

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

March 10, 2016

**CALL TO ORDER:** The meeting was called to order by CAB Chair Jo Asmundsson at 12:07 PM.

#### **CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:**

Jo Asmundsson, Alex Beguiristan, George Early, Daisy Gonzalez-Diego, Maria Delgado on behalf of Dr. Martin Karp, Marilyn Smith, Keary O. Wan, John Labonia, Adrienne Kennedy, Alan Tomlinson and Peter Maerz. Guests: Claudia Munoz and Mia Laurenzo.

#### **APPROVAL OF MINUTES:**

A motion was made and seconded to approve the minutes for the January 14<sup>th</sup>, 2016 meeting. Members present accepted and approved the minutes as published.

#### **WLRN ORIGINAL PRODUCTIONS UPDATE:**

Alan Tomlinson and Adrienne Kennedy discuss the passing of Samuel Willenberg who was the central character in WLRN's *Treblinka's Last Witness*. Samuel died at the age of 93 on Friday, February 19<sup>th</sup>. WLRN staff handled both international and local press, produced tributes for radio and television, prepared website postings and sent out the announcement to members. Alan Tomlinson provides updates on three upcoming documentaries. *Wynwood Walls* is in the final stages of completion. *Small Town, Big Secret*, the story of radar during WWII is currently in production with research for archival footage underway and additional interviews to be scheduled. Adrienne provides background on *Oceans of Pink*, which is the third in a series about breast cancer survivors and dragon boat racing. A video clip is shown. *Oceans of Pink* premieres in July. Alan introduces a promotional trailer which highlights WLRN's short stories about the history of South Florida. WLRN is introducing more of these history stories including, *Key West Wreckers*, *The Key Lime Pie Story* and *Everglades Plume Hunters*. Mia Laurenzo provides a tour of television's content on the station website.

#### **WLRN RADIO PROGRAMMING UPDATE:**

Peter Maerz discusses how radio continues to provide local coverage of the election season with our partner NPR and of course, the WLRN news team. Last night, the news team provided local coverage of the Democratic debate from the Keys to Palm Beach. On Tuesday, March 15<sup>th</sup> at 7 p.m., WLRN will air a full hour of special coverage regarding the Florida primary, hosted by Tom Hudson. Radio series *Here and Now* will be in Miami next week. Jeremy Hobson and his team of reporters will broadcast live from our studios coinciding with the Florida primary on Tuesday, March 15<sup>th</sup>. *Says You*, the game show heard Saturday nights at 8 p.m., is coming to South Florida for the first time. Cast and crew will be at the Sunrise Civic Center on Saturday, March 19<sup>th</sup> and Sunday, March 20<sup>th</sup>. Peter Maerz invites members to attend. Spring pledge drive starts April 6<sup>th</sup>, 2016. The station will embark on a fairly aggressive pre-pledge drive campaign to encourage listeners to pledge now and shorten the on-air pledge drive.

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

John Labonia informs the board that we have officially opened the Southernmost News Bureau in Key West. The studio is located at The Studios of Key West. John shows a rendition of the

news mobile unit which will be unveiled in Key West next month. The WLRN news team has been nominated as finalists in 17 out of 18 submitted categories by the Florida Associated Press. John announces that three new positions have been hired to include general assignment reporter for Broward & Palm Beach Xuan Thai, education reporter Rowan Moore Gerety and digital director Teresa Frontado.

**NEXT MEETING: MAY 12, 2016**

**ADJOURNMENT:**

Meeting was adjourned at 12:55 PM.