

MINUTES OF THE WLRN

COMMUNITY ADVISORY BOARD (CAB) MEETING

November 12, 2009

CALL TO ORDER: James Swain, the Chair of the CAB, called the meeting to order at 12:10 PM.

CAB Members, WLRN Staff and guests in attendance: Susan Angulo, Jo Asmundsson, Maria Ines Castro, Saby Chatterjea, Noreen Frye, Alan Greer, Alex Herrera, Betsy H. Kaplan, Jimmy Morales, Joan G. Robbins, James Swain, Michelle Simmons, Buck Thornburg, David Young, Sr., Ted Eldredge, Adrienne Kennedy, Ginette Grey, John LaBonia, Peter Maerz, Bernadette Siy, and Darrell Payne.

Members with excused absences: Karin Brown, Albert Jones, Patricia Maldonado, Geraldo Rodriguez-Menendez, Jeanne Westphal, Ron Levitt.

Absent members: Larry Smith, Dr. Martin Karp, and Blair Walker.

INTRODUCTIONS: The Chair welcomed two new CAB members, Michelle Simmons and Saby Chatterjea. They both members spoke briefly about their backgrounds and their interest in WLRN.

APPROVAL OF MINUTES: A motion was made and seconded to approve the minutes from the previous CAB meeting held on September 10, 2009. Members present accepted and approved the minutes as published.

OPEN BOARD SEATS: James Swain reported that the CAB membership committee held a meeting on November 5th to review resumes for four openings on the board. The committee decided to recommend two names for consideration: William Early and Marcus Christian. Their bios/resumes were made available to the rest of the CAB for review. James said that the Board would start the New Year with four new members and should delay filling the other seats until later in 2010. A motion was made and seconded to accept the two nominations from the membership committee. The members approved the recommendations and told John LaBonia to present the names to the Superintendent for approval.

CAB OFFICERS: The Chair stated that at the last meeting there was a call for nominations to serve as officers for the coming year. John LaBonia stated that he has a slate of members interested in serving. He handed out ballots and asked if there were any other members who were interested in running. David Young made a motion that if there were no write-ins to the ballot, that the slate be accepted as presented. The motion was seconded and approved by the members present. The new CAB officers are as follows: Alex Herrera, Chair; Maria Ines Castro, Vice-Chair; and Alan Greer, Secretary.

NEW LOCAL PRODUCTIONS: Adrienne Kennedy gave an update on WLRN-TV's upcoming projects, completed specials and on-going programs. She spoke about the recent successful, well-attended premieres of *Weird Florida* and *All In The Same Boat: Story of Breast Cancer Survivors*. She mentioned that both were also accepted for national distribution to other PBS stations. She stated that *All In the Same Boat* was included in the City of Miami CRB

Traveling Film Program courtesy of CAB member Patricia Maldonado. The show producer was able to speak at the screening.

On December 15, WLRN-TV will be premiering another local production, *Lotus House: A Place For New Beginnings*. There will be a screening event at the Margulies Gallery in Wynwood on December 9th. CAB members are invited to attend.

The New World School of the Arts Annual Holiday Concert will once again be videotaped for broadcast by WLRN. CAB members will be sent information regarding the concert at the Trinity Cathedral on Tuesday, December 8th.

ArtStreet premiered a new season and is now a weekly series airing Mondays at 7:30pm and with repeats Saturdays at 7:30pm. Any feedback about the new format will be appreciated and a feedback/issues form was handed out to the members.

It was just announced that WLRN production *All Shook Up: Miami's Glory Days of Music* just won the top NETA Award in the historical documentary category. John, Adrienne and show producer Mia Laurenzo will be attending the NETA conference in Las Vegas next year to pick up the award. This is the second year in a row that WLRN has won the award. First time was for *Muhammad Ali: Made in Miami*.

Peter Maerz gave an update regarding *Under The Sun*. The on-going series is producing two segments per month with two hour-long specials earmarked for this fiscal year. The station is once again producing the *Jazz Roots* series highlighting jazz and blues artists performing at the Arscht Center. It is also produced by Alicia Zuckerman in collaboration with Larry Rosen, well known jazz impresario.

Florida Round-Up, the weekly news/issues talk show with Phil Lutzman is on its second month and doing well. It airs Fridays at noon and features journalists from the region discussing issues of relevance to South Florida. Peter also handed out forms to the CAB soliciting comments and/or topic suggestions for the show.

Peter also talked about audience ratings comparing public radio stations nationwide based on audience share in a market. 'Share' data is the percentage of radios tuned to a particular station from all the radios that are turned on in a market. WLRN-FM has moved up and is now #8 in the nation, ahead of stations in San Diego, Denver, Phoenix, Los Angeles and New York.

CAB RADIO PLEDGE UPDATE: Radio Station Manager Ted Eldredge thanked the CAB members who assisted with Radio drive in October. He said that a record \$182,000 was raised on October 16th, the unofficial record for a single day of pledge.

Ted Eldredge also mentioned that the CAB members must sign the code of ethics compliance form which he handed out. According to Board rule, the School Board requires that this form be submitted annually.

GENERAL MANAGER'S REPORT: John LaBonia reported that the Market Place America's Desk that was situated here at the WLRN studios has been shut down due to financial reasons so Dan Grech is no longer associated with the program. Dan has decided to take the position as head of the WLRN Miami Herald News as soon as he fulfills his teaching position at Princeton.

John reported that the station decided to fund a new documentary project that will tell the story of the Jewish extermination camp Treblinka. This was a camp where the incarcerated Jews staged a successful revolt that resulted in over 1,000 Jews escaping the death camp. The project is still in the pre-production stage with a completed treatment and a script in the works.

The station has contracted with Michael Berenbaum, a highly credentialed Holocaust expert who has worked with Steven Spielberg and is a consultant for many Holocaust museums nationwide, to write the script. WLRN has also hired two other experts: local Holocaust educator Miriam Kassenhoff to oversee the educational component and write the teaching guide for the project; and Charlie Sydnor, expert witness for Nazi trials to serve as script consultant. John envisions the project to be completed within 18 months and is currently looking for funding. The goal is to have the documentary distributed nationwide through PBS.

NEW BUSINESS: David Young stated that he had a program suggestion for radio on the topic of the H1N1 issue and that the CEO of the Community Health Center of South Dade would be available as a guest. John LaBonia suggested that David forward the information to him.

SPECIAL RECOGNITIONS: James Swain said that he would be introducing Alan Greer at the Miami Book Fair International on November 15th at 1:30pm. Alan has published an inspiring book entitled *Choices and Challenges: Lessons in Faith, Hope and Love*. Bernie Siy added that WLRN Ready To Learn will also be sponsoring one of the main tents in Children's Alley, offering fun activities for kids and mini-workshops for parents.

Peter Maerz added that local radio producer Kenny Malone will be producing a special radio segment commemorating the 40th anniversary of *Sesame Street*. The piece, which will include sound bites from parents and kids who grew up with the program, will run as a special on *Morning Edition*.

The January CAB meeting was originally scheduled for the 2nd Thursday but the NETA Conference takes place that week. So the meeting will now be held on Thursday, January 21st.

Members were asked to sign-up for their committee assignments.

James Swain stated that this was his last meeting as Chair and as a member of the CAB. It was a pleasure for him to serve with such dedicated and talented staff. He also said that it was a privilege to serve with the other members of the Board.

John LaBonia acknowledged the members rotating off the board: James Swain, Joan Robbins and David Young. He thanked them for their many years of service on the CAB and they were given framed certificates of recognition.

The meeting adjourned at 1:30 PM.