

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

March 13, 2014

CALL TO ORDER: The meeting was called to order by Chair Jo Asmundsson at 12:15 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE: Jo Asmundsson, Jeneissy Azcuy, Maria Delgado (for Dr. Martin Karp), George Braddock, Eloy Cepero, Cynthia Weems, Alex Herrera, John Labonia, Bernadette Siy, Alan Tomlinson, Tom Hudson, Adrienne Kennedy, Cathia Darling and Marlene Figueroa.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the January 16, 2014 meeting. Members present accepted and approved the minutes as published.

REMEMBERING MEL SHIFKE: CAB Chair Jo Asmundsson mentioned the unexpected passing of Mel Shifke. She spoke of his dedicated service to WLRN and requested a moment of silence in his memory.

TELEVISION PRODUCTION UPDATE: Alan Tomlinson reported that WLRN's new original documentary *Deep City Birth of the Miami Sound* will be screened at the SXSW (South by Southwest) and MIFF (Miami International Film Festival) film festivals. After making the festival rounds, WLRN will host a premiere event at the newly renovated Lyric Theater.

Mr. Tomlinson reported that the creation of theme nights on television have been successful so far, especially on Monday which traditionally has been Nature night. The wildlife theme has steadily increased in viewership and the station is investing in the production of local filler breaks focusing on Florida's wildlife. Alan screened a new break clip on the bald eagle which was shot at Big Cypress with local animal expert Rey Becerra.

A new WLRN original production *To Serve With Honor: Jews in the Military* will be premiered in the May schedule. The CAB members viewed a short clip and will be invited to a screening event prior to the broadcast.

RADIO NEWS UPDATE: Tom Hudson, WLRN VP of News, shared information about radio's most recent stories and how the news division has been growing listenership on the air, the web and social media. He spoke briefly about the following special news series: *End of the Road* about I-95, *How Much is Enough* on poverty in South Florida, and reports on *Human Trafficking*.

Mr. Hudson also spoke about the continued editorial success of the *Florida Round Up* and the *Sunshine Economy* series. He stated that two *Sunshine Economy* programs (on sugar and water) were standouts because of their balanced content where both sides were represented and were allowed to tell their stories.

The reporting on Latin America has been exceptional with Tim Padgett's expertise on Venezuela and the current political climate in that country and the close ties to South Florida.

The *If I Were Mayor...* series, which started before the November elections, featured the input/comments from members of the community. The series culminated with interviews with all the newly elected mayors from Broward County to Key West. This was exclusive reporting that

only WLRN's enterprise could deliver. *State Impact*, a collaborative effort between the station in Tampa and WLRN, centered on education reporting continues to provide insightful stories that impact the community.

Future plans for radio news include: the creation of the Southernmost Bureau to provide news from the Keys; developing the *Sunshine Edition*, a daily local news show; and the creation of a mobile App for radio and television.

EDUCATION/OUTREACH: Bernadette Siy introduced WLRN Education Liaison Dr. Cathia Darling who made a brief presentation about the station's education initiatives. With a focus on literacy, highlights of WLRN's education outreach include: workshops for parents and teachers promoting PBS Kids TV programming, the PBS Learning Media online resource site, and PBS TeacherLine online PD courses; PD Science workshop for Riverside ES and Toussaint ES K-2 teachers; RTL Science Day field study trip to Fairchild Garden for students from Riverside and Toussaint Elementary Schools.

GENERAL MANAGER'S REPORT: Due to the time constraint, John Labonia said he would table his GM report until the May meeting. He mentioned that he was very impressed with the department reports and that he is proud of staff and the great work they do for WLRN. John also shared that the Treblinka documentary is finally finished. Information on a premiere event (possibly in September) and broadcast information will be released as soon as plans have been finalized.

The next CAB meeting is scheduled for Thursday, May 8th at 12 noon. The meeting adjourned at 1:30 pm.