

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

January 17, 2013

**CALL TO ORDER:** Chair Jo Asmundsson called the meeting to order at 12:10 PM. The Chair asked that all present introduce themselves.

**CAB Members, WLRN Staff and guests in attendance:** Jo Asmundsson, Max Borges, George Braddock, Marcus Christian, George Early, Shahid Khan, Gloria Ruiz, Mel Shifke, Michelle Simmons, Jeanne Westphal, Susan Angulo, Gerry Rodriguez, John Labonia, Bernadette Siy, Peter Maerz, Adrienne Kennedy, Marlene Ross, Mia Lorenzo, James March, and Debra Hall-Greene.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the November 8, 2012, meeting. Members present accepted and approved the minutes as published.

Bernadette Siy also requested that the CAB members read and sign their Certificate of Compliance with Florida's Code of Ethics forms. All M-DCPS district advisory board members are required to submit this form annually.

**CAB SCHOLARSHIP FUND UPDATE:** CAB Chair Jo Asmundsson gave an update on the WLRN Journalism Scholarship Fund. She stated that the scholarship committee agreed that the scholarships would be for two years and the check awards should be paid directly to the colleges/universities towards tuition costs for the scholarship recipients. Ms. Asmundsson stressed the importance of fundraising for the scholarship fund.

**TV PROGRAMMING/EVENTS REPORT:** Adrienne Kennedy listed WLRN's local productions that were recently distributed nationally through NETA. Programs include *Out of Darkness Into Light* and *Rising Tide: A Story of Miami Artists*.

Adrienne also reported that WLRN is premiering a new documentary – *Weird Florida: On the Road Again*. This time around, master of the weird Charlie Carson visits a new set of weird locations. This documentary received a lot of press and Ms. Kennedy shared copies of the published articles including the front pages of the Sun Sentinel and the Miami Herald Tropical Life section. This program was also featured on the radio on *Topical Currents* and a WLRN/Miami Herald News segment.

Adrienne shared that WLRN would be covering the MLK Parade on Monday, January 21. CAB board member Michelle Simmons will be hosting the coverage again this year. WLRN has broadcasted this parade for the last 27 years.

WLRN-TV will be premiering a new documentary for our Florida Stories documentary library. *Stories from the Overseas Highway* produced by Tim Long will air in the February Channel 17 schedule. Adrienne screened a short clip during the meeting.

Adrienne handed out a press release announcing that WLRN TV received five regional Emmy Awards for three original television productions. *Out of Darkness*, *Into Light*, *Ralph Munroe's Barnacle* and a WLRN Promotional spot received TV's highest industry recognition.

Jo Asmundsson congratulated the station on its Christmas Day program line-up. Scheduling a marathon of original documentaries was a good decision.

Bernadette announced that WLRN-TV is currently in a pledge drive and the most successful fundraising shows are the local programs targeting our Spanish speaking viewers. The top shows are *100 Sonos Cubanos*, a new program *Enamorados Bolero*, and *Danzon*. The local pledge shows may not bring in the top dollars but they account for the most number of new members supporting the station.

**EMMY WINNERS:** John Labonia said that last year WLRN received one Emmy award for *Hecho A Mano*. This year, he reported that WLRN received five Emmy nominations and won three of the awards. He invited three of the winners, Mia Laurenzo, James March and Debra Hall-Greene, to share a few words about their award winning projects and their Emmy experience.

**RADIO REPORT:** Peter Maerz shared that the new Saturday afternoon program *Ask Me Another* that was piloted in the summer has been so successful that it now has a permanent spot. *The Moth Radio Hour*, another popular limited series is now available weekly as well. Well known actor and avid NPR supporter Alec Baldwin also has a new limited series on public radio called *Here's the Thing*.

Peter also reported that local programs *Topical Currents*, *South Florida Arts Beat* and *Florida Round Up* are all experiencing all time high numbers.

WLRN/Miami Herald News will be hosting a Town Hall program at the Broward Performing Arts Center on Monday, February 25<sup>th</sup>. Topic of discussion will be the upcoming 2013 Legislative Session. It is a free event that will be recorded for later broadcast.

The *Market Place Morning Report* with Jeremy Hobson will be broadcasting live from the Miami studios the week of Jan 22-25.

**STRATEGIC PLAN:** John Labonia shared the Strategic Plan for WLRN Radio News stating that the target content areas are the arts, politics and education. Stories will be more "sense of place" rather than have a 'spot news' focus. The station will also produce new "Frontline" style radio documentaries. The first one will be on the Marlins controversy with the public funding of the stadium. Completion of the doc will coincide with Marlins opening day in August.

The strategic plan was presented to the Friends of WLRN Board. The Friends Board has made the commitment to raise \$500k over the next three years to grow and sustain the news project.

There will be new news facilities at the Miami Herald Doral location and new facilities to be constructed at WLRN. The WLRN/Miami Herald News partnership celebrates 10 years this year. There are plans to expand news reach into Broward and Palm Beach and there will be increased coverage of African American and Hispanic issues. WLRN will also be a training hub for young student journalists.

**EDUCATION AND OUTREACH:** Bernadette Siy reported that the American Graduate initiative at four middle schools conducted presentations right before the holiday break. The topics addressed financial literacy and college preparation. For this round of presentations, CAB

members Alex Beguiristain and Max Borges were keynote speakers. Mr. Borges shared his personal experience as a presenter at two of the schools stating that he was very impressed with the student reaction and the impact the project is having on the schools.

Bernadette also gave an update on the WLRN Speakers Series. She shared good news that the Tweed Foundation recently awarded WLRN \$3,000 towards the support of the Speakers Series. For the New Year, WLRN made a presentation at Parkway Middle School with a screening of *MLK Foot Prints Through Florida*. Producer Mia Laurenzo gave a brief summary of her experience with the students.

Ms. Siy gave a brief overview of a state mandated Martha Speaks Reading Buddies education project. The two elementary schools in Miami-Dade are Auburndale ES and Lillie C. Evans K-8 Center. It is a weekly (10-weeks) program that starts January 21 and runs through April. The project will measure learning gains for Kindergarten students as they pair up with their 4<sup>th</sup> grade buddies. The students will watch, read and work with materials from the PBS Martha Speaks TV series and activity kits.

WLRN Education is partnering with M-DCPS' Title 1 Administration and the Office of Early Childhood Programs on a project to promote WLRN RTL services to the district's Head Start centers. WLRN is proposing to implement a scaled down version of the MSRB project at two centers. The station will also present information about WLRN's programming and services at the next District Advisory Council meeting on March 14 at West Miami Middle School/. The station will also have a half-page article in the DAC quarterly newsletter.

WLRN will present at the upcoming M-DCPS Media Specialist PD Day on February 1, 2013. Content will focus on PBS Learning Media and the session will be a Skype webinar with a representative from WGBH in Boston. WLRN was also able to promote PBS TeacherLine courses for professional development. Teachers can take the courses to renew their teaching certifications. WLRN is the PBS TL promotional station for the region.

WLRN submitted a grant application to the Health Foundation of South Florida for \$100k for two years. The proposal includes utilizing content from the Sesame Street Healthy Eating Habits toolkit and with implementation at six Pre-K/K Title 1 schools. Grant acceptance notification will be in April.

**GM REPORT:** John Labonia reported that well-known public radio personality Diane Rehm will be in town for several radio fundraising events including a special dinner sponsored by the Friends of WLRN. CAB Chair Jo Asmundsson has purchased a table and is extending an invitation for CAB members to attend the event as her guests.

The 2013 Annual PBS Meeting will be held at the Fontainebleau on Miami Beach May 14-15. WLRN and WPBT are the host stations for the event.

John reported that he recently sent a letter to CPB expressing concern regarding their proposed changes to the eligibility standards for Minority Audience Service Stations. He stated that if CPB changes their MASS criteria, this would mean a loss of \$250,000 in CSG funding for the radio station. John Labonia copied the Superintendent, the CAB, and the Friends Board in the correspondence.

The next CAB meeting is scheduled for Thursday, March 14<sup>th</sup>. The meeting adjourned at 1:25 p.m.