

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

May 10, 2012

CALL TO ORDER: Vice-Chair Susan Angulo called the meeting to order at 12:10 PM.

CAB Members, WLRN Staff and guests in attendance: Susan Angulo, Jeneissy Azcuy, Marcus Christian, George Early, Betsy H. Kaplan, Chuck Tatelbaum, Jeanne Westphal, Cynthia Weems, David Berley, John Labonia, Bernadette Siy, Adrienne Kennedy, and Mia Lorenzo.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the March 8, 2012, meeting. Members present accepted and approved the minutes as published.

WLRN EDUCATION/OUTREACH ACTIVITIES: Bernadette Siy gave a brief report on WLRN's Education Services and community outreach activities. She supported her report with photographs about the following events: WLRN RTL Cinema Day; Week of the Young Child Celebration; Take Your Child to Work Day; the American Graduate school site visits to four middle schools; the WLRN Speakers Series presentations; and the American Graduate Teacher Town Hall broadcast on Channel 17 and 91.3FM scheduled for Thursday, May 24, 2012.

NETA SUMMER BOARD MEETING: John Labonia announced that WLRN-TV has just completed a new, hour-long original documentary on 'Tiki' culture. Adrienne Kennedy played a 5-minute segment from the documentary *Plastic Paradise* for the CAB members to view.

The program will broadcast in the fall but WLRN will screen a clip at the upcoming annual NETA (National Educational Television Association) Summer Board Meeting that will take place in Miami at the Biltmore Hotel from July 22-24. WLRN will host a 'Polynesian themed' reception for the visiting station general managers. WLRN CAB members and the Friends of WLRN Board will also be invited. More details to come.

CHILD SEXUAL ABUSE DOCUMENTARY: Producer Mia Lorenzo spoke about the success of *Out of Darkness, Into Light*, a WLRN original documentary dealing with the subject of child sexual abuse. The station hosted a community screening at O Cinema in Wynwood and held a post-screening discussion with a panel of survivors and legal experts. WLRN also hosted live web chats during the scheduled broadcasts. WLRN is working with the other Florida PBS stations for statewide carriage/broadcast on July 12th at 9:00 pm. The full program will also be available online.

HIALEAH SPEEDWAY DOCUMENTARY: Adrienne Kennedy reported that in the fall, WLRN will be offering another new, original documentary about a former car racing location in Miami. *Hialeah Speedway, No Guts No Glory*, tells the story of the old Hialeah racetrack that was once a regular hangout for race enthusiasts and their families. WLRN plans to host a premiere event prior to broadcast. Broadcast and reception details to follow.

GM REPORT: John Labonia reported that the state/governor has reinstated funding for public broadcasting and WLRN will be receiving around \$300,000 for FY 2012-13.

Labonia said that WLRN radio will soon have two new offices. One will be at WLRN, and the other in the new Miami Herald building in Doral. As part of the radio news expansion, there will also be three new positions in the news division.

In the last month, WLRN radio has won four Edward R. Murrow Awards. Radio reporter Kenny Malone was also on the Pulitzer Prize finalist team from the Miami Herald for the assisted living investigative report. Kenny also received the Scripts Howard Best Investigative Journalism Award for radio investigative reporting.

WLRN-TV is building out/updating its master control area. WLRN-TV is commissioning a new HD graphics package for the PBS block of children's programming on Ch17. The branding for the channel will be called Super17. It will the station better recognition with kids because of the number 17. There will also be opportunities for promotional/revenue generating ventures in the future. The graphics animator is Antoni D'Ocon, the same person who produced WLRN's new children's series *Enertips*. Antoni is also updating/refreshing the WLRN-TV logo.

After two years of planning, production on the Treblinka documentary will finally start in early summer with shoots planned in Israel and Poland.

Chuck Tatelbaum shared that the CEO of NPR believes that the WLRN/Miami Herald News collaboration is the finest local news operation of any NPR station in the country. Gary Knell has been speaking all over the USA encouraging other stations to visit the station or use WLRN as a model.

The next CAB meeting is scheduled for Thursday, September 13th. The meeting adjourned at 12:50 PM.