

MINUTES OF THE WLRN COMMUNITY ADVISORY BOARD (CAB) MEETING Thursday, March 16, 2023

CALL TO ORDER: The meeting was called to order by CAB Chair Diana Zamora at 12:04 PM.

CAB MEMBERS, WLRN STAFF AND GUESTS IN ATTENDANCE:

Nicole Chipi, Lauren Gomez, David Hirsch, Adrienne Kennedy, Marcela Moyano, Patrick O' Connel, Dinkinish O'Connor, John LaBonia, Nathalie Rodriguez on behalf of Lucia Baez-Geller, Kearey Wan, Diana Zamora. Guests: Michael Anderson, Sergio Bustos, Kristen Kuebler, Peter Maerz, James March, Charles Michaels, Doug Petersen, and Andrew Ruiz.

APPROVAL OF MINUTES

A motion was made and seconded to approve the minutes for the January 19, 2023, meeting. Members present accepted and approved the minutes as published.

PRESENTATION: REACHING NEW AUDIENCES THROUGH WLRN-TV'S VIDEO STREAMING PLATFORMS

Adrienne Kennedy, VP of TV, introduced presenters Kristen Kuebler, Director of Client Services, Trac Media, and James March, Director of Programming Acquisitions.

Kristen Kuebler shared a slide presentation to the board, which showed how audiences are consuming programming content.

How people consume video content from December 2021 – January 2023

- Broadcast: Remains stable around 25% w/ older audiences choosing to watch terrestrial TV. Percentages ranged from 26.1% to 24.9%
- Cable: Losing share to streaming continuously, dropping from 37.3% to 30.4%
- Streaming: Gaining strength from 27.7% to 38.1%

Currently, the top four popular streaming platforms are YouTube, Netflix, Hulu, and Amazon Prime.

In the Miami and Fort Lauderdale area, the majority of homes (even the over-the-air rabbit ear homes) like to stream video content. Miami has an above average number of over-the-air TV homes at 21.2% - the average nationally is 15%. This is good news for WLRN-TV viewership.

James March presented a slideshow on streaming options to watch WLRN programming.

Since October 2020, WLRN has offered livestream of our broadcast signal on the following platforms:

- Over-the-top (OTT) devices (Apple TV, Amazon Firestick, Roku, etc.)
- WLRN website
- WLRN app
- PBS Website (localized to WLRN).

WLRN is also available on subscription-based television services.

- YouTube TV
- Direct TV Stream
- Local Now

WLRN offers an on-demand member benefit streaming platform called WLRN Passport

Streaming platforms are attracting new and younger audiences outside of the broadcast TV platform. For example, audiences watching WLRN programming on YouTube TV are younger and skew to male viewers. While broadcast TV skews heavily towards females 50+. We are reaching news audiences on the platforms of their choice.

Membership-benefit WLRN Passport launched in 2019 with approximately 1500 hours of content. By the end of 2022, content grew to 4000 hours and continues to grow. In 2022, WLRN Passport had a 51% growth in streaming.

WLRN streaming is the focus for the future. Most older audience members will continue to watch TV, while 55-64 age group and younger viewers are transitioning to more streaming. WLRN & PBS will focus on inviting viewers to stream. Our on-demand platform, WLRN Passport, is growing and has excellent synergy with public radio listeners as well.

PRESENTATION: WLRN INVESTIGATIVE REPORT – THE GUARDIANSHIP PROGRAM

Sergio Bustos, VP of News, shared the details behind WLRN's investigative reporting team and its inaugural investigation on the Guardianship Program of Dade County. A tip came in that revealed that the Guardianship Program had a relationship with a real estate company to sell property that was retrieved from incapacitated individuals and sold quickly, reaping significant gains. The impact after publishing the story was immediate. Miami-Dade Mayor Danielle Levine Cava halted payments to the Guardianship Program pending an independent investigation. This was followed by two Miami-Dade commissioners, Eileen Higgins and Raquel Regalado, who called on the county's independent Inspector General's Office to launch a probe of the Guardianship Program of Dade County's real estate transactions.

The Miami Herald credited WLRN with two follow up stories it was doing. The Guardianship story was also acknowledged for outstanding local and investigative stories in *Local Matters*, a weekly newsletter supported by Investigative Reporters and Editors (IRE) and the Knight Foundation.

NEXT CAB MEETING: Thursday, May 11, 2023, at Noon

ADJOURNMENT: The meeting was adjourned at 12:51 PM.