

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

September 8, 2016

CALL TO ORDER: The meeting was called to order by John Labonia in place of CAB Chair Jo Asmundsson at 12:10 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:

George Braddock, George Early, Maria Delgado on behalf of Dr. Martin Karp, Marcela Moyano, Dinkinish O'Connor, Michael Ragheb, Marilyn Smith, Keary Wan, John Labonia, Adrienne Kennedy and Alan Tomlinson. Guests: Caroline Breder-Watts, Elizabeth Pryor.

APPROVAL OF MINUTES:

A motion was made and seconded to approve the minutes for the September 8, 2016. Members present accepted and approved the minutes as published.

ANNUAL PROGRAMMING REPORT:

A motion was made and seconded to approve the Annual Programming Report. Members present accepted and approved the Annual Programming Report as published.

WLRN RADIO THEATER PROJECT:

John Labonia introduces Caroline Breder-Watt who is a representative of Arts Radio Network Theatre Project. She shares with board members the second year-long partnership with WLRN Public Radio, called *WLRN Radio Theater*. The radio series will comprise of monthly broadcasts of plays performed at venues throughout the four counties that comprise WLRN's listening area. Caroline explains that it is the golden age of radio brought gloriously back to life with a fascinating and educational listening experience for WLRN's audience, and an exceptional community outreach opportunity. Caroline shares that in this second year, the partnership will include an in depth educational component that will introduce three radio theater education programs throughout 2017, with an emphasis on underserved students. These areas include: storytelling workshops, summer camps and participation in live theatre performances with supporting teacher education guides.

ORIGINAL PRODUCTIONS UPDATE:

Adrienne Kennedy provides highlights about the successful 6th Annual Florida Keys Museum and Attractions Weekend from Friday, August 26th thru Sunday, August 28th. WLRN.org provides admission flyers that are downloadable so that visitors can enjoy special entry to 21 museums and attractions from the upper Keys to Key West. There were approximately 450 downloads for this year. The weekend was launched on Thursday, August 25th, with a live radio play performance of *The Birds* at Tropic Cinema in Key West with 120 in attendance.

A slide show captures a successful premiere screening of WLRN's latest documentary *Oceans of Pink*. The event was held at the Victor E. Clarke Education Center at South Miami Hospital on Thursday, July 28th. Following the film presentation, 175 guests met the film producer and featured members of the only breast cancer survivors' dragon boat racing team in Miami. *Oceans of Pink* premiered Friday, July 29th at 9 p.m. on WLRN Channel 17. The film will air again, along with WLRN's companion shows about the same Miami team in October for Breast Cancer Awareness month. *Oceans of Pink* is now under consideration for national distribution in April 2017.

Alan Tomlinson introduces WLRN's new documentary *Streets of Wynwood* with a video presentation. The one-hour film takes viewers on a wild ride into the riot of color, creativity and chaos that is Miami's street art scene. Ms. Kennedy adds that the station will hold a premiere screening Pérez Art Museum Miami on Thursday, November 10th at 7:00 p.m. on the East Portico for the film presentation. *Streets of Wynwood* will broadcast on WLRN Public Television Thursday, November 17, 2016, at 9 P.M.

Mr. Tomlinson introduces the latest film short which joins or series of history shorts about South Florida. *Key West Wreckers* is an 11-minute film that tells the story of a thriving industry where wreckers made a good living by salvaging the beleaguered ships and their valuable cargo and crew. *Key West Wreckers* premiered on Wednesday, July 27th 8:45pm.

GENERAL MANAGER'S REPORT:

John Labonia shows an example of how we use carriage reports provided by Neilson to indicate how our original documentaries impact audiences nationally. John explains that it is important to invest in Neilson as it is pertinent to monitor how our documentaries perform from a funding and underwriting perspective. An example is using the *Treblinka's Last Witness* report which shows that in less than six weeks since its release, the film has aired 922 times, with 84% aired in the top 25 markets. Many more tools are available.

NEW BUSINESS:

John Labonia informs the board that we have hired a fulltime Broward/Palm Beach reporter. WLRN currently has a bureau in Key West with a fulltime reporter, a bureau in Tallahassee with a reporter and plans for a physical bureau in Southern Palm Beach County for 2017. The new hire will work from home until then.

NEXT MEETING: NOVEMBER 10th, 2016

ADJOURNMENT:

Meeting was adjourned at 1:05 PM.