

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

January 14, 2016

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

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:

Jo Asmundsson, Alex Beguiristain, George Early, Daisy Gonzalez-Diego, Maria Delgado on behalf of Dr. Martin Karp, Dinkinish O'Connor, Keary O. Wan, Cynthia Weens, Betsy Kaplan, John Labonia, Adrienne Kennedy, Michael Jalali, Alan Tomlinson and Peter Maerz.

APPROVAL OF MINUTES:

A motion was made and seconded to approve the minutes for the November 12th, 2015 meeting. Members present accepted and approved the minutes as published.

INTRODUCTION OF NEW CAB MEMBERS:

John Labonia introduces and welcomes Dinkinish O'Connor to the board. Ms. O'Connor is an adjunct professor for communication studies at Unilatina International College, as well as a Miami-based journalist. Mr. Labonia also introduces Michael Jalali, the new executive director for Friends of WLRN.

WLRN ORIGINAL PRODUCTIONS UPDATE:

Adrienne Kennedy updates the board on the television distribution of *Deep City: The Birth of the Miami Sound* which is due for a summer release by PBS and *Treblinka's Last Witness* which will be released both nationally and internationally starting in April via American Public Television. *WLRN Radio Theater*, in partnership with Arts Radio Network, is a new programming initiative and airs the second Sunday of each month at 7:00 p.m. These radio plays are performed and recorded at venues throughout South Florida. Adrienne distributes two press releases that announce WLRN's news director Terence Shepherd who was selected for the Next Generation Leadership Diversity Fellowship at WNYC New York and WLRN's big win with five Suncoast EMMY Awards which were presented in December 2015 by the Suncoast Chapter of The National Academy of Television Arts and Sciences.

Alan Tomlinson presents WLRN's EMMY Award image spot that promotes the station's winnings to our viewers. Upcoming WLRN original documentaries including *Small Town, Big Secret*, a one hour story of the pivotal role that Boca Raton plays in radar during WWII and *Oceans of Pink: Warriors of Hope*, which follows the explosive growth of dragon boat racing among breast cancer survivors across Florida. Mr. Tomlinson presents a video clip of *Walls of Wynwood* that covers a little-known global subculture that spans the artistic gamut from "tagging" and graffiti to towering murals of astonishing quality. A second video presents a new film short *Everglades and Plume Hunting*, how millions of birds were killed to provide feathers to decorate women's hats at the turn of the century.

John Labonia shows an example of one 30 second spot produced by WLRN in support of the MDCPS Office of Early Childhood Programs.

WLRN RADIO PROGRAMMING UPDATE:

Peter Maerz discusses programming changes on Saturday afternoons with two new regular programs *New Yorker Radio Hour* at 2 p.m. and *Reveal* at 3 p.m. *Ted Radio Hour* is moving from Saturday's at 2 p.m. to Sundays at 7 p.m. Mr. Maerz explains the variety of measurement tools in collecting data to help make decisions on programming changes.

GENERAL MANAGER'S REPORT: John Labonia informs the board that we received a contribution of \$72,000 and \$5,000 in support of keeping public radio in Palm Beach. John also announces a new initiative from WLRN news. WLRN and WUSF in Tampa Bay are teaming up with "*PriceCheck*." It will be a free online tool allowing Florida residents to share data on how much they pay for medical procedures. Consumers and experts can search and compare prices among health care providers.

NEXT MEETING: MARCH 10, 2016

ADJOURNMENT:

Meeting was adjourned at 1:10 PM.