

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

September 13, 2012

CALL TO ORDER: Chair Jo Asmundsson called the meeting to order at 12:15 PM.

CAB Members, WLRN Staff and guests in attendance: Susan Angulo, Jeneissy Azcuy, Marcus Christian, George Early, Raquel Regalado, Ron Levitt, Cynthia Weems, David Berley, John Labonia, Bernadette Siy, and Adrienne Kennedy.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the May 10, 2012, meeting. Members present accepted and approved the minutes as published.

ANNUAL PROGRAMMING REPORT: Bernadette Siy stated that the draft of the 2012 WLRN Annual Report is complete and ready for review by the CAB. John Labonia said that once the report is approved, he will submit it to the Superintendent and School Board members with a transmittal memo on behalf of the CAB. The report will also be made available on the wlrn.org website.

A motion was made and seconded to approve the annual report for submission to the Superintendent and School Board members. Members present accepted the motion and approved the report.

APPROVAL OF NEW CAB MEMEBRS: John Labonia recommended four new members for acceptance into the CAB to fill openings on the board. Resumes were provided electronically for Max Borges, Dr. Gloria Ruiz, Mel Shifke, and Sultan Shahid Khan. Copies of the bios/resumes were also circulated during the meeting for review.

A motion was made and seconded to accept the recommendations. Members present accepted and approved the names submitted for consideration. John Labonia said the new members will be invited to attend the next CAB meeting in November.

WLRN SCHOLARSHIP FUND: CAB Chair Jo Asmundsson proposed the formation of a WLRN Scholarship for Journalism and made a personal contribution of \$500 as seed money for the fund. She stated that WLRN plays an influential role in the field of journalism in South Florida and that it would be highly appropriate to have a fund to support journalism students in the station's name.

John Labonia suggested forming a committee to come up with criteria for awarding the scholarships. He also suggested that Ron Levitt with the Society of Professional Journalists be part of the committee. Ms. Raquel Regalado offered that in this age of online media, it would be important to focus on the importance of good writing and serious journalism.

David Berley also generously offered \$1,000 towards the fund.

LOCAL TV PROGRAMMING/EVENTS REPORT: Adrienne Kennedy started her report by sharing the memorable screening experience for *Hialeah Speedway: No Guts No Glory*. Tobacco Road (the venue) and the entire Mary Brickell Village area had lost power just as the

screening was about to start. The WLRN crew and over 70 guests caravanned to the station and had the screening in Studio A.

The Key West Museum Weekend event was almost a “wash out” with Hurricane Isaac. Free or discounted admissions were honored by the participating Keys museums for the following Labor Day weekend. There were over 1000 hits on the WLRN website for the museum vouchers between both weekends.

The WLRN documentary on child sexual abuse, *Out of Darkness Into Light*, was distributed nationally on September 1st through NETA (National Educational Telecommunications Association), a public television member organization. This documentary was previously distributed statewide to Florida stations. WLRN also hosted a live webinar that coincided with the statewide broadcast.

In November, WLRN will be premiering two new original productions *Weird Florida On the Road Again* and *Rising Tides: The Story of Miami Artists*. Adrienne screened clips from both documentaries.

Ms. Kennedy also stated that WLRN has another new local program in post production. It is the story of Deep City Records, a local record label that produced music here in Miami in the 40s and 50s. It was considered the Motown of the South. The hour-long program will first make the film festival circuit and then broadcast on WLRN-TV in 2013.

RADIO REPORT: John Labonia reported on behalf of Peter Maerz that there have been a few changes with regards to the on-air radio personalities. Bonnie Berman is now the co-host of *Topical Currents* with Joe Cooper, and Caroline Breder-Watts is the new morning host at 10am.

John also stated that WLRN-FM will be producing a live, 2-hour, pre-Presidential Debate special for *The Florida Roundup* at Lynn University. The broadcast is scheduled for Friday, October 19th from 11:00 a.m.-1:00 p.m.

EDUCATION AND OUTREACH: Bernadette Siy reported that WLRN has a new Education Liaison to promote the station’s educational programming content and online resources. Dr. Cathia Darling was an educator for the school district in the area of early childhood education. Dr. Darling will concentrate on promoting WLRN’s education services including RTL resources and PBS Children’s Programming, Instructional Television, and PBS LearningMedia.

Bernadette also gave an update on WLRN’s American Graduate initiative reporting that the station will be revisiting the students, now 7th graders, at the four target middle schools. She also invited the CAB to attend an upcoming RTL Science Day event on October 3rd. WLRN will be host over 400 Pre-K to 3 Grade students for a fun day of learning at Fairchild Tropical Garden.

GM REPORT: John Labonia proudly reported that WLRN-TV’s original production *Hecho A Mano* was selected as best documentary for the 2012 NETA Awards. NETA is a national organization of for public media stations. The awards ceremony will take place as part of the national conference the end of October in St Louis, MO.

Mr. Labonia also reported that the Treblinka project has finally started production after four years of planning. The production crew spent six weeks shooting in Europe and Israel. He

mentioned that the documentary will be used as a teaching tool and the station has hired the district's Holocaust Education consultant, Miriam Kassenhoff, to develop a companion teaching guide for the classroom.

John also shared that the station is working on plans to produce a documentary on the Macy's Day Parade, focusing mainly on the clowns. He is scheduled to have preliminary talks with Macy's representatives to negotiate behind the scenes access, which is very exclusive.

The next CAB meeting is scheduled for Thursday, November 8th. The meeting adjourned at 1:25 p.m.