

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

January 15, 2015

CALL TO ORDER: The meeting was called to order by CAB Chair Jo Asmundsson at 12:15 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE: Jo Asmundsson, Jeneissy Azcuay, Alex Beguiristain, George Braddock, George Early, Daisy Gonzalez-Diego, Adrienne Kennedy, John Labonia, Michelle Simmons, Alan Tomlinson, Cynthia Weems and Maria E. Delgado on behalf of Dr. Martin Karp.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the November 13th, 2014 meeting. Members present accepted and approved the minutes as published.

WLRN DIGITAL – STRATEGY AND ASSETS: Digital Editor Maria Murriel gave a detailed presentation on WLRN’s digital platforms, with examples of past projects and how the station’s original content impacts the community. Ms. Murriel explains that our goal is to reach out to a younger audience through multiple digital platforms with the WLRN website is the matrix where content branches out to other platforms, i.e. Facebook, Twitter, WLRN App & NPR App. She said that we are reaching over 10,000 followers on Facebook daily, with 18,000 followers on Twitter. Sound Cloud which holds WLRN stories that are posted has an astounding 70,000 followers.

Maria discusses the benefits of being in the community with the support news content, digital platforms and face-to-face interaction with the community. She discusses the news story about the shooting in Liberty City where a child was killed in the cross-fire. WLRN was the catalyst of bring the city Mayor and residents together. Residents appreciated both the Mayor and WLRN for hearing their concerns in such depth and as a result created a real feeling of community action by WLRN. There will be follow-up stories as Maria believes that it is this sort of story that WLRN excels at.

WLRN was also involved in the Gubernatorial Debate whereby WLRN had the sole rights for broadcast and coverage statewide. Tom Hudson was the host for the pre-debate and post-debate show. WLRN was the leader for this project in both the broadcast and supporting social media. The program was much richer due to the social media collaboration with other public radio stations, creating a much richer interaction experience.

Maria described another community event partnership with Miami Book Fair International where we hosted the competition for “Six-Words Miami.” WLRN promoted the contest. Selected submissions were highlighted at the MBFI and also included on radio, online and with the cooperation of the Miami Herald, in print.

There are many social media platforms and Maria wants to expand and put WLRN out all over the internet.

REINVENTING WLRN PUBLIC TELEVISION – STRATEGY UPDATE: Alan Tomlinson, Director of Programming and Production, discusses what’s next for WLRN’s television programming strategy. WLRN will expand primetime programming from five hours to six hours by removing the last hour of children’s program. He explains that traditional prime time programming will move forward by one hour and begin at 6 pm. While network affiliates and WPBT schedule their news programs at 6 pm, WLRN will try to draw viewers that are not interested in news. This will begin March 16th.

WLRN will continue to secure certain genres of programming for certain nights of the week as this strategy seems to be on the right track. The decision to move many of our late-night detective dramas up by one hour to 9 pm has literally doubled the programs audience, beating WPBT on many nights. Mr. Tomlinson says there are more adjustments to make and is happy with the results so far.

February is Black History Month. Mr. Tomlinson explains we will have documentaries supporting this in the 11 pm hour every night, throughout the month.

Alan Tomlinson talks about WLRN’s short documentaries as fillers and found that the history of Miami is always a good draw for audience rating. He presents the latest video short which explores the life of the Tequesta and the discovered archeological site that is currently being uncovered on the north bank of the Miami River.

Upcoming film shorts include the history of Miami Beach, Ft. Lauderdale and stories from the Florida Keys.

Adrienne Kennedy announces that WLRN won a Suncoast Emmy Award for Best Nostalgic Documentary for Deep City: The Birth of Miami. She adds that last night The Moth held the first StorySLAM in Miami. This event will continue once a month through June.

Ms. Kennedy also adds that we are excited to collaborate with NPR Presents Michel Martin. The event will be held at Koubek Center on Tuesday, February 24, 2015 at 7:00PM. Theme for the event is Long Way Home: Immigrant Stories Of Old Roots And New Routes.

GENERAL MANAGER’S REPORT: Mr. John LaBonia announces that WLRN received a \$25,000 gift from a major donor to continue our summer-paid Journalism Internship Program for Minorities and Women. He also adds that WLRN is making efforts to send some of our journalists to Cuba to cover the current U.S. and Cuba relations.

Mr. LaBonia will be meeting with an author who has published a book titled History of Broadcasting in Florida. Part of his book covers the decline of journalism. The reason for his visit is explore how WLRN is the only station that is providing quality journalism and discuss investing in the training of quality journalists. Discussion will be on the future of journalism.

Mr. LaBonia explains that WLRN’s mission is first and foremost content creators, from radio to digital media to television. We need to continue on this trajectory.

The meeting adjourned at 1.38 PM

NEXT CAB MEETING MARCH 12, 2015.