

Ms. Perla Tabares Hantman, Member

SUBJECT: THAT THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA AUTHORIZE THE SUPERINTENDENT TO RESEARCH AND PRESENT A STATUS REPORT TO THE BOARD ON ELECTRONIC MEDIA ALTERNATIVES FOR BROADCASTING ALL REGULARLY SCHEDULED SCHOOL BOARD MEETINGS

On December 11, 2002, The School Board of Miami-Dade County, Florida held a conference session to discuss and determine Board policy directives for the broadcasting of School Board meetings on WLRN-FM 91.3 and WLRN-TV Channel 17.

Staff made a presentation outlining WLRN's history and the important role the School Board has played in the telecommunications industry in South Florida since 1948. Over the past five decades, the School Board's media properties (WLRN-FM 91.3 and WLRN-TV Channel 17) have not only significantly increased the number of viewers and listeners, but also have grown more reliant on financial support from the South Florida community. Staff also detailed the current programming schedule on WLRN-FM 91.3 and WLRN-TV Channel 17 and the ratings implications of its programming in the South Florida broadcasting market.

Upon the conclusion of staff's presentation, there was general discussion and the following conclusions:

- As licensee/trustee for WLRN-FM 91.3 and WLRN-TV Channel 17, the Board reaffirmed its obligation to provide quality programming that is responsive to the needs of the South Florida tri-county community. WLRN has consistently done so by providing programming that is non-commercial, educational, informational and cultural in nature;
- The Board reconfirmed its commitment to providing the residents of Miami-Dade County with broadcast access to School Board meetings. The Board stipulated that the broadcast of School Board meetings is an important means for Miami-Dade County residents to be informed of School Board policy actions; therefore, Board meetings will continue to be broadcast on WLRN-FM 91.3 and WLRN-TV Channel 17;

**REPLACEMENT
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- The Board recognized that the broadcast industry has grown and that today there are electronic media alternatives in the South Florida market that may be available in addition to the WLRN-FM 91.3 and WLRN-TV Channel 17 frequencies for presenting gavel to gavel coverage of all regularly scheduled School Board meetings; and
- While Board meetings continue to be broadcast on WLRN-FM 91.3 and WLRN-TV Channel 17, the Board could explore additional alternatives for broadcasting gavel to gavel coverage of all regularly scheduled School Board meetings.

ACTION PROPOSED BY

PERLA TABARES HANTMAN: That The School Board of Miami-Dade County, Florida authorize the Superintendent to research and present a status report to the Board within 90 days on electronic media alternatives for broadcasting all regularly scheduled School Board meetings.