

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

May 12, 2011

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

CAB Members, WLRN Staff and guests in attendance:, Jo Asmundsson, Jeneissy Azcuy, Marcus Christian, George Early, Alan Greer, Ron Levitt, Michelle Simmons, Jerold Blumstein, David Berley, John LaBonia, Peter Maerz, Christina Scott, Bernadette Siy, Mia Laurenzo, Jose Maya, and Kenny Malone.

Absent Members: Susan Angulo, Alex Berguiristain, George Braddock, Saby Chatterjea, Maria Ines Castro, Noreen Frye, Jeanne Westphal, Betsy H. Kaplan Patricia Maldonado, Gerardo Rodriguez-Menendez, Jimmy Morales, and Blair Walker.

Jo Asmundsson started the meeting by having everyone present introduce themselves.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the March 10, 2011 meeting. Members present accepted and approved the minutes as published.

WLRN/MIAMI HERALD NEWS OPERATION UPDATE: John LaBonia introduced WLRN/Miami Herald News reporter Kenny Malone who talked about the recent investigative series on ALFs entitled *Neglected to Death*. Kenny was embedded with the Miami Herald team for several months secretly working on the investigation. The series was very well received with segments getting national play on NPR, including a full hour on *Talk of the Nation*. Mr. Malone played a clip from the series and answered questions regarding the reports.

OUTREACH UPDATE: Bernadette Siy introduced WLRN Producer Mia Laurenzo who spoke about her community outreach presentations for the *Martin Luther King: Footprints Through Florida* documentary. The latest screening was for students at FIU professor and historian Marvin Dunn.

Bernadette also spoke about the UM Osher Lifelong Learning Institute (OLLI) station visit arranged by Noreen Frye. The 26-member group toured the station and screened two local documentaries. Producers Tim Long and Debra Greene-Hall were present to answer questions about *Key West: Bohemia in the Tropics* and *Stiltsville: Generations on the Flats*.

WLRN Communications Manager Christina Scott announced that *Artstreet* host Meredith Porte was recognized by the Miami-Dade Cultural Arts Council as one of 2011's Arts Heroes. Kristy also acknowledged WLRN's graphic artist Liz Ortiz who won 1st place for most original design for the Corporate Run's T-shirt contest.

Ms. Siy informed the CAB that WLRN Ready To Learn will be hosting a cinema day for 80 pre-school children in Studio A on May 26th with a screening of *Arthur's Missing Pal*. RTL will also be distributing free books as part of the 2nd Annual WLRN RTL Book Markers Kids Club and handed out copies of this year's selection *Mouse's First Spring*.

Ms. Scott announced the re-launch of the new Cultural Connection web page, the site for discounted tickets to cultural concerts and events. She also spoke about WLRN's involvement

with the promotion of a summer theater program to encourage parents and young adults to attend local theater.

Kristy also spoke about the creation of WLRN's Green Zone. This new initiative/webpage will be a hub of information for anything 'green' in South Florida. WLRN will also be introducing a new Shop WLRN page on the station website in the fall.

CAB MEMBERSHIP RECRUITMENT: Bernadette Siy reported that the current CAB board has 20 members including the SPJ appointee and one MDCPS Board appointee. The board still needs two appointments from Friends of WLRN and one more from the School Board. There will be three members terming out the end of June, and CAB Chair Ines Castro and Secretary Alan Greer both term out the end of August.

John proposed that all members terming out be allowed serve through the end of the calendar year. Bernie will send emails to Betsy Kaplan, Patricia Maldonado, and Jimmy Morales. John LaBonia and Jo Asmundsson asked that the current membership assist with the recruitment of new members. LaBonia added that termed out CAB members never have to leave, they can graduate to the emeritus board.

FEDERAL & STATE FUNDING: John stated that funding to CPB for 2013 increased by \$15 million. Funding from CPB to WLRN radio increased \$200,000 this year due to a new funding policy based on service to diverse audiences. For TV the increase was \$160,000. On the State side, the Governor had zeroed out funding to public broadcasting but both the House and the Senate came back with a combined recommendation of about a 28% reduction equating to about \$153,000 between radio and TV. Peter Maerz reported that fundraising has been going well for the special flower campaigns on radio, most recently for Mother's Day with all orders selling out.

GENERAL MANAGER'S REPORT: John LaBonia reported that WLRN has contracted with Jim Russell, creator of the highly successful radio series *Marketplace*. Mr. Russell will conduct a 3-day strategic planning session for news programming and local production for radio. Discussion will include branding, program improvements and promotions.

For TV, WLRN has contracted with public television audience consultant TRAC Media to conduct a 2-day strategic session for the TV staff. TRAC will provide information about trends in the national system as well as info about the local audience. Discussion will include promotion strategies, fundraising and underwriting opportunities, local productions and outreach. All CAB members were invited to attend both the radio and TV planning sessions.

John stated that the Treblinka project has raised over \$200,000 for production funding. Scheduled in June are several fundraising events with nationally recognized Holocaust expert Michael Berenbaum who is also the script writer for the documentary. There will be a gallery reception, a dinner for major donors, and a ticketed event at Temple Judea in Coral Gables. The fundraising goal for the production is \$500,000.

John also provided an update on WLRN TV projects. Four local TV documentaries will be distributed nationally to other PBS stations through NETA. They are *Key West: Bohemia in the Tropics*; *Nixon's the One*; *Hecho a Mano: Creativity in Exile*; and *Conquering the Dragon: Breast Cancer Survivors Race for Life*. The station also completed a new documentary from

Bohemia producer Tim Long on *The Overseas Highway* which will premiere in September. In addition, WLRN-TV acquired exclusivity to present a new series on the Florida Keys. *Florida Keys Adventures* has 6 episodes featuring the most captivating stories and places to visit from Key West to Key Largo. The station has also committed to producing four new documentaries including *Crazy for Tiki*; *Flagler's Legacy*; and *Prohibition and the South Florida Connection*, a local companion to Ken Burn's new series. WLRN producer Mia Laurenzo also reported on her new TV project *Out of Darkness Into Light* focusing on child sexual abuse.

John LaBonia shared information about the numerous local and national awards garnered by both the radio and TV stations for local productions.

Jo Asmundsson announced that she has included WLRN in her will in the amount \$500,000 for the Jo Asmundsson Program Fund. The gift will be a matching fund to support local programming for both TV and radio.

Next CAB meeting is scheduled for Thursday, September 8. The meeting adjourned at 1:20 PM.