

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

November 14, 2013

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

**CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:** Jo Asmundsson, Alex Beguiristain, George Braddock, George Early, Michael Kreitzer, Anna Parekh (for Raquel Regalado), Rafael Ribeiro, Gloria Ruiz, Mel Shifke, Betsy Kaplan, Darrell Payne, John Labonia, Bernadette Siy, Alan Tomlinson, Peter Maerz, Alicia Zuckerman, Kenny Malone, and Marlene Figueroa.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the September 19, 2013 meeting. Members present accepted and approved the minutes as published.

**CAB OFFICERS:** John Labonia presented the candidates interested in serving as CAB officers for the coming year. The slate included Jo Asmundsson as Chair, Alex Beguiristain as Vice-Chair and Jeneissy Azcuy as Secretary. A motion was made and seconded to accept the slate of candidates as presented by Mr. Labonia. Members present accepted and approved the motion.

**TERM LIMITED CAB MEMBERS:** John Labonia reported that three CAB members will be concluding their terms as voting members of the board at the end of November. Noreen Frye and Jeanne Westphal both served two (3-year) terms. Chuck Tatelbaum was a Friends of WLRN appointee. Mr. Labonia thanked the outgoing members for their years of service.

**TELEVISION PRODUCTION UPDATE:** WLRN Director of Production Alan Tomlinson started his presentation by giving a brief recap about his professional experience and listing his film projects, including documentary work for WLRN.

Alan reported that Adrienne Kennedy and Mia Laurenzo are both in New York shooting the Macy's Parade for a new WLRN original production to be released next year. The program follows a Tarpon Springs high school band and a pair of clowns from South Florida as they prepare and make their journey to the parade on Thanksgiving Day.

Mr. Tomlinson announced that WLRN's *Hialeah Speedway: No Guts, No Glory* has an Emmy nomination in the nostalgia category. The Emmy winners will be announced at an event on Saturday, November 23. Alan also gave an update and screened clips from two other original documentaries near completion: *Deep City Records* and *Treblinka*. He said the station's commitment to producing local films of global interest is extraordinary and he is very privileged to be on the WLRN team.

**RADIO UPDATE:** Peter Maerz reported that recent radio program changes have had positive results on the station. New additions to the July schedule, *Ask Me Another* and the *TED Radio Hour*, have both performed well. The new Monday morning program *Sunshine Economy* has consistently outperformed *The Takeaway* at the 9am weekday slot. The same holds for *The Florida Round Up* which has consistently outperformed *Fresh Air* in the 12pm slot. Peter also reported that radio's Palm Beach County audience has been steadily growing. WLRN-FM is ranked 7<sup>th</sup> amongst the radio stations in that area while WPBI Classical South Florida ranks 18<sup>th</sup>.

Radio presented a special weeklong series of programs entitled *Elevation Zero: Sea Level Rise in South Florida*. The series started with a town hall meeting in Ft. Lauderdale and then continued with a weeklong series of programming. WLRN Miami Herald News Senior Editor for Enterprise Alicia Zuckerman reported on the extensive multimedia platform coverage of the topic and played a clip produced by reporter Wilson Sayre.

Reporter Kenny Malone shared that WLRN recently won three national Edward R. Murrow awards. He also shared that WLRN received the bronze Third Coast Festival Award for the documentary *Remembering Andrew*. Kenny played his award winning clip for best use of sound from *Remembering Andrew*, and Alicia played a clip from her Murrow award (feature reporting) winning piece *Her Own Little Paris* on Ruth Greenfield.

John Labonia reported that WLRN just received a \$35,000 donation to support the radio internship program through the fundraising efforts of new CAB member Michael Kreitzer, Chair of Friends of WLRN. Mr. Kreitzer is filling one of two open seats for Friends of WLRN.

**EDUCATION/OUTREACH:** Bernadette Siy reported on the recent Speakers Series screenings of WLRN's original documentary *All in the Same Boat* at the Mt. Sinai Comprehensive Cancer Center, Homestead Correctional Facility and the Key Biscayne Community Center. Producer Shirley Ravachi made the presentations on behalf of the station. Bernadette also shared that students from Village Green Elementary and Coconut Palm Elementary were given station tours of the radio and television studios.

Ms. Siy stated that WLRN Education Liaison Dr. Cathia Darling conducted a parent workshop at Pine Villa/IAW Head Start and she is developing a literacy action plan for the Chapman Partnership Homeless Center.

Bernadette closed her presentation with a short video featuring the successful WLRN RTL Science Day at Fairchild Garden event attended by 240+ Pre K/K students from Miami-Dade.

The next CAB meeting is scheduled for Thursday, January 16<sup>th</sup>, the 3<sup>rd</sup> Thursday due to the holiday break. The meeting adjourned at 1:30 pm.