

**MINUTES OF THE WLRN
COMMUNITY ADVISORY BOARD (CAB)**

MEETING March 9, 2006

CALL TO ORDER: Frederick "Buck" Thornburg, CAB Chairperson, called the meeting to order at 6:10 p.m.

CAB Members, WLRN staff and guests in attendance: Peter Maerz, David Berley, Joan Robbins, Alex Herrera, Albert Jones, Patricia Maldonado, John LaBonia, Bernadette Siy, Ron Levitt, Thelma Gibson, David Young, Arlington Sands, Jackie Esco, Robert Goddard, Kyle King, Peggy Hall, Melissa Bert, Alan Greer, Leonie Hermantin, Darrell Payne and Adrienne Kennedy.

APPROVAL OF MINUTES: A motion was made and seconded to approve minutes from the previous special meeting (01-12-06). CAB members present approved the minutes. Mr. Thornburg complimented Bernadette Siy, John LaBonia and James Swain involved in producing the minutes for their efforts and the quality of the January minutes.

MISSION STATEMENT: Buck Thornburg proposed that, since the mission statement has been adopted, the next step is to start long range planning. He would like the social committee to coordinate a function after a proposal for long range planning has been drafted. This will give people an opportunity to meet outside of WLRN.

ISSUES AND OUTREACH COMMITTEE: Darrell Payne reported that he gave an outreach presentation to the Doral Rotary Club on February 10th and thanked the chairman for providing the lead and the contacts for this presentation. Meredith Porte from WLRN was there to speak about Media Matters. The meeting was well attended with 35-40 people. 80-90% were 91.3 listeners and 60-70% watch Channel 17. Issues of importance or interest include education, public policy and ethics, politics and coverage of local issues. The next outreach presentation will be to the Hispanic Affairs Advisory Board on April 12th. Darrell would like other members to participate in the presentations.

Consistent with one of the most important missions of the CAB, Buck Thornburg requested each member, within the next two months, to arrange for at least one organization where the CAB could make an outreach presentation. Presentations could be in Dade, Broward or Palm Beach. The logistics of the time and place of such presentations should be coordinated with the Chairs of the Outreach Committee.

Everyone in attendance concurred with the suggestion that CAB members should endeavor to assist in setting up at least one outreach presentation in order to help carry out one of the paramount CAB missions.

Buck Thornburg said he was very impressed with Darrell's presentation and he would like Darrell to make a presentation at the next CAB meeting so members can see what is covered at these outreach gatherings.

John LaBonia said that TRAC Media will use the research from the Listening Project to create a 15-page handout about the impact of the stations on the community. WLRN will be making a presentation at the Press Club in April thanks to Ron Levitt.

STATION REPORTS: John LaBonia said the report covers most of the major issues and events that have occurred at the station. Some highlights include the hurricane related programs; the launch of the WLRN Learn cable channel; introduction of a two new TV series: *Celebrate South Florida* produced in collaboration with Broward and Palm Beach public schools and *WLRN Perspectives* addressing issues of local and national importance such as Cancer and Mental Illness.

John LaBonia talked about new program selection. He explained that once a month, the station considers program proposals from in-house staff or outside sources such as independent producers.

CAB ATTENDANCE: The Chair mentioned that there are a few members of the CAB who have not been attending the scheduled meetings. He asked for suggestions on how the situation should be handled. The Chair noted that each member of the CAB has a fiduciary responsibility attendant to accepting a seat on the Board. This responsibility includes attendance at meetings unless there is an excused absence due to illness, business conflicts, etc. Further, it was noted there is a governing School Board Rule on committee attendance.

A motion was made that a warning letter should be sent to members who have missed two meetings. The motion passed with one vote opposed.

A second motion was made stating that members who missed three or more meetings will be expelled from the CAB. A letter will be sent telling them of their termination if they fail to attend the next CAB meeting and stating that they can re-apply in the future. This motion unanimously passed.

The Chair asked Melissa Bert to draft the letter and circulate the draft to the Membership Committee Chairs, John LaBonia and himself for input and comment.

CAB AND FRIENDS OF WLRN INTERFACING: Buck Thornburg proposed that the CAB foster a closer relationship with the Friends of WLRN. The two boards will try to interface with each other, such as having interlocking directors, to deal with issues that may arise in the future.

Darrell Payne cautioned that the two boards should maintain their separate roles, most importantly with School Board and public perception.

Buck Thornburg brought up that there are several CAB positions that are standing or appointed positions and how should attendance for those seats be handled. John LaBonia suggested that a subcommittee be formed to further discuss the attendance issue. It was suggested that the Membership committee convene to discuss this issue and report back their recommendations.

Mr. Thornburg asked John LaBonia if he could ascertain the exact language of the School Board rule on attendance and its effective date.

GENERAL MANAGER'S REPORT: John LaBonia reported that 91.3 FM is heard throughout the Keys via a translator system (low power, unprotected frequencies). The translator frequency in Key West started causing interference with a new religious FM station at 90.1 and had to be turned off. There is currently no service to Key West at this time. WLRN has applied to the FCC for another frequency and is waiting for approval.

WLRN has already been granted a license to build a full-power 100watt station in Marathon. We are currently looking for tower space as close to Key West as possible and this should eliminate the translators altogether. This new station should cover most of the Keys area.

On February 27th, Channel 17 aired an independent documentary called *Failing Haiti*. The program was produced in High Definition and the program content was very compelling with very high production values. WLRN was able to facilitate the documentary's broadcast at WEDU in Tampa on February 28th.

On March 28th at 8:00 p.m., WLRN will air a live broadcast of *Florida Kids and Alcohol: A Town Hall Meeting* in collaboration with WEDU in Tampa. The program will be a call-in to be produced in Tampa with a live, studio audience.

WLRN has made a production commitment with an independent production company to produce a 1-hour documentary on the life of Muhammad Ali while he trained in Miami.

On April 5th, along with TRAC Media, John LaBonia will be making a presentation at the South Florida Press Club.

The radio and television stations have experienced interference problems caused by the high-rise construction projects around downtown Miami. The radio issue has been resolved but the interference with the digital TV channel is still an on-going issue.

NEW BUSINESS: John LaBonia said he would like to have pictures of each CAB member and, as discussed with the Chair, develop a lapel pin in recognition of the CAB member's volunteer efforts.

Melissa Bert said she is leaving South Florida on April 24th and would have to resign her position on the CAB. She will be the speech-writer for Commandant Thad Allen. The Chair and John LaBonia indicated they wanted to have a social occasion recognizing the valuable contributions of Melissa Bert during her tenure on the CAB.

Mr. Thornburg thanked everyone for his or her attendance at and contribution to the meeting.

The meeting adjourned at 7:23 p.m.