

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

May 9, 2013

CALL TO ORDER: Chair Jo Asmundsson called the meeting to order at 12:15 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, Max Borges, Marcus Christian, George Early, Shahid Khan, Mel Shifke, Michelle Simmons, Betsy Kaplan, Darrell Payne, John Labonia, Bernadette Siy, Peter Maerz, Adrienne Kennedy, Marlene Figueroa, Dan Grech and Cathia Darling.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the March 14, 2013 meeting. Members present accepted and approved the minutes as published.

CAB SCHOLARSHIP UPDATE: CAB Chair Jo Asmundsson gave an update on the WLRN Journalism Scholarship Fund. She stated that the process is currently in the legal phase where pertinent documentation is undergoing legal review. Ms. Asmundsson said she would keep the committee and board informed on the progress.

NATIONAL/LOCAL TV PROGRAMMING REPORT: Adrienne Kennedy shared a clip from a new WLRN original documentary entitled *Viva Mango*, a program about South Floridians and their obsession with this wonderful tropical fruit. She also screened a new station interstitial about South Florida's "barefoot mailman." This is a first in a series of breaks highlighting statues/monuments around South Florida.

Ms. Kennedy also spoke about the recent *Shelter Me* station screening event that was well attended by local animal activists. She also gave an update on the production plans for the station's Macy's Parade documentary. Producer Mia Laurenzo started filming segments with the local band from Tarpon Springs representing Florida in the November 2013 parade. Adrienne reported about a station tour for University of Miami Film students where she and producer Alan Tomlinson spoke about WLRN's documentary projects.

Bernadette Siy reported that Channel 17 is now available on the Comcast HD tier. WLRN-TV will be making technical upgrades to the station's master control and production areas to allow for full HD broadcast delivery. She also shared that as of June 30, 2013, the WLRN Learn channel (17.2) will be turned off permanently to facilitate the HD transition.

Ms. Siy shared that in early June, PBS' young tenors from the group *Il Volo* will be coming to WLRN to pledge live on air promoting their new PBS TV special *We Are Love*. The station will be offering tickets as pledge premiums for an upcoming concert tour in the Fall.

RADIO NEWS UPDATE: Dan Grech reported that the WLRN/MiamiHerald News team received a record setting number of awards this year including 20 national and more than 50 state and regional awards. John Labonia and Dan said that this accomplishment was recognized at the past Miami-Dade School Board meeting, with the Superintendent, Board Members and the audience giving the WLRN News team a standing ovation.

Mr. Grech shared information about a recent WLRN/MH News project -- the *That's So Miami* poetry contest. Over 1500 poems/entries were submitted. This generated 50 radio segments that aired as part of the news content. He said that the station is looking for other opportunities to allow for more interactive participation from the audience.

A new radio program called *The Sunshine Economy* with Tom Hudson premiered on 91.3FM. This series is entirely underwritten by Kaufman Rossin and Company. Dan also shared that NPR and WLRN are partnering up to provide expanded coverage of Latin America and the Caribbean. There will be a new news bureau in Sao Paulo, Brazil headed by NPR's Lourdes Garcia-Navarro. Tim Padgett, formerly with Time/Newsweek magazine, has been hired by WLRN to provide coverage from Miami. The Miami Herald/El Nuevo Herald will also hire five additional reporters for the expanded coverage.

RADIO REPORT: Peter Maerz shared information about the growing spirit of collaboration with national radio programming. Stations are working together to produce, share and air locally produced content.

Peter also reported on upcoming programming changes: *Here and Now* replaces *Talk of the Nation*; *Science Fridays* remains in the schedule; the *TED Radio Hour* also stays; *On the Money* will air Sunday at 6:00 am; *Snap Judgment*, a storytelling program with Glynn Johnson replaces *Rick Steves*.

TV STRATEGIC PLAN: John Labonia invited the CAB members to attend the upcoming TV strategic planning sessions. The process will be much like the one that was done for radio. His goal is to eventually merge the radio and television plans by end of year 2013.

EDUCATION AND OUTREACH: Bernadette Siy reported that WLRN hosted another successful Take Your Child to Work Day on May 2nd with over 50 young visitors and their parents/mentors touring the radio and television studios.

Bernadette shared that there will be a Speakers Series presentation for *Conquering the Dragon* at St. Anthony's Church in Ft. Lauderdale for a cancer support group. This event was arranged through a referral from Shahid Khan.

Ms. Siy concluded her report by introducing WLRN Education Liaison Dr. Cathia Darling who gave a short summary of the Florida Department of Education *Martha Speaks* learning gains study that was just completed. A short project video was screened for the CAB members.

GM REPORT: John Labonia shared that Jo Baxter is leaving South Florida and is moving to Martin County. Ms. Baxter agreed to continue to serve on the board until a replacement is appointed. She eventually will move into serving in an emeritus capacity. She said she could always listen to the radio station online.

John reported that public radio will now receive recurring funding from the State of Florida to the tune of \$100,000 annually, in addition to the \$307,000 already allocated for television. Radio will also receive a onetime gift of \$165,000 for equipment.

Mr. Labonia gave an update on the Treblinka documentary saying that producer Alan Tomlinson feels very strongly about the content and will be submitting a rough cut for staff to review.

John ended his report by revisiting the CPB MASS (Minority Audience Service Station) issue which affects WLRN's radio CPB funding to the tune of \$ 250,000 annually. Currently there are eighty MASS stations with 35% or more minority listenership, including WLRN with 38%. CPB wants to raise that percentage to 51% thereby excluding WLRN from the MASS funds. None of the other major market stations come close to WLRN's minority audience percentage. John is working on getting a waiver from CPB since the station has a long standing and growing record of serving minority audiences.

The next CAB meeting is scheduled for Thursday, September 19th. The meeting adjourned at 1:30 p.m.