

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

November 13, 2014

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, Jeneissy Azcuy, Alex Beguiristain, George Early, John Labonia, Alan Tomlinson, Adrienne Kennedy, Peter Maerz and Daisy Gonzalez-Diego.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes for the September 11th, 2014 meeting. Members present accepted and approved the minutes as published.

CAB UPDATE: Jo Asmundsson asked all present to ask persons whom they knew were admirers of WLRN to become a CAB member. They need only to supply a brief resume and submit it to Mr. LaBonia, Margarett Adam or Adrienne Kennedy. Mr. LaBonia asked that we check our roster address and means of communication, so that an updated version can be distributed in the New Year. Adrienne Kennedy reminded members present that she will arrange for a photographer to be present at the January meeting, so that those whose photos had not been taken could remedy this. John pointed out that many people use the meeting room and he would like our photos to be placed on the wall. It is important that members of the public know who the present board members are.

SECOND TERM REELECTION OF CAB BOARD MEMBERS: Mr. John LaBonia announces that we have two members up for reelection. Wes Dallas and Cynthia Weems have both accepted to serve another term. A unanimous vote of approval was received.

PRESENTATION OF SLATE AND ELECTION OF CAB OFFICERS FOR 2015: Mr. LaBonia announces the officers for 2015 and calls for a vote for the reelection of Jo Asmundsson as Chair, Alex Beguiristain as Vice-Chair and Jeneissy Azcuy as Secretary. A unanimous vote of approval was received.

WLRN TV ORIGINAL PRODUCTIONS: Executive Producer Adrienne Kennedy recaps the last three months with report on the back-to-back WLRN original documentaries including; *Deep City: The Birth of the Miami Sound* in September, *Treblinka's Last Witness* in October and *Journey to the Macy's Parade* in November. This was the first time that WLRN has produced three documentaries in such quick succession. Ms. Kennedy went on to talk about the success of *Treblinka*, which received "rave" reviews from the community and great exposure from the press to include Reuters, Miami Herald and Sun Sentinel. The documentary was shown to a live audience at the Olympia Theater with over 1200 in attendance. Last survivor Samuel Willenberg was a surprise guest and received a standing ovation following the screening. It was a magnificent evening and Mr. LaBonia said he was proud of Alan Tomlinson and WLRN staff who worked with the documentary from start to finish. Ms. Kennedy handed out press articles associated with all three documentaries. She says that there will be more such programs coming out of WLRN in the future.

RADIO SCHEDULE UPDATE: Peter Maerz said the most dramatic change on radio air was replacing the 11 AM hour of the *Diane Rehm* show with *On Point*. It did cause a response from fans, but the transition has provided us with better listener ratings, in particular with the ratings for those under 40, a group that has been elusive. Host Tom Ashbrook has taken a leave of absence for 2 months due to a family death. Concerns were voiced that audience participation might be affected. However, *On Point* ratings are holding steady.

Q Ghomeshi replaced *Tell Me More*. The host Jian Ghomeshi was in the news regarding charges of brutality against his girlfriend. A substitute host has taken the position. The program still continues with the same producers and without much impact, rather it has brought higher listener ratings.

The death of one of the brothers on *Car Talk* will make no difference. The program will continue as it has for the past 2 years, with current shows assembled from old phone calls from past programs. *Car Talk* still sounds current and remains the most popular program on Saturdays.

Joe Cooper is back after a prolonged absence from an accident. It seems his audience has been faithful. Mr. Maerz gave acknowledgement to Bonnie Berman for filling Joe Cooper's position as interim host.

As from Monday, NPR will change their "clock" formatting after performing a research project for one year. The research has shown that people's listening habits have changed over the last 20 years. Listeners like headlines and news more frequently in the hour. This has changed our local structure, which allows us to schedule more WLRN Herald newscasts, headlines and feature stories. The study also found that long streams of underwriting tend to send listeners elsewhere. With this new schedule, underwriting is distributed more evenly through the hour and shorter in length.

TV SCHEDULE UPDATE: WLRN Director of Programming & Production Alan Tomlinson spoke about WLRN-TV's programming and explains that he wants the board to understand how we work. WPBT as the primary station receives full PBS primetime programming. As a secondary station in Miami, WLRN receives 25% of PBS primetime programming. We are working on researching beyond the usual programming vendors and bringing in new shows to compete with WPBT ratings. Original programming is what is distinguishing us from WPBT. Mr. Tomlinson explains that we are teaching our audience that we are not just another PBS station rather we are a public broadcasting station that airs some PBS programs.

Mr. Tomlinson shows a power-point presentation of ratings comparison between WLRN and WPBT. WLRN's programming experimentation has shown much improvement for the television station. WLRN over-performs when compared to secondary stations across the country. WLRN's statistics show we are at our highest point for the past 5 years. This year our daytime audience is up by 35% with our primetime up by 33%. WLRN is distinguished by carrying local programs, not those from PBS. We are trending up, while WPBT is trending down. As a secondary station, we have the best HD signal, more control over what we program and how we program and we are not tied to the PBS schedule. Original stories are peppered through our schedule. Mr. Tomlinson shows examples with the original stories of *Big Cypress: Florida Deer* and *Tequesta Indians*. The presentation ends with an update on the television tapings of South Florida ArtsBeat concerts. A new set is under construction with a "South

Florida Café” style and Mr. Tomlinson hopes to encourage other local artists to perform in our studio.

GENERAL MANAGER’S REPORT: Mr. John LaBonia talks about the success of the Oct. 15, 2014, Gubernatorial Debate from Broward College. WLRN Public Media was the exclusive radio partner with Leadership Florida and the Florida Press Association. Mr. Labonia reported that the news team did a good job producing three hours of live programming during the debates.

Part of our vision is not to be just be radio and television, but to be accessible everywhere. Mr. LaBonia informs the board that iTunes radio has been up and running and now we have launched our new WLRN's iPhone app!

WLRN received a grant from the Corporation of Public Broadcasting. Two public radio stations, WUSF in Tampa and WMFE in Orlando, will partner with WLRN for a two-year project reporting on the innovations on healthcare.

NEW BUSINESS: Mr. LaBonia reminded all of us to help increase the size of the board. More members are needed.

The meeting adjourned at 1:23 PM.

NEXT MEETING JANUARY 15, 2015.