

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

March 14, 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, Jeneissy Azcuy, Jo Baxter, Alex Beguiristain, George Braddock, Marcus Christian, George Early, Mel Shifke, Jeanne Westphal, Maria Delgado (for Dr. Karp), Darrell Payne, Betsy Kaplan, John Labonia, Bernadette Siy, Peter Maerz, Adrienne Kennedy, Dan Grech and Meredith Porte.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the January 17, 2013, meeting. Members present accepted and approved the minutes as published.

**RADIO REPORT:** Peter Maerz shared information about two new weekly, local radio modules (4-mins) that will premiere in April as part of Weekend Edition. *A Word on Food* with Chef Norman Van Aken is a food/culinary history segment presented storytelling style to be broadcast Saturdays at 8:35 a.m. *Sunday Arts Breakfast* is a lively discussion with South Florida artists produced by WLRN mid-day host Caroline Breder-Watts. This segment also airs weekly on Sundays at 8:35am.

Peter also shared that WLRN-FM's cume data showed increases over the December numbers. The Miami-Ft. Lauderdale-Hollywood cume increased from 273,000 to 295,000 listeners. The number for Palm beach/Boca decreased slightly from 69,900 to 60,100.

A program that has showed notable listener increase is The Moth Radio Hour which airs Saturdays at 4:00 pm. The audience jumped from 12,700 to 24,300 from October to January.

**CAB SCHOLARSHIP FUND UPDATE:** CAB Chair Jo Asmundsson gave an update on the WLRN Journalism Scholarship Fund. She stated that the committee is in the process of interviewing for a grant writer.

**TV PROGRAMMING/EVENTS REPORT:** Adrienne Kennedy shared that CAB member Marcus Christian filled in as co-host for WLRN-TV's coverage of the annual MLK parade. He stepped in at short notice to join veteran host and fellow CAB member Michelle Simmons.

Meredith Porte, producer for WLRN's *Slice of Life* shorts, shared two recently produced segments. These station breaks give viewers a glimpse of South Florida and the people who live in our various cities/communities. The two featured segments – Key Lime Pie from Davie and Sand Castles from Miami Beach.

Mia Laurenzo reported on recent screening events for *Weird Florida: Roads Less Travelled* at Rockledge, FL and at Lake Placid, FL. These two events were very well received by their local communities in central and western Florida. Mia also reported that her award winning Emmy documentary *Out of Darkness Into Light* on child sexual abuse will be airing in the April TV schedule, April is Child Abuse Awareness month. She is also working with M-DCPS' department of Student Services on distributing the program to school counselors and social workers.

Adrienne also reported that Macy's has given WLRN the go-ahead/access to produce a one-hour documentary on the Thanksgiving Macy's Day Parade. The program will concentrate on clown participants from Florida and the clown academy associated with the parade. We will also follow a local school band in their quest to be part of the parade from the preparations, the road trip and documenting their full parade experience. The local band select for 2013 is from Tarpon Springs, FL. The program will be ready for air in time for the 2014 parade.

Ms. Kennedy shared a list of original documentaries that WLRN-TV has produced in the last 5 years. The list also includes productions through the current fiscal year. She also invited the CAB members to an upcoming screening event at WLRN for the program *Shelter Me* about animal rescue organizations and animal adoption. Local rescue groups will be invited to the preview event as well as supporters of the station.

Chair Jo Asmundsson encouraged the CAB members to promote the WLRN Speakers series to local groups they are involved in, to broaden community outreach for WLRN.

**RADIO NEWS UPDATE:** Dan Grech gave a presentation on WLRN's new approach to radio news and he focused on the new all-news website that was launched in October 2012. He talked about the growth in website traffic and spoke about how WLRN will be moving towards new ways to reach and build audience on multiple platforms—over the air, online, and mobile via smart phones/tablets. WLRN's "sense of place" storytelling and audience interaction is what will set the station apart from other media outlets.

Mr. Grech reported on the success of the Legislative Town Hall held hosted at the Broward Center. There were over 600 attendees, the largest news event hosted by WLRN. This project was grant funded and it will hopefully become an annual event for the station.

Dan also gave an update on the newsroom move from the Miami Herald building to the new facilities in Doral. There will also be new additional studio space at WLRN. He also shared that WLRN Miami Herald News has once again partnered with O Miami on a poetry contest called *That's So Miami*. April is poetry month and listeners will be encouraged to submit entries via twitter or on the website. The only rule for the contest is that it should begin or end with "That's So Miami!"

WLRN will also be working on a 2-hour radio special on the Marlins stadium debacle. The program is scheduled to air live on April 1<sup>st</sup>, the day after baseball's opening day.

**TV STRATEGIC PLAN:** John Labonia reported that in May, WLRN Television will go through a strategic planning phase much like the one that was done for radio. The same facilitator will be conducting the sessions for TV. He announced the formation of a new in-house documentary unit to produce across all content platforms for TV, radio and digital for the web. John also shared plans for the creation of a new marketing unit; investing in local children's programming content; and building a stronger connection to the classroom. He stated that he had a successful meeting with MDCPS School Board Chair Perla Tabares-Hantman who is willing to assist the station with gaining more accessibility to teachers and students.

John Labonia also reported that WLRN is investing in new HD equipment to upgrade the television broadcast facilities for TV master control and TV production.

Labonia added that PBS will be hosting their annual meeting on Miami Beach from May 14-16. He also announced that WLRN and NPR are looking at possibly creating a joint bureau in South America.

**EDUCATION AND OUTREACH:** Bernadette Siy reported that the Martha Speaks Reading Buddies project is winding down—it is a 10-week program on its 8<sup>th</sup> week. It is being implemented at Auburndale ES and Lillie C. Evan K-8 Center. WLRN RTL is working with the M-DCPS Title 1 Administration to implement a scaled down version (4-weeks) of this learning gains program at three Head Start centers next school year. The buddy pairings will be the parents and Head Start kids.

Ms. Siy stated that the American Graduate initiative is also winding down and she shared a short promotional video documenting the dropout prevention presentation experience that WLRN has been delivering to the middle schools in the project. The video highlights the AG project at Hialeah Gardens Middle School.

Bernadette announced that WLRN will be hosting a school site event on May 14 as part of the PBS Annual Meeting. WLRN will make a technology donation of a flat screen and laptop for the school media center at Dunbar K-8. The event will consist of the equipment donation, book giveaway and a surprise appearance by one of the PBS children's program characters.

Ms. Siy closed her education report with a screening of a *WLRN in the Community* segment featuring the RTL Science Day with Sid event at Fairchild Garden.

**GM REPORT:** John Labonia reported that the NPR VP for Diversity recently paid a visit to WLRN. He stated that since the creation (and continued success) of the WLRN/Miami Herald News partnership, seven radio staff have left the station for jobs at other media outlets. NPR and WLRN are interested in developing a fellowship program to train up and coming journalists.

The next CAB meeting is scheduled for Thursday, May 9<sup>th</sup>. The meeting adjourned at 1:35 p.m.