

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

May 11, 2017

CALL TO ORDER, WELCOME AND INTRODUCTIONS: The meeting was called to order by Adrienne Kennedy in place of CAB Chair Jo Asmundsson at 12:10 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:

Bruno Phanord on behalf of Dr. Dorothy Bendross-Mindingall, Calene Candela, Daisy Gonzalez-Diego, Martin Karp, Marcela Moyano, Michael Ragheb, Kearey O. Wan and Adrienne Kennedy. Guest: Tom Hudson, Alicia Zuckerman, Terence Shepherd, Teresa Frontado, Mia Laurenzo Jamie March, Perna Rucker and Charles Michaels.

APPROVAL OF MINUTES:

A motion was made and seconded to approve the minutes for the March 9th, 2017. Members present accepted and approved the minutes as published.

ORIGINAL TELEVISION PRODUCTION UPDATE:

Adrienne Kennedy introduces a new series of film shorts entitled *Snapshots in Time*. These 1 – 3 minute segments will air between programming using iconic images to tell a thousand words in support of WLRN's South Florida Storyteller mission. This new series tells the stories within the story about the people, places and innovations pursued by visionary dreamers in South Florida. Eight stories are in the works with two completed. Adrienne presents the two video clips to watch, *Amelia Earhart's Last Flight*, where she had departed from Miami on her last attempt to circumnavigate the globe, and *Clark Gable Goes to War*, highlighting how Clark Gable enlisted in the army to fight in WW II and trained in Miami as an aviator and machine gunner.

WLRN will present a new 30-minute documentary *Rudy and Neal Go Fishing* to American Public Television for consideration. This touching film focuses on a U.S. army general from Miami Gardens who suffers from PTSD. Adrienne introduces a trailer to watch.

WLRN's own *Streets of Wynwood* was accepted for national distribution via American Public Television exceeding the minimum 25 votes with a generous 102 confirmations from stations around the country. This includes top rank stations, such as WNET in New York, KCET in LA, KQED in San Francisco, Maryland Public Television and KCTS in Seattle, Washington. The film is scheduled to feed out to PBS affiliates on September 3, 2017.

Oceans of Pink, WLRN's film on breast cancer and its impact on Hispanic women, has been on the national circuit for just under two weeks (released on Sunday, April 30). By the end of May, the film will have aired in a total of 75 markets including New York, Boston, Chicago, Philadelphia, L.A. and San Francisco.

Adrienne introduces the latest summer image spot campaign that incorporate new drone and time lapse photography which highlights the areas that make South Florida familiar and unique to this community.

SUMMER TELEVISION SCHEDULE:

James March speaks about the highlights of WLRN-TV summer programming. The strong drama footprint continues to attract many viewers. Two large acquisitions will carry on through the summer with plenty of promotional push, including the series *800 Words*, about a recently widowed man and his children who leave Australia for a new life in New Zealand, and *Agatha Raisin*, an amateur sleuth that takes an interest in solving murder mysteries. James presents film clips of each series to the board. Two changes have been implemented to the schedule. Thursday nights provide “Stories of Conflict” with the primetime block dedicated to war documentaries with emphasis on WWII. Friday nights are now themed as “A Regal Affair” with an evening filled with stories about the royals.

WLRN NEWS UPDATE:

Digital director Teresa Frontado provides a video presentation on the impact of social media. Peers have recognized WLRN’s social media with two National Headliner awards for best use of social media on Social Treatment of Schools, Public Transit Day & Zika. She shares that the digital team was also recognized by the Edward R. Murrow Regional Awards and the Florida Associated Press Broadcasters award for excellence in Social Media. Tom Hudson adds that there has been a growth in digital numbers with 30% increase page views and page visits. Tom adds that the news department has also been recognized by our peers with a record-breaking 19 regional awards in the last three years, nine were received in 2016. Last year, WLRN placed second for most awards, with only Boston beating us by one additional award.

Terence Shepherd says “pound for pound” we are the strongest station. Boston has a staff of 70 plus, while WLRN has 17 staff members. Terence presents a few audio samples of award-winning news stories, including; *Preventative Colonoscopies Are Free Except When They're Not* - Sammy Mack, *Find Your Way Through The 98 Possible Amendments On The South Florida Ballots* - Wilson Sayre, *Muhammad Ali In Our Backyard* - Luis Hernandez, *Planning Funerals For Children Lost To Gun Violence* – Nadege Green

Alicia Zuckerman continues with a list of the honors that the news department has received.

The National Headliner Awards

- **First Place - Social Media** “WLRN's Social Treatment of School, Transit & Zika”
Teresa Frontado, Katie Lepri and the WLRN news staff
- **Second Place - Radio Stations Documentary or Public Affairs** “The Sunshine Economy”, Tom Hudson, WLRN News, Miami, Fla.
- **Second Place - Radio Online Writing** Tim Padgett, WLRN News, Miami, Fla.
- **Second Place - Radio Affiliated Website** WLRN.com, Teresa Frontado and the WLRN News Staff

Florida Associated Press Broadcasters

Radio – First Place

- **Feature | Light News:** Sammy Mack and Wilson Sayre, WLRN Public Media, "We Spent the Night on a Nuclear Submarine."
- **General Assignment | Long Format:** Gina Jordan, WLRN Public Media, "The Tug of War Over Florida's Affordable Housing Fund"
- **Investigative Series:** Rowan Moore Gerety and Christina Viega, WLRN-Miami Herald News, "Ending Out of School Suspensions."
- **Breaking Sports News:** Luis Hernandez, WLRN Public Media, and “Muhammad Ali in our Backyard."
- **Use of Sound for Radio:** Sammy Mack and Wilson Sayre, WLRN Public Media, "We Spent the Night on a Nuclear Submarine."
- **Digital Programming:** Teresa Frontado, Katie Lepri, and News Staff, WLRN Public Media, "Zika in South Florida"
- **News Anchor or Anchor Team:** Christine DiMattei, WLRN Public Media
- **Series / Franchise Reporting:** Sammy Mack and Tom Hudson, WLRN Public Media
- **Public Affairs:** Tom Hudson, Bridget O'Brien and Alicia Zuckerman, WLRN Public Media, "The Zika

Virus in South Florida"

Radio - Second Place

- **Feature | Cultural / Historical:** Nadege Green, WLRN Public Media, "Robert Battle and His Mom."
- **Breaking News | Station:** News Staff, WLRN Public Media, and "Fidel Dies".
- **Continuing Coverage:** Sammy Mack and Kate Stein, WLRN Public Media.
- **Website / Digital:** Teresa Frontado, Katie Lepri, and News Staff, WLRN Public Media.

Alicia Zuckerman introduces a series of short audio clips from some of the mentioned award-winners to the board.

Tom Hudson follows with news of more recent awards. WLRN received 11 Society of Professional Journalist Awards, including two awards generated by student interns. Five Public Radio News Director Awards were received as well. Tom highlights some of the general news room activities, including; *CELL 1: Florida's Death Penalty In Limb*, *Young Survivors: The Unspoken Trauma of Gun Violence*, *RADIOFEST* in partnership with The Wolfsonian – FIU Museum, *Edible Odes: O, Miami Poetry Festival* and the upcoming Public Radio News Director Conference which will be hosted by WLRN at the newly opened Museum of Science.

NEXT CAB MEETING: September 7th, 2017 @ NOON

ADJOURNMENT:

Meeting was adjourned at 1:26 PM.