

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

November 8, 2012

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

CAB Members, WLRN Staff and guests in attendance: Susan Angulo, Jo Asmundsson, Jeneissy Azcuy, Alex Beguiristain, Max Borges, Marcus Christian, George Early, Shahid Khan, Raquel Regalado, Mel Shifke, Michelle Simmons, Jeanne Westphal, John Labonia, Bernadette Siy, Peter Maerz, Adrienne Kennedy, Mihail Halachev, Danny Rivero, Marlene Ross, Donnette Duggan, Cathia Darling, and Darrell Payne.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the September 13, 2012, meeting. Members present accepted and approved the minutes as published.

WELCOME NEW CAB MEMBERS: John Labonia reintroduced the three new CAB members Max Borges, Mel Shifke, and Sultan Shahid Khan. Mr. Labonia also addressed current members whose first terms were expiring. A motion was made to renew Michelle Simmons, George Early and Marcus Christian for a 2nd three-year term. The motion was seconded and members present approved the motion for renewal.

John Labonia mentioned that there will be two more open seats due to term limits for members Susan Angulo and Gerardo Menendez. He requested that recommendations for board consideration be sent to Bernadette's attention via mail or email. He also stated that all members that rotate off are welcome to join the CAB emeritus board. Emeritus members receive all correspondence, are welcome to attend meetings, however they have no voting privileges.

CAB SCHOLARSHIP FUND UPDATE: CAB Chair Jo Asmundsson thanked Susan Angulo and Ron Levitt for the assistance and information they provided at the first scholarship meeting. It was decided that the official name for the scholarship would be the WLRN Journalism Scholarship Fund. The committee was able to develop the purpose, goals and guidelines for the fund.

A motion was made for the board to approve the name and fund details developed by the scholarship committee. The motion was seconded and members present approved the motion for acceptance.

The Chair also requested more participation from CAB members, especially with growing the scholarship fund.

TV PROGRAMMING/EVENTS REPORT: John Labonia gave an update on the Treblinka project. He reported that the documentary has started production with shoot locations in Europe and Israel. He screened a short clip featuring Samuel Willenberg, the last known survivor of the extermination camp. He also reported that Dr. Miriam Kassenoff, Holocaust educator for MDCPS, will be writing a Teacher's Guide for the documentary. The project should be completed by September 2013 and he is hoping for a European premiere in Warsaw in the fall of 2013.

Adrienne Kennedy spoke about the upcoming broadcast premiere of the WLRN—TV's new, original documentary *Rising Tide: A Story of Miami Artists*. She screened a 5-minute clip of the program during the meeting. Adrienne also talked about the upcoming release for *Weird Florida II*. She extended invitations for the CAB members to the premiere screening events for the two new programs. The events will be hosted at WLRN's studios.

Ms. Kennedy also announced that WLRN-TV received five (5) regional Emmy nominations and the 2012 NETA Award for Best Biographical Documentary for *Hecho a Mano*. The final Emmy results will be revealed at the December 1st Emmy awards banquet in Ft. Lauderdale.

RADIO REPORT: Peter reported that WLRN-FM's live, pre-Presidential debate remote production of the *Florida Roundup* from Lynn University was a first for the station and highly successful. It was aired by four other public radio stations in the state. Peter also stated that NPR's *Tell Me More* produced a live program focusing on education from the WLRN studios with Superintendent Carvalho as one of the guests.

Other radio programming highlights included: Bonnie Berman joining Joe Cooper as co-host for *Topical Currents*; WLRN/Miami Herald News' expanded election coverage was the most extensive to date for the station; WLRN-FM no longer provides traffic reports; and several new radio programs have showed marked audience growth from Jul-Oct.

NEW WLRN WEBSITE: John Labonia reported that under a new initiative from NPR and as an NPR member station, WLRN was required to provide an all news website. The new site was launched in early-October. The new site is designed to work well with mobile devices and is simpler to navigate. John introduced two support staff who work on the website - Danny Rivero and Mihail Halachev. Staff reported that response to the new site has been very positive.

NEW CAB OFFICERS: John Labonia stated that new CAB officers are selected each calendar year and asked if there were any members interested in serving. He said that he has had conversations with members who have expressed an interest and he proffered the following slate for consideration: Jo Asmundsson – Chair; Marcus Christian – Vice-Chair; Jeneissy Azcuy – Secretary.

A motion was made for the board to accept the slate of officers. The motion was seconded and members present approved the motion for acceptance of the new officers for 2013.

EDUCATION AND OUTREACH: Bernadette Siy introduced station staff involved with station education outreach -- Dr. Cathia Darling (Education Liaison) and Donnette Duggan (Education Support). Ms. Siy reported on the station's recent education activities that occurred since the last CAB meeting. She presented a brief power point with photographs highlighting the following events: American Graduate middle school presentations addressing bullying and college life; AG community partners meeting with an observer from CPB/Johns Hopkins University; WLRN RTL Science Day at Fairchild Tropical Botanic Garden; MDCPS Media Specialist PD day; Homestead Centennial Pre-anniversary community event; and station tours for various school and civic groups.

Bernadette also gave a brief overview of a state mandated education project. The Martha Speaks Reading Buddies Project will measure learning gains of students from two elementary schools in

Miami-Dade. This statewide project will be implemented by thirteen Florida PTV stations in their respective service areas/school districts.

GM REPORT: John Labonia thanked Susan Angulo for her six years of service on the WLRN CAB and presented her with a Certificate of Appreciation. He also gave the three new members their CAB handbooks and said that a station photographer would be available at the next meeting to take photographs for display on the CAB wall.

Meeting dates for 2013 were discussed. The next CAB meeting is scheduled for Thursday, January 17th. The meeting adjourned at 1:30 p.m.