

## MINUTES OF THE WLRN

### COMMUNITY ADVISORY BOARD (CAB) MEETING

September 10, 2009

**CALL TO ORDER:** James Swain, the Chair of the CAB, called the meeting to order at 12:15 PM.

**CAB Members, WLRN Staff and guests in attendance:** Susan Angulo, Jo Asmundsson, David Berley, Jacquelyn Esco, Alan Greer, Alex Herrera, Betsy H. Kaplan, Patricia Maldonado, Joan G. Robbins, James Swain, Geraldo Rodriguez-Menendez, David Young, Sr., Jeanne Westphal, Ted Eldredge, Adrienne Kennedy, Ginette Grey, John LaBonia, Peter Maerz, Bernadette Siy, and Dina Weinstein.

**Members with excused absences:** Maria Ines Castro, Noreen Frye, Ron Levitt, Jimmy Morales, and Dr. A. Robert Goddard.

**Absent members:** Albert Jones, Frederick F. Thornburg, Larry Smith, Dr. Martin Karp, and Blair Walker.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes from the previous CAB meeting held on May 14, 2009. Members present accepted and approved the minutes as published.

**REPORT FOR THE SUPERINTENDENT:** A draft of the WLRN Annual Programming Report for FY 2008-09 was sent via email to the CAB members for review. Several members stated that the file was too large to open and probably was sent to SPAM folders. A hard copy of the report was circulated during the meeting. Alan Greer recommended that for future reports, staff can send several emails with smaller attachments. James Swain stated that he made a revision to the report giving credit to staff for the DTV information campaign that was critical during the digital transition.

A motion was made and seconded to approve the report and submit the document to the Superintendent. Members present accepted and approved the motion.

**CAB MEMBERSHIP:** John LaBonia stated that three members (Dr. Goddard, Jackie Esco, David Berley) need to “graduate” to the honorary emeritus CAB board due to term limits. He said that after a meeting with the membership committee to review the resumes of potential candidates, they are recommending three new people who will bring diversity in areas that the CAB needs representation – health care, transportation and K-12 education. Resumes of candidates Saby Chatterjea, Michelle Simmons and Karin Brown were distributed with the meeting materials and hard copies were also circulated during the meeting.

John also stated that four more members will be graduating in November (Joan Robbins, James Swain, Buck Thornburg, David Young). Board members are encouraged to assist with finding potential candidates to fill the slots. Resumes should be sent to either John LaBonia or Bernadette and they will be forwarded to the membership committee.

LaBonia explained the process for membership selection. The CAB membership committee presents the recommended member applications to the GM who makes the final selection along with the CAB chair and the Superintendent of Schools.

A motion was made and seconded to approve the three candidates and submit the recommendations to the selection committee. Members present accepted and approved the motion.

**NEW LOCAL PRODUCTIONS:** Adrienne Kennedy talked about two new, local WLRN-TV productions and previewed short clips of both documentaries. She handed out flyers for the premiere screening to be held at Everglades National Park for *Nature's Helping Hands: Everglades National Park*, a companion program to PBS' National Parks series produced by Ken Burns. Information for *All in the Same Boat* will be distributed as soon as promotional materials are available and that premiere screening will be held at the station in mid-October.

Peter Maerz introduced radio's new weekly series called *Florida Round Up* with host Phil Lutzman. Programs would be a weekly analysis of South Florida and statewide news. It will air Fridays at noon following the *Diane Rehm Show*. Peter also talked about the success of the monthly *Radio Perspectives* series and the possibility of hosting a Miami mayoral debate prior to the elections in November.

Adrienne Kennedy informed the CAB about WLRN-TV's participation in The City of Miami's Community Relations Board's Traveling Film Series. This collaborative effort was facilitated by Patricia Maldonado and has been very successful. The *Muhammad Al: Made in Miami* and *House of Freedom: Tower of Dreams* screenings have given WLRN wonderful exposure in the community and should also be considered outreach activities on behalf of the CAB.

**CAB RADIO PLEDGE PARTICIPATION:** James Swain stated that the CAB involvement in the last drive was a great experience and is encouraging more members to participate in the upcoming drive in October. The CAB is scheduled to answer phones for the fall campaign on Friday, October 16<sup>th</sup> from 6:00 am to 10:00 am. Ted Eldredge passed around a sign up sheet and stated that he would also be sending details as the date got closer. The radio drive has a goal of \$850k.

**CAB BOARD ELECTIONS:** John LaBonia said that the year is almost over and a new slate of officers will need to be elected. Anyone interested in nominating someone or serving in the capacity of Chair, Vice-Chair or Secretary should send him an email.

**GENERAL MANAGER'S REPORT:** John LaBonia reported that the station received a 24% cut from the State budget. These funds were mainly used to support the station's Radio Reading Service. In spite of the loss of revenue, WLRN will continue to retain the vital service. Ted reported that there are over 10,000 radios being used in the South Florida area. Long-time RRS volunteer Jo Asmundsson mentioned that the service is not only for the sight impaired but also for the terminally ill.

John stated that WLRN just received several awards that included Telly's for TV and SPJ recognitions for radio productions.

John LaBonia also mentioned that Dick Cavett finished the voice-overs for WLRN's upcoming documentary on Richard Nixon. It will probably premiere next year in March after it makes its debut in the Miami Film Festival. The *Muhammad Ali* documentary has already sold over 10,000 DVDs and has had over 4,000 broadcasts nationwide.

**NEW BUSINESS:** James Swain suggested that WLRN consider hosting town hall meetings. He knows they would be costly to produce but he is putting the suggestion on the table.

It was also suggested that CAB members be given a list of WLRN's awards and recognitions so they can be mentioned in future CAB outreach presentations.

The meeting was adjourned at 1:10 PM.