

Financial Affairs
Edward Marquez, Chief Financial Officer

SUBJECT: REQUEST FOR THE SUPERINTENDENT TO AUTHORIZE WLRN-FM TO ENTER INTO CONTRACTUAL AGREEMENTS WITH NPR (NATIONAL PUBLIC RADIO) AND MARKETPLACE PRODUCTIONS AT NO COST FOR SPACE AND ACCESS TO PRODUCTION EQUIPMENT

COMMITTEE: BUSINESS AND FINANCIAL SERVICES

Since WLRN became a National Public Radio (NPR) member station in the early 1970s, it has become a dominant source of news, information, and entertainment for more than 300,000 South Floridians who tune in each week. Over the past five years the station's audience has tripled and in 2003 WLRN Public Radio was nationally recognized at the 2003 Public Radio Program Directors Conference as the station showing the most dramatic audience increase among the more than 700 U.S. public radio stations.

In order to further WLRN Public Radio's mission of creating a more informed public that is challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures, WLRN is enhancing its working relationship with NPR and Marketplace Productions in the following manner:

1. Provide space and access to production equipment in the WLRN facility for two NPR reporters at no cost. The reporters will be available for consultation to station staff on matters relating to journalism and radio. Additionally, WLRN will receive credit as NPR's Florida home. (NPR and Marketplace production already uses WLRN studios from time to time.)
2. Provide space and access to production equipment at no cost in the WLRN facility for one Marketplace Americas Desk reporter to cover business news in Latin and South America. The reporter will be available for consultation to station staff on matters relating to journalism and radio. Additionally, WLRN will receive credit as the home of Marketplace's Americas Desk. Marketplace already has in the past used a freelancer to cover South Florida. They are now expanding their program by having a full time reporter.
3. The arrangement does not cost WLRN or the District any funds. No change in programming status occurs. The contractual agreement is only to formalize the relationship and make sure proper insurance forms are signed and adhered to.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, authorize the Superintendent to enter into contractual agreements with NPR (National Public Radio) and Marketplace Productions at no cost for space and access to production equipment in order to enhance the already established program relationship.

ED/JL:mca