

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

January 18, 2018

**CALL TO ORDER:** The meeting was called to order by John Labonia in place of CAB Chair Jo Asmundsson at 12:07 PM.

**CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:** Matthew Tisdol on behalf of Dr. Dorothy Bendross-Mindingall, Daisy Gonzalez-Diego, Marcia Delgado on behalf of Martin Karp, Dinkinish O'Connor, Barry Schwartz, Kearey O. Wan, Cynthia Weems, John LaBonia and Adrienne Kennedy. Guests: Teresa Frontado, Dwight Hill and Jamison March.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the November 16<sup>th</sup>, 2017, meeting. Members present accepted and approved the minutes as published.

**PRESENTATION OF SLATE AND ELECTION OF CAB OFFICERS FOR 2018:** John LaBonia shares that school board chair Ms. Perla Tabares Hantman has reappointed both Dr. Dorothy Bendross-Mindingall and Dr. Martin Karp to the CAB board. Dwight Hill has nominated himself for one of two seats reserved for Friends of WLRN. A unanimous vote of approval was received for Barry Schwartz to continue as a lay member on the community advisory board.

Mr. LaBonia announces the officers for 2018 and calls for a vote for the election of Kearey O. Wan as Chair, Barry Schwartz as Vice-Chair and Marcela Moyano as Secretary. A unanimous vote of approval was received.

**WLRN TV ORIGINAL PRODUCTIONS:** Adrienne Kennedy shares that nine newly produced film shorts will premiere over a three-month period on WLRN-TV. This includes five new stories under the series entitled *Snapshots In Time*, which will begin broadcasting weekly starting January 22<sup>nd</sup>. Three segments are shown to the board, including *Clark Gable Goes to War*, *See You Later*, *Alligator* and *Rosie the Elephant*. Ms. Kennedy also adds a new MDCPS/WLRN internship plan that will accommodate a maximum of 10 high school students. Participating departments are television production, news department and promotions.

#### **WLRN DIGITAL PRESENTATION:**

Digital director Teresa Frontado shows a power-point presentation on the mission and footprint of the digital department. The digital department supports and reflects WLRN's mission and vision in digital spaces with emphasis on local journalism content. The goals are to reach new audiences, expand story capabilities over and above the on-air content and make technical decisions that position the station to succeed in a rapidly changing content distribution environment.

#### WLRN's Digital Footprint:

- Website – WLRN.org is the traditional digital means of engagement with station content.
- Mobile – This is a rapidly growing segment of the station's audience.
- Apps – This includes both the WLRN and NPR One.

- Social Media –Audience engage with the digital content via Facebook, Twitter, Instagram and Facebook Groups. Reddit & WhatsApp are coming in 2018. WhatsApp will connect audiences interested in Latin American news.
- Engagement Tools – GroundSource, Google Forms & Voice provides meaningful conversation with the station’s digital audience.
- Podcasts – Content is available via the podcast section on NPR and on iTunes. Coming in 2018, the digital team will build out Alexa Skill.

There has been growth in audiences in all platforms. According to Google Analytics data results comparing 2016 and 2017, there has been a jump of 35.44% in all users, a growth of 36.10% in new users and an increase of 4.58% on time spent on the sites. WLRN’s main Facebook account has increased 21% in membership, while the Florida Keys Facebook surged 240% after Hurricane Irma. Twitter continues to grow with an increase of 8% in followers and a 36% increase in impressions.

**NEXT CAB MEETING:** March 8<sup>th</sup>, 2018 at noon.

**ADJOURNMENT:** The meeting was adjourned at 1:23 PM.