

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

May 12, 2016

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

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:

Jo Asmundsson, George Braddock, George Early, Daisy Gonzalez-Diego, Maria Delgado on behalf of Dr. Martin Karp, Dinkinish O'Connor, Michael Ragheb, John Labonia, Adrienne Kennedy, Alan Tomlinson and Peter Maerz. Guests: Terence Shepherd, Sammy Mack and Betsy Kaplan.

APPROVAL OF MINUTES:

A motion was made and seconded to approve the minutes for the March 10, 2016. Members present accepted and approved the minutes as published.

INTRODUCTION OF NEW CAB MEMBER:

Jo Asmundsson introduces and welcomes Michael Ragheb to the board. Mr. Ragheb is Founder and President of Knowledge of Careers.

CORPORATION FOR PUBLIC BROADCASTING AND WGBH-BOSTON FELLOWSHIP:

Terence Shepherd shares his participation as a Fellow in the Next Generation Leadership (NGL) Program. Funded by a Corporation of Public Broadcasting grant in the amount of \$900,000, the program is designed to bring more diversity to the senior-level ranks of public media. During this year-long program, Shepherd is involved in four one-week visits called "embed weeks" at WNYC in New York and shadows his mentor vice president for news Jim Schachter. In addition to his scheduled visits in New York, the year-long program includes frequent meetings, video conferencing and executive coaching. Dividends have paid off already with new leadership skills and more focus on strategic efforts rather than the day-to-day details. In his dealings with the bigger stations and networks, Terence did observe that WLRN punches way above its weight in leadership, ambition and training opportunities.

WLRN-MIAMI & WUSF-TAMPA "PRICE CHECK" NEWS PROJECT

Sammy Mack reports on the one-year news project "*Price Check*." As a healthcare reporter, it is difficult to report on healthcare costs when much of it is a secret and not centralized. "*Price Check*" is a crowd-sourcing tool, which is available online at www.wlrn.org/pricecheck. People can upload all their medical bill information or their medical explanation benefits. This will divulge what they are charged, what their co-pay is and what insurance pays on their behalf. Hospitals and diagnostic centers were also invited to share their cash prices for those who walk in for a healthcare service. Ms. Mack explains that it's not the cost of the service that is of interest, but how that cost affects employee benefits from the employer's perspective, how it affects the networks that consumers are part of or have chosen to purchase for their own insurance coverage, why there are such variations in the healthcare marketplace and what that means for consumers. How can a consumer be a responsible consumer in this marketplace with so many levels and barriers to understand? WLRN is on the cutting edge with the "*Price Check*" project and Ms. Mack is approaching these questions carefully, unpacking these layers one at a time to help answer these questions.

WLRN SOUTHERNMOST BUREAU

Adrienne Kennedy shares photos and highlights the opening of WLRN's Southernmost News Bureau in Key West. To celebrate, the station held an open house at The Studios of Key West on Friday, April 29, 2016. The Florida Keys community had the opportunity to see the new studio and meet the news team for coffee and donuts during Morning Edition. Florida Keys reporter Nancy Klingener, vice president of news and producer/host of Sunshine Economy and Florida Roundup Tom Hudson, and editorial director of news Alicia Zuckerman were on hand to say hello to the community.

TREBLINKA'S LAST WITNESS NATIONAL DISTRIBUTION UPDATE

John Labonia and Adrienne Kennedy provide the latest news on national distribution. *Treblinka's Last Witness* went national on April 1, 2016 via American Public Television and has received an extremely positive response from viewers both by email and phone. In just over a month since its release, Nielson reports that the film has been broadcast 103 times across the country with 40% airing in the top 25 markets. Just last week alone, approximately 438,000 people around the country tuned in to watch the film. A DVD copy was handed out to each board member.

GENERAL MANAGER'S REPORT:

John Labonia informs the board about a recent letter sent to the Miami Herald on Thursday, March 31st, 2016, from a Mr. Alfred Brooks. Mr. Brooks writes about Miami being a world-class city, but yet it has not secured a radio station that provides a service for classical music fans, referring to WLRN Public Radio as "just another talk-radio station." Mr. Labonia published a response on Wednesday, April 6, 2016, informing Mr. Brooks and Miami Herald readers about WLRN's HD-2 radio channel that allows listeners to enjoy classical music 24 hours a day through HD-capable radios, live-stream on wlrn.org as well as WLRN's iphone and android apps.

NEXT MEETING: SEPTEMBER 8th, 2016

ADJOURNMENT:

Meeting was adjourned at 1:09 PM.