

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

March 12, 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 Azcuy, George Braddock, Eloy Cepero, George Early, Cynthia Weems, Maria E. Delgado on behalf of Dr. Martin Karp, John Schuster on behalf of Daisy Gonzalez-Diego, John Labonia, Peter Maerz, Adrienne Kennedy and Alan Tomlinson

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the January 15th, 2015 meeting. Members present accepted and approved the minutes as published.

RADIO UPDATE: Programming and Operations Manager Peter Maerz presents the changes that have been made in general programming to attract new listeners and a younger audience. Most recent program changes are *On Point*, *Q from CBC* and *Reveal*. *On Point* took over the 11 a.m. hour replacing the second hour of Diane Rehm and has proved to be a welcome change. It has become the most listened program between the 10 a.m. and 3 p.m. block. *Q from CBC* had a small hitch one month into the series when host Jian Ghomeshi was fired from his position. Shadrach Kabango will take the seat in April and Mr. Maerz will closely monitor how well it does. He is optimistic as the program has maintained a consistent audience despite the host interruptions and believes this is primarily due to a strong production team. *Reveal* is in a pilot phase and provides in-depth investigative reporting with a lot of supporting data. It has taken the 3 p.m. time and airs the first Saturday each month. It will be monitored before considering a weekly scheduling. Mr. Maerz is still deciding where and if to place it.

A special program from WLRN-Herald News provided an in-depth review of Florida's legislative session in Tallahassee. It was put up on the NPR satellite and picked up by other Florida public radio stations. Local radio programming is doing well. On Fridays at noon, *Florida Round Up* consistently beats its companion programming which is *Fresh Air*. Topical Currents with Joe Cooper competes well with our mid-day programming. Peter Maerz mentions that radio is currently in pledge drive with a goal of \$550.00.

WLRN PROGRAMMING AND PRODUCTION UPDATES: Adrienne Kennedy updates the station's outreach. WLRN collaborated with *NPR Presents Michel Martin's* at Koubek Center on Tuesday, February 24th. Michelle Martin shared the stage with Diane Guerrero, Edwidge Danticat, Richard Blanco and Etana in a live discussion regarding their personal stories of immigrating to the US. WLRN hosted *Bagels and Barks* a pet adoption event at Tropical Park in partnership with the Miami Dade Animal Services. Alan Tomlinson presented *Treblinka's Last Witness* and answered questions at the Advanced Teacher Seminar Holocaust Symposium on Sunday, February 8th at the University of Miami campus for over 75 teachers. *Deep City: The Birth of the Miami Sound* was screened at Miami Beach Cinematheque on Sunday, February 8th and will be screened again tonight at Miami Beach JCC. *All Shook Up* was presented at the Miami Shores Country Club presented by producer Mia Laurenzo.

Alan Tomlinson 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 primetime programming will move forward by one hour and begin at 6 pm. This will begin March 16th. With this expanded schedule, detective stories that run for 90 minutes long will be scheduled at 9 pm and 60 minute programs will be scheduled at 10 pm. The later hour at 11 p.m. will remain strong with documentaries. Mr. Tomlinson adds that we have two new interstitials *The Man Who Built Miami Beach* and *The First Miamians* ready for air in March. Alan Tomlinson presents a clip from *The Man Who Built Miami Beach* to the board.

NPR PRESIDENT'S VISIT TO WLRN: Mr. John LaBonia reported that new NPR president Jarl Mohn gave staff his vision for the next 5 years. Part of his vision is fundraising. His goal is to raise 1 billion dollars with 500 million to NPR and the balance split up between member stations. Mr. Mohn plans to improve the relationship between NPR and member stations and will put more focus on radio rather than digital platforms. He adds interesting statistics that shows 95% of radio listeners aged 45 and up are still listening to radio. Radio is also used by 93% of millennials. He intends to focus on more news on both a national and local level. Mr. Mohn's goal is to build a larger public radio audience. Mr. LaBonia added that Jarl Mohn is impressed with our operation.

A NEW VIEW OF PUBLIC TELEVISION AUDIENCES PROJECT: WLRN was selected to participate on a new project committee funded by CPB. Nielson has developed new software that drills down into the demographics and ethnicity of our viewers. It is designed for non-for-profit application and tailored for the type of programming that we are doing. John LaBonia adds that WLRN was invited to participate amongst the "OPEC" stations due to our big success as a station that can only takes 25% of the PBS schedule.

John adds that in the future, WLRN will receive custom reports tailored for the station that will help continue our mission to serve the public audience here in South Florida.

Meeting was adjourned at 1:28 PM.

NEXT MEETING: MAY 7, 2015