

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

**MEETING May 11, 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, Peggy Hall, Alan Greer, Leonie Hermantin, Darrell Payne, Alan Greer, Betsy Kaplan, Larry Smith, James Swain, Blair Walker, Frederick "Buck" Thornburg, and Adrienne Kennedy.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve minutes from the previous meeting (03-09-06). CAB members present approved the minutes. Mr. Thornburg complimented Bernadette Siy for her good job on the minutes.

**MISSION STATEMENT / LONG RANGE PLANNING:** The Chair noted that Alan Greer and James Swain would head up the long range planning committee as an outgrowth of the Mission statement working group. James and Al will develop a preliminary list of items for the long range plan for further CAB consideration at the next meeting or at a social event; whichever comes first. James and Alan also solicited email suggestions for changes in or addition to their long range plan starter suggestions once they are circulated so that there will be a chance for full input and sharing of ideas for consideration prior to the meeting as well as at the meeting.

**ISSUES AND OUTREACH COMMITTEE:** Darrell Payne reported that the CAB participated in two outreach presentations since the last meeting. Alex Herrera and David Berley made a presentation to the Hispanic Affairs Advisory Board. Darrel and David Young gave a presentation to the North Shore Kiwanis Club. Both outreach efforts were well received and Darrell's outreach report is to be included as an attachment to the May 11th meeting minutes.

Bernadette Siy mentioned that Darrell's outreach reports are circulated to station program producers who, when feasible, try to address some of the issues on their programs. Adrienne Kennedy mentioned that Channel 17 is introducing a new monthly *WLRN Perspectives* public affairs series starting in July to address such issues. The series will premiere with a program addressing traffic congestion.

The Chair also noted that he had recently attended a very impressive luncheon presentation by General Manager LaBonia and a representative from Trac Media to the South Florida Chapter of the International Press Club at the Miami Shores Country Club. John LaBonia's talk incorporated an excellent, "eye-catching" new power point

presentation. The General Manager's talk also sparked many interesting questions and significant discussion. Mr. Thornburg thanked Board member Ron Levitt for arranging for the presentation and noted the presentation represented very valuable and unique exposure for WLRN.

**CAB OUTREACH:** Buck Thornburg spoke about the CAB MOPP (More Outreach Presentations and Participation) and he requested that each member make the effort to arrange for at least one organization where the CAB could make an outreach presentation. He would like to have at least fifteen presentations for the year. It was mentioned that outreach should not be limited to Miami-Dade but should also extend to Broward and Palm Beach, possibly the Keys.

Darrell Payne gave a sample outreach presentation utilizing power point slides. He said that he has never presented the power point on a large screen but uses the information as a reference guide. If a screen and projector are not available, hard copies of the power point presentation can be handed out. He said that most groups are very receptive and he gets feedback from the audience by incorporating questions into his presentation. He also said that he would make an effort to inform CAB members about future outreach presentations.

**STATION REPORTS:** John LaBonia said that several WLRN radio programs recently received award recognitions. In *New Times* "Best of Broward-Palm Beach 2006" media category, the Editorial Winners include **91.3 WLRN** for "Best Radio Station" and **Joseph Cooper** (host/producer of 91.3 WLRN's *Topical Currents*) for "Best FM Radio Personality." The Associated Press and the Society for Professional Journalists have awarded WLRN-Miami Herald News four first place awards. The Associated Press awarded "*The Mariel Migration-25 Years Later*" for first place in Best Public Affairs and "*Home and Garden*" first place for Best Long Light Feature at its annual statewide competition held on April 8<sup>th</sup> in Orlando. On April 29<sup>th</sup> the Society for Professional Journalists awarded "*Bracing for Wilma*" first place for Best Radio Newscast. John LaBonia also talked about a documentary that WLRN is co-producing. The program will concentrate on Muhammad Ali's early days when he trained on South Beach.

**SOCIAL AND SPECIAL EVENTS:** John LaBonia said that there was a nice turnout for Melissa Bert's going-away luncheon. She made significant contributions to the board and will be missed.

The CAB Chair reiterated the idea that we should consider a social event such as a reception that would include spouses/significant others and that perhaps this could substitute for one of our formal meetings. He asked the Social Events committee consider this and come up with suggestions.

**CAB ATTENDANCE:** The Chair addressed the recently revised School Board Rule regarding attendance. The rule states that three absences are grounds for removal from the board. Mr. Thornburg stated that exceptions would be considered for excusable absences.

The consensus was that we are not looking at ways to manipulate removal of active contributing members or members who are demonstrably supportive of our work. Rather, the idea is to have the allotted number of CAB membership slots remain among those who are actively committed to the mission of the CAB and its work.

A letter has been drafted addressing attendance and will be sent to all the CAB members. Those members with three or more unexcused absences will be removed from the board. Bernadette Siy said that there are only two members who have consistently been absent and one is the School Board Chair.

A motion was made that the warning letter be sent to all members of the CAB and that the attendance provision of the Board Rule be implemented. The motion passed unanimously.

**NEW BUSINESS:** The Chair would like to fill Melissa Bert's Vice-Chair position and he is recommending that James Swain move up from CAB Secretary to Vice-Chair. James Swain agreed to accept those responsibilities of that office subject to the possibility of other nominees and a vote at the next meeting. Mr. Thornburg said that any member interested in filling the Secretary position should contact either Alex Herrera or Al Jones, Membership co-chairs.

The question was raised about the CAB photographs and how they would be used. Buck Thornburg stated that they would be displayed in the Teleconference Room where the CAB meetings are held. He also said that the lapel pins are on order.

Thelma Gibson brought up the issue of the seemingly repetitive nature of the local WLRN/Miami Herald news segments. John LaBonia and Peter Maerz both stated that the segments are not 'repeats' but follow the NPR program rotation cycle.

Joan Robbins stated that she has heard great comments regarding several Channel 17 programs including the Rick Steves travel series and the recent *Great Performances South Pacific* special.

David Young thanked the station for re-airing the *Alpha Phi Alpha: A Century of Leadership* special that WLRN is airing on the Learn Channel every Wednesday in May.

James Swain talked about his involvement with the 5000 Role Models of Excellence and anyone interested in becoming involved should contact him.

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

The meeting adjourned at 7:30 p.m.