

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

January 20, 2012

CALL TO ORDER: Chair Jo Asmundsson called the meeting to order at 12:12 PM.

CAB Members, WLRN Staff and guests in attendance: Susan Angulo, Jo Asmundsson, Jeneissy Azcuy, Jo Baxter, Alex Berguiristain, Marcus Christian, George Early, Betsy H. Kaplan, Raquel Regalado, Jimmy Morales, Jeanne Westphal, Alex Herrera, David Berley, Michelle McArdle, Mia Laurenzo, Lesly Diaz, Dan Grech, Sara Gonzalez, 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 November 18, 2011, meeting. Members present accepted and approved the minutes as published.

WLRN/STATE IMPACT REPORT: Dan Grech with WLRN/Miami Herald News gave a brief update on the 2011 news department highlights which included five investigative stories, three of which were carried on NPR. He also talked about the State Impact project and introduced reporter Sara Gonzalez who focuses on education stories. Ms. Gonzalez made a short presentation on the reach of State Impact. The project is presented in collaboration with WUSF in Tampa.

WLRN TELEVISION AND RADIO PRODUCTIONS: Adrienne Kennedy shared a list of original television productions that WLRN-TV produced in the last five years. A short clip of the most recent documentary was screened at the meeting -- *A Century Under the Sun: Henry Flagler and the Making of Modern Florida*.

Peter Maerz also shared information on special local radio programming that was produced in the past five years covering various topics.

Chair Jo Asmundsson made an appeal to the CAB members to assist with locating organizations for Speakers Series presentations. She stressed that WLRN has many wonderful films to share with the community and that the station is available and fully equipped to make the presentations at no charge for small or large groups.

Bernadette Siy reported that the Speakers Series completed another *Stiltsville* screening at the main Boy Scout Council office. A presentation has also been scheduled for *MLK: Footprints Through Florida* for an NAACP youth group. Contact was made through NAACP VP Dr. Brad Brown who attended the American Graduate launch event. Susan Angulo added two new presentations for St. Thomas University (*Key West: Bohemia in the Tropics* and *Stiltsville*).

GM REPORT: John Labonia gave an update on the Treblinka documentary project. He stated that Michael Berenbaum will be in Miami to speak at a symposium for teachers and will have a draft script for the documentary project ready for review.

John also reported that WLRN was awarded an Emmy for *Hecho A Mano*, a WLRN original documentary showcasing the stories of four Cuban artists.

OUTREACH UPDATE: Adrienne Kennedy shared information about WLRN-TV's new on-air promotional campaign focusing on the station's slice-of life/In the Community campaign. Two of the new spots were screened at the meeting.

Michelle McArdle shared information about her Girl Scout project working with the Every Drop Counts poster contest sponsored by the M-D Water and Sewer Department. The winning M-DCPS student entries will be exhibited at WLRN with a recognition event for the students and their families to be held on Friday, February 3rd. Michelle extended an invitation to the CAB to attend the event.

Bernadette Siy reported on the highly successful American Graduate event launch to promote the station's dropout prevention outreach and engagement activities, giving special recognition to Marcus Christian for his exceptional role as host for the event. Bernie also listed some of the dignitaries who attended including several School Board and CAB members, plus the Mayor of Miami-Dade Carlos Gimenez who presented a proclamation for American Graduate Day. The CAB viewed a 3-minute highlight clip of the launch event, plus the American Graduate video produced as part of the outreach campaign.

Lesly Diaz with Homestead Job Corps who attended the American Graduate event congratulated the WLRN and the CAB on their involvement with the community. She was very impressed with all the station's activities.

Bernie Siy shared information on the school site launch events for Nautilus Middle, North Dade Middle, Hialeah Gardens Middle, and Mandarin Lakes K-8 Academy. CAB members were invited to attend any of the events.

The next CAB meeting is scheduled for Thursday, March 8th. The meeting adjourned at 1:40 PM.