

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

March 8, 2018

**CALL TO ORDER:** The meeting was called to order by CAB Vice-Chair Barry Schwartz in place of CAB Chair Kearey Wan at 12:09 PM.

**CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:** Denise Landman on behalf of Daisy Gonzalez-Diego, Dwight Hill, Martin Karp, Marcela Moyano, Dinkinish O'Connor, Barry Schwartz, Cynthia Weems, John LaBonia and Adrienne Kennedy. Guests: Teresa Frontado, Alicia Zuckerman and Jamison March.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the January 18<sup>th</sup>, 2018, meeting. Members present accepted and approved the minutes as published.

**“ANGUISH AND ACTIVISM – STONEMAN DOUGLAS HIGH SHOOTING”:** Tom Hudson, VP of News, shares WLRN’s news coverage on the Stoneman Douglas High School shooting on February 14<sup>th</sup>, 2018. While it is a story that Mr. Hudson wished he did not have to tell, from a news business perspective, he is proud to tell. WLRN’s position and resources enabled the news team to accomplish what they did accomplish and it is due to the investment that the South Florida community has made in public media.

Public media is not known as a place to turn to for breaking news coverage, it is usually a place to turn to for conversation, companionship, contemplation and exploration, explains Mr. Hudson. He adds that the news department has been able to build, and continues to build, an enterprise that puts these two things together - news demanding immediate attention and developing the news story in real-time with the context and depth that is expected of public media.

Tom Hudson shares the news team real-time coverage from the minute the shooting begins on February 14<sup>th</sup>, 2018.

Coverage began within minutes after the final shots were fired at the high school. Within 90 minutes, three WLRN news reporters were on scene. One of those was a news manager, Terence Shepherd, which Tom points out is an example of the lack of silos that exist within the news department. WLRN’s Palm Beach reporter approached from the north and its Broward reporter approached from the east. Again, Tom adds that WLRN had the resources in place to cover this story in real-time due to the investments made in adding a reporter in each of these two counties.

Resources existed in downtown Miami to include WLRN’s afternoon news anchor Luis Hernandez, news producer Alex Gonzalez, editorial director Alicia Zuckerman, digital director Teresa Frontado and a whole crew of reporters. Within moments, portions of the story were parsed out as the team learned and knew what was going to happen. The team focused on story distribution to make sure content was going out on radio and to our digital streams in a proper way. Tom explains that while there is a competitive instinct that makes the team want to be first, their jobs as a news department is be smart enough to report only what they know. The news team focused on primary sources, including law enforcement and health sources, along with information

coming out of federal, state, county and local agencies. Reporters in Tallahassee were working with the team. Tom Hudson was working sources in Washington D.C., because this event was quickly becoming a federal issue. WLRN's news team was also pulling public records to confirm suspect's name and more. Tom reiterated that our news team needs to be right and avoid speculation and to have patience with perseverance.

Tom Hudson shares a power-point presentation that shows how real-time content was dispersed on multiple distribution platforms. Radio, website and social media were utilized to provide vital information for the benefit of our audiences. These included road closures, student pick-up locations for parents, status of the shooter, the latest information from law enforcement and other official resources. Tom adds that the news team was also pulling information from our own resources and media partners, including the Miami Herald and partner stations throughout the state of Florida.

Hudson plays an audio file to share examples of WLRN's news updates throughout the day. The live newscasts were extended to 9 pm that night. Tom adds that while the crew was providing localized news coverage to our audience, they were also providing national real-time coverage to our network partner NPR.

WLRN's news coverage continues today. Tom Hudson mentioned a few of the many Parkland stories currently available online at [wlrn.org](http://wlrn.org):

- WLRN News spoke with a group of Stoneman Douglas students leading efforts calling for change during a special program *Anguish and Activism: The Students of Stoneman Douglas*. A Facetime session followed.
- Miami Gun Show Carries on As Scheduled After Parkland
- Parkland Shooting, Students Walk Out of School Demanding Stricter Gun Regulations.
- How We Lost Funding for Gun Injury Research

John Labonia introduces a video that was provided by a Ryan Blitzer from class 2013 at Douglas Stoneman High School. The video shared words of encouragement and love from Stoneman Douglas alumni across the country and world. The result is a beautiful tribute to the students and school. The video included messages from alumni in every graduating class and included current teachers and the school's current principal. WLRN-TV was one of the only stations to broadcast this sentimental message.

**NEXT CAB MEETING:** May 24<sup>th</sup>, 2018 at noon.

**ADJOURNMENT:** The meeting was adjourned at 1:22 PM.