

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

January 16, 2014

CALL TO ORDER: The meeting was called to order by Chair Jo Asmundsson at 12:10 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE: Jo Asmundsson, Alex Beguiristain, Max Borges, George Early, Maria Delgado (for Dr. Martin Karp), Rafael Ribeiro, Mel Shifke, Michelle Simmons, Cynthia Weems, Katy Sorenson, Betsy Kaplan, John Labonia, Bernadette Siy, Alan Tomlinson, Peter Maerz, Adrienne Kennedy and Marlene Figueroa.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the November 14, 2013 meeting. Members present accepted and approved the minutes as published.

TELEVISION PRODUCTION UPDATE: John Labonia spoke about completion of the TV master control build-out and transition to a full high-definition broadcast service. He also shared that WLRN Channel 17 introduced a new on-air graphics package.

WLRN Director of TV Production/Programming Alan Tomlinson presented WLRN's new look by screening several on-air promotion samples featuring the new TV logo and graphics. He also shared that the station is producing new break materials/short stories that will continue to reflect the community's ethnic and cultural diversity. He also spoke about Channel 17's primetime schedule which features a different content genre every weeknight.

Mr. Tomlinson announced that WLRN's original production *Hialeah Speedway: No Guts No Glory* recently received an Emmy Award. Producer Debra Hall-Greene also produced the 2012 Emmy Award winner *Ralph Munroe's Barnacle: Centerpiece of a Legacy*.

The station has been very successful producing films about South Florida and WLRN is viewed as South Florida's storyteller. Because of that success, the station is creating the South Florida History Project where short stories/interstitials about the community are produced for break material and these will eventually be used as the building blocks for full length documentaries. John Labonia stated that WLRN has taken on the role of community convener. His vision for the stations is to provide information on all platforms --- TV, radio and online.

Adrienne Kennedy ended the TV report with an update on the Macy's Parade project. She was part of the producing team that was in New York for the Thanksgiving day shoot.

RADIO UPDATE: Peter Maerz reported on the status of the radio "sonic IDs." He said that new material is being produced, giving listeners a "sense of place" and reflecting WLRN's storytelling mission.

Peter shared that the station has experienced substantial growth in mid-day listening, between 10:00 a.m. and 3:00 p.m. and there was also an increase in audience in Palm Beach County. He spoke about the Car Talk phenomenon saying that the weekly series is still the most popular on Saturdays after the hosts have been retired for almost two years. All the shows since 1977 were archived and they are recycled to create new programming.

Finally, Peter shared that WLRN is developing a mobile app for radio.

EDUCATION/OUTREACH: Bernadette Siy reported that WLRN-TV was able to reach its fundraising goal for the winter drive. One strategy that contributed to the fundraising success was the use of programs with local concert ticket opportunities. *Salute to Vienna* and shows featuring Michael Buble, Jackie Evancho, and Australian guitarist Tommy Emmanuel performed very well. She also thanked CAB members Michelle Simmons and Jeneissy Azcuy for serving as on-air talent for the local breaks.

Ms. Siy shared that CAB member Gloria Ruiz with St. Thomas University has requested a Speakers Series presentation for March. Producer Debra Hall-Greene will screen the WLRN Emmy Award winner *Hialeah Speedway: No Guts No Glory*.

Bernie also informed the CAB that WLRN Ready To Learn received a \$3,000 grant from the Tweed Foundation. The funds will be used to sponsor the 4th Annual RTL Science Day at Fairchild Garden on February 26th. There will be a professional development workshop for the teachers prior to the event on February 7th. A notice will be sent to the CAB members inviting them to attend and/or volunteer for the event.

GENERAL MANAGER'S REPORT: John Labonia shared information about the creation of the Southernmost Reporting Project, a new radio news project to place a full-time reporter in the Keys. Funding for the project has yet to be raised.

Jo Asmundsson announced that Sultan Shahid Khan has resigned from the CAB. He sends his apologies.

The next CAB meeting is scheduled for Thursday, March 13th at 12 noon. The meeting adjourned at 1:25 pm.