Alan Greer will both be terming out on their time on the CAB. Election of new officers is scheduled for the November meeting and he is accepting nominations for members interested in serving in the positions of Chair, Vice-Chair and Secretary.

**SPEAKER'S BUREAU:** Chair Ines Castro stated that the appeal for funding the WLRN Speakers Series was successful. Bernadette announced that the Osher Lifelong Learning Institute at the University of Miami (or OLLI), is making a donation of \$5,000 to be the primary sponsor for the project. John Labonia added that both Jo Asmundsson and Alan Greer also made additional contributions.

Ms. Asmundsson encouraged the other board members to also make contributions in any amount so that the WLRN CAB would be recognized as a sponsor for the Speaker's Series project.

**RADIO LICENSE RENEWALS:** John Labonia reported that the WLRN radio licenses are up for renewal – both WLRN 91.3 and WKWM. Licenses are renewed every seven years. The renewal process that started in August includes submitting reports and broadcasting on-air announcements.

**ANNUAL PROGRAMMING REPORT:** The WLRN Annual Programming Report for FY 2010-11 is completed and was sent to the CAB reports committee members for review. It will be submitted electronically to the Superintendent, School Board members, M-DCPS senior staff and Friends of WLRN, Inc. It will also be posted on the WLRN website. The report summarizes the station's programming for FY 2010-11; station projects and initiatives; and accomplishments and awards.

**RADIO AND TV INTENSIVES:** John Labonia announced that over the summer, WLRN conducted two workshops for staff. The radio workshop was conducted in June by respected Market Place creator Jim Lewis and included participation from WLRN and WLRN Miami Herald News staff. CAB members Ines Castro, Jo Asmundsson and Marcus Christian also attended. This intensive 2-day session is recapped in a phase 1 report that was handed out to CAB members. John said that based on the discussions, the best position for radio to take would be as local/regional news provider and there is prime opportunity to expand the news operation. Phase 2 of the intensive will take place in November.

**CPB DROPOUT PREVENTION GRANT:** Bernadette Siy shared that WLRN was among six stations in Florida that was funded by the Corporation for Public Broadcasting's American Graduate drop-out prevention grant initiative. The station will receive \$60,000 over 16 months to implement an awareness campaign that includes conducting a community meeting and reaching out to four middle schools. Bernadette will be attending a meeting in Washington DC along with Mr. Labonia. WLRN is currently working on finalizing the agreement with the official grantee Florida Public Broadcasting Service.

**FEDERAL & STATE FUNDING:** John Labonia gave a recap of the station's funding situation. Funding from the State of Florida was zeroed out equating to a \$524,000 cut. All public broadcasting stations in the state except for WFSU in Tallahassee were also zeroed out. WLRN made the decision not to carry any programming from the State and has formed its own collaborative news network call the Florida News Exchange in partnership with nine other stations.

WLRN's operating budget was also cut by the School District by \$314,000 for this FY. The station was able to absorb the cuts by not filling open positions and consolidating responsibilities. Stations services have not been impacted.

John also reported that the WXEL FM station that was sold to American Public Media is going all classical and is dropping NPR news coverage. WLRN-FM has coverage in that area and will be the only NPR station from Palm Beach County to Key West.

Bernadette Siy announced that audience viewing numbers for PBS's children's programming has increased dramatically. Locally, WLRN is considered South Florida's Ready to Learn station and reaches over 80,000 kids each week. A press release will be distributed to the media outlets and will also be posted on the WLRN website.

**NEW BUSINESS:** John Labonia announced that CAB member Blair Walker is an accomplished, published author and has had three of his books re-released on Amazon, one of which is a number one bestseller on Kindle. Mr. Walker gave signed copies of his book to the CAB members and WLRN staff.

**OUTREACH UPDATE:** WLRN Communications Manager Christina Scott reported that WLRN had a presence at several outreach events including: the M-DCPS New Teacher Orientation; Parent Academy's Back To School Event at Parrot Jungle; and the HealthyState.Org documentary screening of *Life @The End*.

Christina also reported that WLRN-TV is involved with promoting two family health specials. The first is a promotional campaign for *Immunization: A Dose of Reality* in partnership with M-

DCPS, The Parent Academy, Dade County PTA/PTSA, Miami-Dade Department of Health, and The Children's Trust. The program deals with the importance of immunizations and the promotions outreach includes attending several school open houses. The second event is a WLRN Ready to Learn screening of the Sesame Street special Growing Hope Against Hunger, a documentary about poverty in the United States. The screening will take place at Fairchild tropical garden on October 5<sup>th</sup>, a free admission day. Approximately 100 students from the downtown primary learning center will be attending with staff and parents

Christina spoke about updates to the wlrn.org website. She pointed out changes to the banner, the addition of quick tabs for highlighting events or special promotions, and availability of the WLRN Shop page with links to PBS Shop and NPR Shop. Kristy also gave an update on WLRN's social media numbers that have been increasing steadily since the station hired a PT social media editor.

Christina Scott also stated that the Key West Free Museum Weekend sponsored by WLRN was highly successful with a website visit increase off about 14% for that specific weekend. A station promo for the event was screened for the CAB members.

Adrienne Kennedy also screened short clips of two new WLRN-TV original productions: *Saving Habitats: The Solar Zoo* (September) and *Ralph Munroe's Barnacle* (October). Christina added that through a partnership with the Community Newspapers, these two programs will be promoted in upcoming issues. Ms. Kennedy recapped by stating that there will be an event screening at the Barnacle site in October and the documentary will also be featured on radio's *Topical Currents*.

In closing, Adrienne spoke about WLRN's new original series *Miami Short Film Showcase*, an 8-part limited series featuring short films from the last 9 years of the Miami Short Film Festival, and hosted by the festival creator William Vela and film critic Ron Mangravite. 2011 marks the festival's 10<sup>th</sup> year and WLRN is one of the media sponsors.

Next CAB meeting is scheduled for Thursday, November 10 but is subject to change due to a conflict with a station conference. The *meeting* adjourned at 1:20 PM.