

**MINUTES OF THE WLRN  
COMMUNITY ADVISORY BOARD (CAB) MEETING  
March 7, 2019**

**CALL TO ORDER:** The meeting was called to order by CAB Chair Kearey Wan at 12:06 PM.

**CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:** Denise Landman on behalf of Daisy Gonzalez-Diego, Maria Delgado on behalf of Dr. Martin Karp, Dinkinish O'Connor, Andre Quarrie, Barry Schwartz, Kearey Wan, Cynthia Weems, John LaBonia, Adrienne Kennedy, Sheila Reinken. Guests: Michael Anderson, James March, Suzanne Holtermann, Ruth Hernandez, Terence Shepherd, Jason Zabka, David Berley, Caitie Switalski, Jessica Bakeman, Alicia Zuckerman, Sammy Mack.

**APPROVAL OF MINUTES:** A motion was made and seconded to approve the minutes for the January 17, 2019 meeting. Members present accepted and approved the minutes as published.

**MIAMI-DADE COUNTY PUBLIC SCHOOL BOARD WORKSHOP UPDATE:** John Labonia provided an update to Board Members regarding the School Board Workshop that occurred on Wednesday, February 27, 2019. The four-hour workshop was designed to speak about the future of WLRN and its governance. The workshop focused primarily on four options moving forward, they are; 1) status quo with no changes, 2) sell the license, 3) strengthen the role of Community Advisory Board or 4) form a new non-for-profit with a board of community volunteers that will oversee the governance of the Station. Mr. Labonia believes that the Superintendent and School Board will come back at the end of June with a recommendation on which model to follow. He anticipates that options 1 and 2 are off the table and that the decision is leaning more towards options 3 and 4. Vice-Chair Barry Schwartz noted that option 3 is not viable due to the Corporation of Public Broadcasting restrictions on any expansion of the Community Advisory Board's role and responsibility with the Station. Mr. Schwartz said that one of the concerns that he heard from the School Board's perspective was, why time and energy resources were spent on programming in places other than Miami-Dade County? He added that the Station is fulfilling its mission and charter to serve our four-county area from Key West to Palm Beach with 60% of our support from outside of Miami-Dade County for both radio and television. Mr. Labonia stated that the mission of public broadcasting is to reach as many people as possible with high quality news, information and entertainment programming.

**INTRODUCING WLRN PASSPORT:** James March, Television Programming, provided a PowerPoint presentation on the newly added Membership Benefit of WLRN Passport, which was launched in February 2019. This new on-demand/live video streaming service is a television membership benefit for members who contribute \$5 a month sustaining membership/\$60 annually.

Programming content will include:

- Over 1,000 hours of PBS Content
- Award-Winning WLRN Original Productions (Documentaries)
- Award-Winning Short Form Original Productions
- Nearly 50 Classic Movies
- Content is updated monthly

Nielsen research from July 2018, shows how people are using television today:

- Cord Cutters – 11%
- Over-The-Air Using Antenna Only – 15%
- Cable Audience – 74%

Mr. March noted that out of the 74% of cable users, 70% have added a secondary streaming source, i.e. Netflix, Roku and Amazon. Mr. March added that this is very good news for WLRN Passport as the research shows that Passport is an extremely viable streaming source and should fit with the viewing methodology of our PBS audiences.

Suzanne Holtermann, Director of Membership, provided a PowerPoint presentation on goals and strategies to explore the member benefit of WLRN Passport. The number one goal is benefit and value for members. All current TV members have been invited to sign up for WLRN Passport.

#### Membership Goals:

- Drive WLRN-TV revenue
- Build on-air traffic
- WLRN is a one stop for both radio, television and online – WLRN Public Media
- Reach beyond the television broadcast coverage in Palm Beach County
- By FY20, revenue from Passport eliminates the need for one on-air pledge drive per year
- Become more competitive in the Public Television market
- The BEST Public Media investment in South Florida

#### Marketing and Promotion Rollout:

- Soft launch to current members on February 21, 2019
- Official launch was March 2, 2019
- Incorporation of WLRN Passport messaging for on-air promotional spots on WLRN-TV and WLRN Public Radio, along with strategic messaging during on-air pledge drives and providing information and ability to sign up on [www.wlrn.org](http://www.wlrn.org).

#### Results and Engagement to Date:

- 2,077 total WLRN-TV Membership eligible for Passport with activation
- 7% / 147 members have completed activation
- 125 new WLRN-TV members added since rollout
- March 2019 TV Pledge Drive Stats:
  - 139 eligible members pledged during drive totaling \$23,625
  - 12 donors pledged for Passport totaling \$1,022
- [www.pbs.org](http://www.pbs.org) Stripe Transactions:
  - 8 donors became WLRN TV members through [www.pbs.org](http://www.pbs.org)

John Labonia added, WLRN Passport is not only going to offer PBS and original content produced by WLRN, there will also be plans to create a section that will give a voice to people that don't have a platform to share their content in a credible environment. As we build the service, the station will work to provide criteria, along with a submission process for institutions and community producers to submit their content for WLRN Passport.

**STONEMAN DOUGLAS HIGH ANNIVERSARY NEWS COVERAGE:** Alicia Zuckerman, Editorial Director for WLRN News, led the discussion and played news audio excerpts that primarily focuses on the trauma of survivors from gun violence for the “one-year mark” of the Stoneman Douglas High news coverage. Ms. Zuckerman introduced reporters Caitie Switalski and Jessica Bakeman, who participated on *Morning Edition*, produced live from Parkland on February 14, 2019. Audio clips from *Morning Edition* were played.

Full clips available here:

<https://www.npr.org/2019/02/14/694635036/broward-county-marks-1-year-since-parkland-school-shooting>

<https://www.npr.org/2019/02/14/694634993/1-year-after-florida-school-shooting-how-do-people-feel-about-guns>

Ms. Zuckerman introduced an excerpt of a yearlong produced radio documentary on [Annabel Clapgood](#). She was a survivor of the tragedy and the documentary was produced by Jessica Bakeman.

Ms. Zuckerman introduced producer Sammy Mack and played the final audio excerpt which is part of an audio diary recorded by Margorie Stoneman Douglas Senior, [Leonor Muñoz](#). Ms. Zuckerman noted that Leonor was given the option of not moving forward with the diary, being careful and sensitive to make sure that this process would not be unhealthy for her to pursue. One of the goals as reporters and journalists in these stories is not to retraumatize people who we report on. Zuckerman added that the team has made many decisions not cover “great stories” for this reason.

Alicia Zuckerman responded to the emotion of reporters and Board Members following the audio clips. She said there is a big responsibility of protecting our reporters who work behind the scenes on tragic stories such as Parkland. She added appreciation and thanks to John Labonia for his support and providing the tools to deal with these challenges by bringing Bruce Shapiro, Executive Director of the Dart Center for Journalism and Trauma, to Miami to speak with reporters.

**NEXT CAB MEETING:** May 9, 2019 at Noon

**ADJOURNMENT:** The meeting was adjourned at 1:39 PM