

**MINUTES OF THE WLRN  
COMMUNITY ADVISORY BOARD (CAB) MEETING**

**March 9, 2017**

**CALL TO ORDER, WELCOME AND INTRODUCTIONS:** The meeting was called to order by John Labonia in place of CAB Chair Jo Asmundsson at 12:08 PM.

**CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:**

Pierre Funderburk on behalf of Dr. Dorothy Bendross-Mindingall, Calene Candela, Daisy Gonzalez-Diego, Martin Karp, Dinkinish O' Connor, Barry Schwartz, Kearey O. Wan, Cynthia Weems, John Labonia, Adrienne Kennedy and Peter Maerz. Guest: Irving Karp

**APPROVAL OF MINUTES:**

A motion was made and seconded to approve the minutes for the January 19<sup>th</sup>, 2017. Members present accepted and approved the minutes as published.

**INTRODUCTION OF NEW CAB MEMBER**

John Labonia introduces new CAB member Calene Candela. Ms. Candela is the investor relations group director for Ryder Systems, Inc.

**REMEMBERING MS. BETSY KAPLAN AND JO ASMUNDSSON:**

John Labonia shares WLRN's losses of Betsy Kaplan and Jo Asmundsson. These two extraordinary women both served as community advisory board members for many years and supported the mission of WLRN's radio and television stations.

**RADIO PROGRAMMING UPDATE:**

Mr. Peter Maerz reports that listening audience has grown significantly, attributable to the interest of the election year and aftermath of the elections. Most notable increase is a full share point growth in Palm Beach County with an average of 8,400 more people listening per week on 91.3 FM. While the translator for 10 9.1 FM cannot be measured, we know that more people are listening due to the revenue sales, which broke the million dollar mark for the first time. In the Miami/Ft. Lauderdale area the weekly come is up 3% from the average. There are three basic measurements for listeners. Come measures how many people tune in during the course of a week for any length of time. Average quarter tells us how many people are listening every quarter hour. Share is the percentage of people who have their radios on. Measuring listeners on HD-2 Classical 24 is minimal partially due to the measurement protocol that is used. The panelists that are used by Nielson are relatively small in size to our overall audience. In the case of HD2, which may not have as large of a listening pool in comparison to the main channel, just one or two panelists who do not tune into that station would make a big difference in the measurements. In general, the measurements show an average of 1000 people listening at any given time on HD2.

The new program *IA*, which replaced the Diane Rehm show, has received strong numbers in January with no declines during the programming transition. WLRN News produced two special series, *Cell 1*, produced by Wilson Sayre, and *Young Survivors: the Unspoken Trauma of Gun Violence*, produced by Nadege Green and Sammy Mack. The Radio Spring Drive is coming up at the end of the month. During this last fiscal year, we have had tremendous support from the community with our fundraisers "busting through" our goals every time.

**TELEVISION SPECTRUM AUCTION:**

John Labonia shares the background and impact of the recent television spectrum auction to television stations around the country, including WLRN-TV. As a move to lower federal deficit and the increasing demand for wireless broadband access, the FCC came up with the idea to auction off television spectrums to wireless providers. Stations, commercial and non-commercial, could voluntarily enter the auction. Once the spectrums are sold off, the television channel will disappear permanently. The school board realized the value of the television spectrum, as well as the history and legacy of the station, therefore WLRN was not included in the auction. We can confirm that seven PBS stations were sold off. The closest one to us was WUSF in Tampa, owned by the University of South Florida accepting a bid of \$18 million, which is undervalued for what the spectrum is actually worth. That voice is now shut down. With the auction almost complete, the next step is "re-packing". This process condenses all remaining broadcaster's spectrums into a small and more tightly packed spectrum band, this is achieved by assigning stations to specific channels with the goal to free up a section of bandwidth for the wireless carriers. Approximately, 80% of the stations will need to move on the spectrum with channels assigned by the FCC. WLRN-TV will be moved from channel 20 to channel 26 and this move is scheduled for late next year. There are costs to be incurred between a million and 1.2 million to make this transition (Update: The transition cost now stands at 2.2 million dollars). The FCC will provide up to 90% of funds for the expenses.

**NEXT CAB MEETING:** May 11, 2017 @ NOON

**ADJOURNMENT:**

Meeting was adjourned at 12:32 PM.