

# WLRN

## Public Media

### 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



*“WLRN is the primary public media enterprise that enables two-way communication of news, culture, philosophy, concerns, beliefs and values, and aspirations among South Floridians.”*

— John Labonia  
WLRN GM

**The mission of WLRN Public Media is to provide information, entertainment, and learning services with a commitment to excellence in serving local, national, and international communities.**



WLRN Public Media is the premier choice for trusted, quality programming that reflects the diversity of thought and expression of the community we serve.

We are “South Florida’s storyteller” --- providing content in ways that no other media outlet does.

We operate as a public trust and exercise the highest ethical and professional standards.

We respect our audience’s intelligence and have a deep appreciation for public media’s role in shaping society.

**WLRN Public Television presented the one-hour documentary OCEANS OF PINK - How dragon boat racing has become a fast-growing sport among breast cancer survivors across Florida.**  
<http://wlrn.org/post/pink-power>

**STREETS OF WYNWOOD – a one-hour documentary on street artists from around the globe that converge on Miami’s Wynwood district to transform its streets anew with a riot of creative colors during the Art Basel fair.**  
<http://wlrn.org/post/streets-wynwood-burgeoning-art-scene>

WLRN is South Florida’s largest public media conglomerate with two radio stations; a television station; and several Educational Broadband Service frequencies serving Miami-Dade County Public Schools.

WLRN Public Media reaches over 1-million people each week from Palm Beach to Key West.

WLRN reaches thousands of teachers through PBS learning Media.

**WLRN PUBLIC MEDIA**

WLRN Radio signed on the air in 1948 as a non-profit, non-commercial broadcast station licensed to the School Board of Miami-Dade County. WLRN-TV (previously WTHS) signed on in August 1955. Since then, WLRN has grown steadily to become an integral part of the community which it serves and one of the most sophisticated broadcast stations in the country. WLRN is South Florida's largest public media conglomerate, comprised of two radio stations, a broadcast television channel, and twelve (12) closed circuit educational channels. Today, WLRN continues to provide quality public radio and television programming, and education services to well over a million South Floridians each month from Palm Beach to Key West. WLRN also provides media support to Miami-Dade County Public Schools comprised of over 400 school district locations and school sites with an enrollment of over 340,000 students. Below are brief descriptions of WLRN's major events, initiatives and/or projects that occurred during the 2016 fiscal year:



In June, WLRN broadcast the "Silver Knight Awards". This program recognizes outstanding students who maintain good grades and contribute significant service to their school and community. Miami-Dade and Broward County Public School students were recognized. The Silver Knight Awards was presented by The Herald/El Nuevo Herald.

Also in June, WLRN launched PriceCheck, an online guide to bring clarity to health care costs in Florida. Along with our partners WUSF in Tampa and Health News Florida and with input from our audience, we created a searchable database of prices of common health care procedures and supplies aiming to answer a single question: "How much does it cost?" People have shared with us hundreds of prices of health procedures. Thousands more have searched the database looking for prices. Patients and health care professionals, regulators and insurance writers have visited the site. <http://wlrn.org/pricecheck>



In July WLRN held the "Oceans Of Pink" Film Premiere. A new one-hour film from WLRN Public Television that tells the inspirational story of how dragon boat racing has become a fast-growing sport among breast cancer survivors across Florida. The event was held at the Victor E. Clarke Education Center at South Miami Hospital.



In August WLRN and the Monroe County Tourist Development Council held its 5th Annual Florida Keys Museum Weekend. The event provided a cultural pass for South Florida residents and visitors to experience the rich history of the Florida Keys and Key West by offering free admission at 20 Museums and Attractions through the Florida Keys. During the event WLRN produced and broadcast live the radio play "The Birds".



Also in August, WLRN radio produced “The Zika Virus In South Florida”. As local cases of Zika virus continue to increase, WLRN dedicated a full hour to an analysis of the political and economic dimensions of the outbreak of this virus in South Florida. A square mile of Miami is now the hot zone for Zika and the threat of the virus-carrying mosquitoes. Pregnant women are warned about the neighborhood as aerial spraying begins. Where are the bugs? How big of a threat is Zika? And to whom? With a small mosquito control budget in Miami-Dade, what are the local efforts to fight the pest? From cans of repellent to a plane spraying an insecticide

over downtown Miami, Wynwood and parts of Overtown and Little Haiti, the battle continues. congresswoman who represents the Zika district.



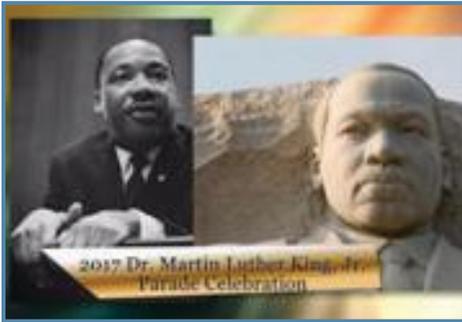
In September WLRN produced U.S. Airlines Fly High In Cuba, But The Island’s Economy Is Badly Grounded – a radio and online report focusing on week when JetBlue took the first U.S. commercial flight into Cuba in more than 50 years. It was another big step in the normalization of U.S.-Cuba relations. But beneath all the airborne cheering is the grim reality that Cuba’s economic wings have been all but clipped. Thanks largely to the collapse of its oil-rich ally Venezuela, Cuba’s economy is in big trouble – forecast to grow just 1 percent this year if at all.

And if you think Cuba’s distress means it will open up to more free-market reforms, think again. It could mean instead that its socialist leadership will dig in its heels. Few know that better than John Kavulich, president of the U.S.-Cuba Trade and Economic Council in New York. Kavulich has been watching Cuba for more than a quarter century, and he sat down with WLRN to discuss Cuba’s crisis – and how it’s affecting the new U.S.-Cuba relationship.



In November WLRN TV screened its latest original production at Miami’s Perez Art Museum. “Streets of Wynwood,” which will take a wild ride into the riot of color, creativity and chaos that is Miami’s street art scene. Every year during Art Basel Miami, street artists from around the globe converge on Miami’s Wynwood district. This premiere presentation will transport the viewer into this nomadic subculture to meet some of world’s best exponents of urban art and to appreciate first-hand how this once clandestine tribe of taggers, graffiti writers and muralists have claimed their place in the broader art world. It’s a dazzling experience.

[www.streetsofwynwood.org](http://www.streetsofwynwood.org).



In January WLRN celebrated Martin Luther King Day. The WLRN production team taped its annual MLK Parade in Liberty City and broadcasted the highlights as a one hour program on the same evening.

Throughout the year WLRN produces film shorts ranging from 8 - 14 minutes in length. These short stories, which are scheduled between regular programming, bring to light the unique history, culture and nature that make South Florida so special. Viewers can now enjoy highly produced Florida stories that will be integrated seamlessly into the schedule giving them uninterrupted, quality storytelling. Film shorts included:

**The Fort on the River**



**Ten Thousand Islands**



**Plight of the Plume Birds**



**Key West Wreckers**



“PriceCheck”

<http://wlrn.org/pricecheck>

PriceCheck is a health care cost transparency and audience engagement project involving Health News Florida, WLRN and WUSF, and ClearHealthCosts.com. The intent is to collect and report health-care prices and procedures from data provided by members of our communities. Consumers may make more informed decisions when choosing health care providers and procedures.



“WLRN Youth Radio”

Six minority students from local high-schools spent their summer in the WLRN newsroom learning how to tell stories that interested them in sound. Their work was aired on WLRN and several were picked up for nationwide broadcast by NPR. Some of the group also participated in that September’s Sunshine Economy Program: On the Edge of Adulthood. Youth Radio 2015 was a partnership between WLRN-Miami Herald News and Urgent, Inc.’s F.A.C.E Program.



**DECISION**  
**FLORIDA**

“DECISION FLORIDA - a new presidential election year program.”

<http://wlrn.org/programs/decision-florida>

Each Friday from Sept. 9 through Nov. 11 between 1 p.m. - 2 p.m. ET, Decision Florida brings the candidates, their political operatives and the top political journalists together to discuss live the 2016 election and hear from Florida voters.



WLRN incorporates a successful internship program utilizing students from both college and high schools. Working closely with the production staff, interns came from Florida International University, St. Leo's University, Miami-Dade College, along with students from iPrep High School which were qualified by the Honors and Executive Program through the Miami-Dade County Public Schools.

High School Media classes worked side-by-side with production staff, to assist in live School Board meetings, once a month. Schools that partnered with WLRN include:

Arthur & Polly Mays Conservatory  
John A. Ferguson High School  
Turner Technical High School  
Downtown iPrep High School  
Florida International University  
Mater Academy Charter School  
Terra Environmental High School  
Robert Morgan Educational Center  
Westland Senior High  
Miami Senior High School

## WLRN College Journalism Program

The mission of the WLRN internship program is to provide radio and digital journalism experience by working inside the WLRN and Miami Herald newsrooms. WLRN News offers interns significant professional experience in a supportive environment. These are not coffee-making internships. Interns work with some of the most innovative and passionate professionals in the industry, and receive helpful career guidance throughout the experience. Internships last 12 weeks, and interns receive a stipend.

There were eight journalism interns during 2016 from schools such as University of Florida, Florida International University, University of Chicago, Princeton, Northwestern, and University of Miami.



“I am extremely proud to financially support what I believe to be one of the best journalism internship programs in the country...these students get real world experience from real world journalists.”

*Lydia, WLRN Major Donor*



*“WLRN is the platform to tell the stories of our lives to our communities, our cities, our state, and our country.”*

*Michael – viewer*

WLRN Public Media is committed to being the most trusted source of information and entertainment in South Florida's diverse community. Licensed to the school board of Dade County, WLRN is best known for its award winning public radio and television programs, but its services go well beyond the airwaves. It's a complex media enterprise consisting of radio and television stations and educational channels offering a variety of high quality programming and advanced learning services making WLRN a valuable public media source.



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**WLRN Public Radio & Television is the premier choice for quality program content, resources and services that positively impact the South Florida community.**

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