

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

May 8, 2014

CALL TO ORDER: The meeting was called to order by CAB Chair Jo Asmundsson at 12:10 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE: Jo Asmundsson, George Braddock, George Early, Marcela, Moyano, Michael Kreitzer, Rafael Ribeiro, John Labonia, Bernadette Siy, Alan Tomlinson, Adrienne Kennedy, Tim Padgett, Marlene Figueroa, Harrison Grandwilliams.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the March 13, 2014 meeting. Members present accepted and approved the minutes as published.

WLRN TV ORIGINAL PRODUCTIONS: Adrienne Kennedy reported on the premiere event of WLRN's latest original production *To Serve With Honor: Florida Jews and the US Military*. The screening at Cinema Paradiso in Ft. Lauderdale was well attended. Ms. Kennedy showed several photos of the event and stated that many of the veterans featured in the documentary were in attendance.

WLRN Director of Programming & Production Alan Tomlinson spoke about WLRN-TV's content strategy on Channel 17. He stated that staff is still evaluating whether or not theme/genre nights are working. The plan is to keep the same strategy for the summer and come back with a strong schedule in the fall with fresh, new content.

Mr. Tomlinson also shared that WLRN-TV plans to introduce new original documentaries each month starting in September. The new films include: *Deep City: Birth of the Miami Sound* – September; *Treblinka* – October; *Macy's Parade* – November; *Street Art* – December.

Alan closed his presentation with a screening of a new TV break with local wildlife expert Rey Beccerra. The video clip featured Florida black bears. Future break episodes with Rey will focus on Florida's snakes and panthers

WLRN'S COVERAGE OF LATIN AMERICA: WLRN/MiamiHerald News Americas editor Tim Padgett spoke about that the station's news coverage of Latin America. He stated that his reporting is considered "local" because of South Florida's culturally diverse population – Latin America is more than just Cuba.

Padgett has a weekly radio report and he also has an online blog on wlrn.org. He said radio's Latin America focus was Mr. Labonia's vision, and John is continuing to support the coverage by now enabling Padgett to report stories from the field, recently reporting out of Panama on the expansion of the Canal.

The station has also been very successful in reporting on stories about the Americas and issues that directly affect South Florida communities. Perfect examples are the recent/ongoing reports on Venezuela. Padgett talked about being personally connected to Venezuela and his ability to report both sides of a story objectively.

GENERAL MANAGER'S REPORT: John Labonia reported that the past year has been very successful for WLRN. Both the television and radio stations received multiple industry awards. He also said that the station is highly recognized for its journalism internship program. Several former interns have eventually become fulltime staff. After honing their skills at WLRN, many have moved on to other jobs at stations in New York and San Francisco.

Dr. Marcela Moyano from St. Thomas University said she would like to explore how her students can be involved with the station's program. Labonia said to get in touch with Alan Tomlinson on the TV side and Alicia Zuckerman for radio.

Mr. Labonia announced that Bernadette Siy will be retiring from WLRN at the end of the fiscal year. The station will host a small celebration and the CAB members will be invited to attend.

WLRN radio listener and CAB meeting visitor Harrison Grandwilliams (from the Broward County Sheriff's Office) suggested that the station have more Broward coverage.

The next CAB meeting is scheduled for Thursday, September 11, 2014 at 12 noon. The meeting adjourned at 1:30 pm.