

WLRN

Public Media

2017 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

“If we do not provide time for the consideration of people and events in depth, we may end up training another generation of television adults who know what kind of toilet paper to buy, who know how to argue and humiliate others, but who are thoroughly incapable of discussing, much less dealing with, the major social and economic problems that are tearing America apart.” ”

Educator Herbert Kohl

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.

In 2017 WLRN News produced and aired special coverage focusing on topics including the death penalty in Florida; young survivors of gun violence; the Everglades critical need for restoration; and the opioid epidemic while continuing to cover the Zika outbreak in South Florida.

WLRN-TV is the public television station with the reputation of being South Florida’s storyteller. We have been producing and presenting local stories that showcase the people, places and events that make our community special and unique.

WLRN is South Florida’s largest public media conglomerate reaching over 1-million people each week from Palm Beach to Key West.

WLRN reaches thousands of teachers through PBS learning Media.

Two dozen times, each weekday, WLRN’s award winning news team reports on the stories that affect all of us here in South Florida.

WLRN PUBLIC MEDIA

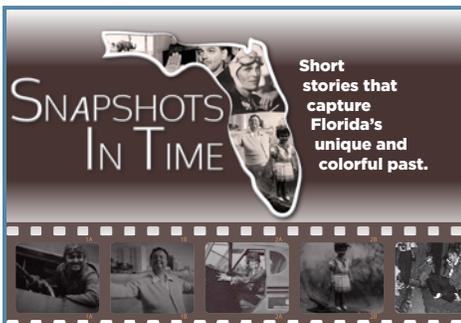
WLRN Radio signed on the air in 1948 as a non-profit, non-commercial broadcast station licensed to the School Board of Miami-Dade County. WLRN-TV signed on in 1962. Since then, WLRN has grown steadily to become an integral part of the community which it serves and one of the most sophisticated broadcast stations in the country. WLRN is South Florida's largest public media conglomerate, comprised of radio, television, digital and original long and short-form documentaries. Today, WLRN continues to provide quality programming and educational 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. Below are brief descriptions of WLRN's major events, initiatives and/or projects that occurred during the 2017 fiscal year:

On Monday, January 16th, 2017, 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.



In May, WLRN broadcast the 2017 Silver Knight Awards. This one hour award show highlighted the honoring of more than 1,300 high school seniors for their academic excellence and extraordinary passion for community service. Miami-Dade and Broward County Public School students were recognized. The Silver Knight Awards was presented by

The Herald/El Nuevo Herald and premiered on the airwaves Tuesday, May 30th, 2017.



WLRN produces film shorts ranging from 1 – 10 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 enjoy highly produced Florida stories that will be integrated seamlessly into the schedule giving them uninterrupted quality storytelling.

Our new “Snapshots in Time” series continues WLRN’s storyteller mission. Audiences will learn something unique about South Florida, a region rich with historical events, and the early settlers

who were also passionate chronicler’s of their world, a legacy manifested in the photographs of these moments frozen in time.

“Snapshots in Time” premiered the first two episodes of this unique series in June.

“Amelia Earhart’s Last Flight”

Amelia Earhart’s last attempt to circumnavigate the globe departed from Miami. With her was Fred Noonan, one of Pan American airlines most seasoned pilots and navigators. The mystery of how and why Earhart and Noonan disappeared over the Pacific has haunted our imagination ever since.

“Clark Gable Goes to War”

At the height of his movie star fame, Clark Gable enlisted in the army to fight in WW II. He trained in Miami as an aviator and machine gunner. He was Adolph Hitler’s favorite actor and the Fuhrer offered a reward to anyone who could bring him in alive. After the war, he resumed his career as Hollywood royalty.



“*Oceans of Pink*” – American Public Television Nationally distributed on April 30th, 2017, WLRN’s one-hour film highlights the explosive growth of dragon boat racing among breast cancer survivors across Florida, and the growing participation in the sport among Hispanic women. By end of June with two months in the national circuit, *Oceans of Pink* has aired 223 times, across 34 states, achieving 60% coverage nationwide. PBS affiliates will have to opportunity select this film for broadcast through March 2021.

WLRN is the PBS Learning Media provider for Miami-Dade and Broward counties. This online, digital library has thousands of classroom-ready resources that transform learning by providing the innovative tools needed to succeed in the 21st century classroom. With PBS Learning Media, educators and students across the country have access to a customizable resource designed to improve teacher effectiveness and student achievement.



WLRN RADIO THEATER PROJECT

Radio Theater Project in collaboration with WLRN served over 950 students on Monday, January 30th, and Tuesday, January 31st, at the Broward Center for the Performing Arts. Students were able to experience a live radio theater play performance of the Wizard of Oz and participate in a study-guide supported classroom session as part of a larger education program that inspire children to be better listeners, and to become the next generation of storytellers.

Schools that attended were Pembroke Pines Charter, Renaissance Charter @ Plantation, Rickards Middle, Mc Nab Elementary, New River Middle, Somerset Village Academy, & Blanche Ely, Lloyd Estates, Ft. Lauderdale High schools.

WLRN provides stations tours for community groups and non-profit organizations. Station staff made the tour experience educational and enjoyable for our visitors. The station conducted tours for the following groups:



- Dade Miami International University of Arts and Design
- Yellow Wood Learning Community
- Temple Beth AM Day School
- Cub Scouts Pack 280
- Florida City Elementary School
- Take Your Daughters and Sons to Work Day
- Florida City Elementary School
- Miami International University of Arts and Design

WLRN partnered with The Wolfsonian – FIU Museum on Miami Beach for a full day of radioinspired fun and learning. In the spirit of “vox populi” (voice of the people), locals on the street will be invited to step into a recording booth to share their thoughts and stories. In the evening (4) 15- minute radio plays were showcased, written by local playwrights and based on real WLRN news stories.

“Fort Lauderdale Airport Shooting”

January 6, 2017 - Amongst the chaos of that day, the WLRN focused on bringing its digital audiences accurate and confirmed information in all of its platforms (website, app, social media).

<http://wlrn.org/post/shooting-fort-lauderdale-airport-leaves-least-5-dead-and-8-injured>

<http://wlrn.org/post/fort-lauderdale-airport-tragedy-gives-way-familiar-back-and-forth-gun-control>



“In the Land of Water”

For the centennial of the National Parks Service, we explored South Florida's federally protected areas: Everglades National Park, Biscayne National Park and Big Cypress National Preserve. To mark the launch of this project, we put water on our homepage so make sure to check it out here: <http://nationalparks.wlrn.org/>



“Do You Really Know South Florida Roads? You Sure?”

This story is a result of our Palm Readers engagement project, where members of the community submit questions/story ideas and tag along with our reporters in the journey to find the answers. Make sure to check out the quiz at the end! <http://wlrn.org/post/do-you-really-know-south-florida-roads-you-sure>



WLRN Social Media and Engagement Tools

Storytelling doesn't have to end in our website. Day in and day out we take our stories beyond our digital platforms, using social media and cutting-edge engagement tools like Hearken and GroundSource, on top of the existing Public Insight Network. Hearken has allowed us to experiment with a new methodology of engagement through the Palm Readers project. We have received more than 139 questions during the 6 months that the project has been on the website. We have also used GroundSource, a tool that allows us to interact with our audience when they text keywords to a specific phone number. The service has been used in more than 20 stories/projects since it was launched.

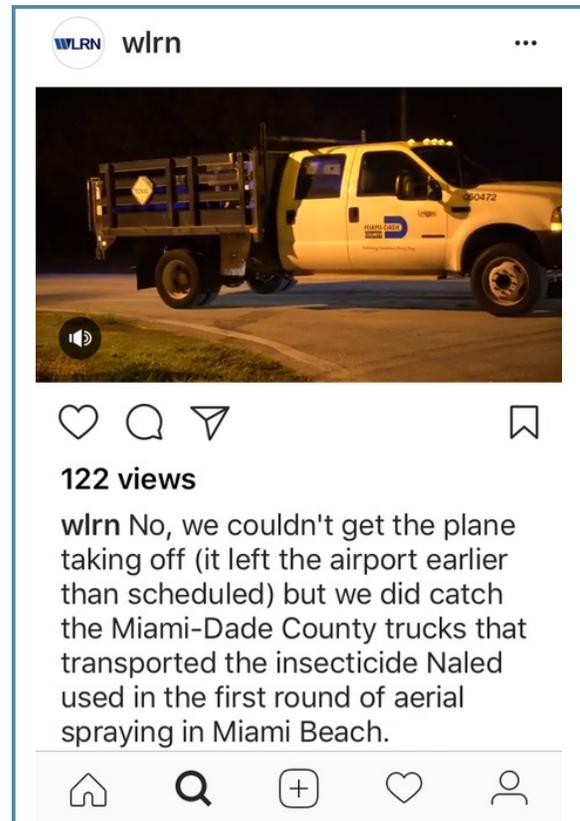
WLRN's emphasis on storytelling and useful information on its social media accounts have yielded significant growth in all of its social media platforms year-over-year. On Facebook, our likes have increased 26 percent to 17,390. On Twitter, we grew our followers by 7.9 percent to 24,645, with more than 12,300 impressions per day. Our Instagram followers have grown 25 percent to 2,865.

WLRN used social media to enhance and expand radio and web coverage of the Zika health crisis. The strategy was particularly apt since one of the key audiences for these health related messages was younger people in their reproductive years. We looked for different angles for our social stories and used Facebook, Twitter and Instagram tools to convey important information. Here are some examples of what we did:

Reporter Sammy Mack unpacks the Zika Prevention Kit for Pregnant Woman she picked up at the Miami-Dade Department of Health (8/15/2016)
<https://www.facebook.com/WLRNmedia/videos/vl.1844794309131002/10154238450585202>

WLRN Reporter Sammy Mack talks with FIU's Dr. Aileen Marty, specialist on Infectious Diseases, about #Zika (7/22/2016)
<https://www.facebook.com/WLRNmedia/videos/vl.1844794309131002/10154172502305202>

INSTAGRAM Video of Mosquito-control inspector spraying in Miami:
<https://www.instagram.com/p/BILq3ReAhou/?taken-by=wlrn>



“Miracles in communication are our daily routine,” President Lyndon Johnson said when he signed the Public Broadcasting Act of 1967. “Every minute, billions of telegraph messages chatter around the world...Radio and television fill the air with sound. Satellites hurl messages thousands of miles in a matter of seconds. Today our problem is not making miracles, but managing miracles.

—Christopher Vollmer



“...WLRN seems to be more South Florida focused because you can definitely see it in the fine programs they produce...”

– Carlos, 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.



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