

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

November 10, 2016

CALL TO ORDER, WELCOME AND INTRODUCTIONS: The meeting was called to order by John Labonia in place of CAB Chair Jo Asmundsson at 12:13 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:

Alex Beguiristain, George Braddock, George Early, Daisy Gonzalez-Diego, Dr. Martin Karp, Michael Ragheb, Keary Wan, Cynthia Weems, John Labonia, Adrienne Kennedy, Michael Jalali and Peter Maerz.

APPROVAL OF MINUTES:

A motion was made and seconded to approve the minutes for the September 8, 2016. Members present accepted and approved the minutes as published.

APPROVAL OF 2017 CAB MEETING SCHEDULE:

The CAB meeting schedule was presented to the board. Mr. Labonia added that if there are any conflicts, to please contact Adrienne Kennedy.

WLRN RADIO UPDATE:

Peter Maerz shares that there was strong participation and collaboration amongst Florida public radio stations providing election coverage with the weekly production of *The Florida Decision* on Fridays at 1 pm. Election night coverage was wall-to-wall from 7 – 8 p.m. for the first time without inclusion of network programming. Tom Hudson anchored and was joined by Senators George Stephen LeMieux and Bob Graham, along with our team reporters in the field. Storm coverage for hurricane Mathew was a first for us in a couple of ways. The Florida Public Radio Emergency Network which provides meteorological and evacuation information throughout the state was put into effect and reporting coverage was wall-to-wall for 10 hours. Listening data has shown a 100% increase for *Morning Edition* and *All Things Considered*. This may be due to a new strategy of promotion and/or election coverage. It appears the elections also had influence on a successful pledge drive with one and a half fewer days to meet our goal. Programming updates include; Garrison Keillor from *Prairie Home Companion* retired, Diane Rehm is due to step down from her show *The Diane Rehm Show* on December 31st and WLRN will fill the 10:00 a.m. hour live with Tom Ashbrook's *On Point*. *Car Talk* will finally end the "best of" in September 2017.

ORIGINAL PRODUCTIONS UPDATE:

Adrienne Kennedy shares that WLRN-TV received four EMMY nominations for television from The Suncoast Chapter of The National Academy of Television Arts and Sciences. The nominees are; Environment - Program: *Plight of the Plume Birds*, Interstitial: *Ten Thousand Islands*, Promotion - Program - Campaign: *Support Mystery* and Promotion - Program – Campaign: *It's in your Nature*. A video presentation follows highlighting the nominees. Ms. Kennedy reminds the board that the premiere of *Streets of Wynwood* is tonight at the Perez Art Museum and shares written articles about the documentary from the Miami Herald, Sun Sentinel and New Times.

RECOGNITION OF RETIRING CAB MEMBERS:

John Labonia recognizes the services of three community advisory board members who will be retiring from the board. George Early, George Braddock and Alex Beguiristain were presented with certificates thanking them for their important service and were encouraged to continue their participation with WLRN as a member of the emeritus board.

NEXT MEETING: JANUARY 19th 2017

ADJOURNMENT:

Meeting was adjourned at 12:50 PM.