

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

November 16, 2017

CALL TO ORDER, WELCOME AND INTRODUCTIONS: The meeting was called to order by John Labonia in place of CAB Chair Jo Asmundsson at 12:08 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:

Sedric McMinn on behalf of Dr. Dorothy Bendross-Mindingall, Daisy Gonzalez-Diego, Martin Karp, Marcela Moyano, Dinkinish O'Connor, Barry Schwartz, Kearey O. Wan, John LaBonia, Adrienne Kennedy and Peter Maerz. Guest: Tom Hudson, Dwight Hill, Jamie March and David Berley.

APPROVAL OF MINUTES:

A motion was made and seconded to approve the minutes for the May 11th, 2017. Members present accepted and approved the minutes as published.

ANNUAL PROGRAMMING REPORT:

A motion was made and seconded to approve the 2016-2017 Annual Programming Report. Members present accepted and approved the report as published.

JO ASMUNDSSON ORIGINAL PRODUCTION FUND:

John Labonia informs the board that with the passing of CAB Chair Jo Asmundsson in January of 2016, she had generously included WLRN in her will, leaving 40% of her estate to create the *Jo Asmundsson Original Production Fund*. The fund will require a dollar-for-dollar match that is dedicated to funding original radio and television productions. John adds that we are looking for a new slate of officers for the next board meeting, this includes the positions of Chair, Vice-Chair and Secretary.

WLRN NEW MID-DAY PROGRAM:

Peter Maerz and Tom Hudson introduce the new mid-day radio program *Sundial*, which is a joint initiative between WLRN's radio programming and news departments. It debuted October 2nd, 2017, and can be heard Monday thru Thursday starting at 1:00 p.m. Host Luis Hernandez comes with years of experience as a journalist and news anchor. Luis joined the WLRN newsroom in 2014. Board members are invited to listen and provide their comments to the station.

ORIGINAL TELEVISION PRODUCTION UPDATE:

Adrienne Kennedy discusses the promotional campaign and premiere screening event leading up to the broadcast of WLRN's original production *Boca Raton: The Secret Weapon That Won WWII*. The promotion was a station collaboration between multiple departments including television, radio and digital. This successful teamwork, boosted by a two-week Sun Sentinel print & digital campaign, pushed WLRN to the forefront as South Florida's PBS station to the northern regions of our market area. The screening was held at Florida Atlantic University in Boca Raton to over 450 attendees. Jamie March presented video spots which he created to target promotion of the film and reinforce the station's mission as South Florida's Storyteller. Tom Hudson follows-up with a quick recap on the news team's 31 hours of wall-to-wall coverage during Hurricane Irma, which began midday on Saturday, September 9th. WLRN continued a series of reports during Morning Edition the following week. Supported by WLRN's local radio hosts, the station switched to full on-air coverage between 9 a.m. – 4 p.m., providing updates, sharing information and taking calls from the community.

RECRUITEMENT OF NEW CAB MEMBERS:

John Labonia asks the board to help recruit eligible contenders for the Community Advisory Board.

APPROVAL OF 2018 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.

CAB JANUARY ANNUAL MEETING:

John Labonia informed the Board that the Annual Meeting will be held January 18th, 2018. Board members interested in serving as Chair, Vice-Chair or Secretary, should please contact John Labonia or Adrienne Kennedy.

NEXT CAB MEETING: January 18th, 2018 @ NOON

ADJOURNMENT:

Meeting was adjourned at 12:49 PM.