

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

November 12, 2015

**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, Alex Beguiristain, George Braddock, George Early, Daisy Gonzalez-Diego, Dr. Marcela Moyano, Marilyn Smith, Keary O. Wan, Cynthia Weens, Betsy Kaplan, John Labonia, Adrienne Kennedy, Alan Tomlinson and Maria Murriel.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the November 12<sup>th</sup>, 2015 meeting. Members present accepted and approved the minutes as published.

**ELECTION OF CAB OFFICERS FOR 2016:** John Labonia nominates Michael Kreitzer for the position of Secretary.

**WLRN PROMOTIONAL VIDEO PRESENTATION:** John Labonia presents a four-minute video that encapsulates everything about WLRN. Alan Tomlinson and James March produced the video as part of a presentation for the October school board meeting. Alan Tomlinson screens originally produced video spots that show off television's new Photoshop software and the recent seven EMMY nominations for WLRN-TV. Winners will be announced on Saturday, December 5<sup>th</sup>, 2015.

**WLRN SOCIAL MEDIA PRESENTATION:** Maria Murriel, Digital Media Editor, provides an overview of WLRN's social media platforms. The presentation included a tour through Facebook, Twitter and Instagram. Video is adding value to social media and Ms. Murriel confirms that engagement with the community is the goal for all platforms. Twitter is our most active platform. Currently, WLRN has strong followers for each platform to include 15,000 for Facebook, 22,000 for Twitter and 15,000 for Instagram. The digital media team is looking for ways to continue growing with some experimentation.

#### **GENERAL MANAGER'S REPORT:**

- John Labonia would like to recruit new CAB members and has asked the board for recommendations.
- WLRN has been airing "producer call-out" spots. As South Florida's storyteller, we are on the lookout of story ideas and encourage relationships with independent producers.
- John Labonia shows radio coverage maps in Palm Beach for WLRN Public Radio. WLRN succeeded in negotiations with Educational Media Foundation (EMF) to expand programming on both 90.7 WFLV HD-2 and 101.9 FM. This will open up flexibility on individualized programming for Palm Beach County as well as open up opportunities for flexible and targeted underwriting.
- Deep City: The Birth of The Miami Sound has been accepted for national distribution by PBS for April 2016.
- John Labonia informs the board that WLRN is one of five stations selected by BBC (London) to participate in workshops. Peter Maerz is currently attending.

**NEW BUSINESS/STATION TOUR:**

Board members will receive 2016 meeting schedule.

**NEXT MEETING: JANUARY 14, 2016**

**ADJOURNMENT:**

Meeting was adjourned at 1:06 PM.