



Annual Programming Report

**WLRN Public Radio and Television
Fiscal year 2014 – 2015**

Presented to:

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Superintendent of Schools
Miami-Dade County Public Schools

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INTRODUCTION

The 2014-2015 Annual Programming Report for WLRN Public Radio & Television is respectfully submitted to the Miami-Dade County Superintendent of Schools by the WLRN Community Advisory Board (hereinafter referred to as the “CAB”) in cooperation with the WLRN General Manager and Senior Staff, pursuant to the provisions and spirit of the Editorial Integrity Policy and Advisory Mechanisms for WLRN-FM and WLRN-TV.

The CAB is a volunteer board composed of 16 members, including two appointees from the Miami-Dade School Board, two appointees from the Friends of WLRN, Inc., and one appointee from the South Florida Chapter of the Society of Professional Journalists (SPJ). The School Board members currently serving are Dr. Martin Karp and Ms. Raquel A. Regalado.

The CAB holds public, bi-monthly meetings with the General Manager and station staff to consider WLRN's program policies, and the appropriateness and responsiveness of programs produced and broadcast in response to community issues, concerns and interests, on an advisory basis.

The WLRN CAB has an emeritus board consisting of former members who have been term-limited having served two (2) three-year terms. Members of the emeritus board are still welcome to attend the bi-monthly meetings and receive all CAB correspondence. However, they no longer have voting rights on the board.

The 2014-2015 officers of the CAB are: Jo Asmundsson, Chair; Alex Beguiristain, Vice-Chair; and Jeneissy Azcuy, Secretary. One new member was welcomed into the board (Max Borges).

The CAB has made community engagement and outreach a priority for the board. This focus on building community awareness for the stations prompted the creation of the WLRN Speakers Series. This initiative presents original television documentary productions to local groups, schools, and civic organizations with WLRN producers available to speak about their craft, share insights on issues, and engage the community in dialogue by sharing stories about life in South Florida, the place we all call home. As part of the presentation, station information about programming and services is shared with the community.

The WLRN Speakers Series screened the following films:

- *A Call To Serve: Florida Jews and the US Military* – Mandel Jewish Community Center, Boynton Beach
- *A Call To Serve: Florida Jews and the US Military* – Mandel Jewish Community Center, Palm Beach Gardens

- *Deep City: The Birth of the Miami Sound* – Jewish Community Center, Miami Beach
- *Treblinka's Last Witness* - Temple Beth Sholom, Miami Beach
- *All Shook Up: Miami's Glory Days of Music* - Miami Shores Friendly Villagers Club

The CAB is most appreciative of the hard work of the General Manager and staff in connection with the preparation of this report; in providing vital information and reports to the CAB throughout the year; and in responding to the suggestions and issues raised by the CAB.

WLRN PUBLIC RADIO

South Florida's NPR News Station, 91.3 WLRN, and 91.5 WKWM, NPR for the Florida Keys remain South Florida's station of record for intelligent news, discussion and entertainment radio programming throughout the day and night. WLRN and WLKM's "HD Radio" channels add additional news and talk programming service.

Each week, some 350,000 listeners tune in to WLRN/WKWM. More than 30,000 visitors on average listen each month to WLRN's broadcasts via its live webstream. All told, these listeners tune in approximate 567,000 times per month. The station remains the most-listened to public radio station in the state. The mission of WLRN/Miami Herald News states that "News is Our Future". As such, WLRN/Miami Herald News is now the prime mover of locally-originating content on WLRN. As news services across Florida continue to decline, state, WLRN continues as the news station of record in South Florida.

News and talk programs from public radio national distributors NPR, American Public Media and Public Radio International form the core of our programming, but our own productions such as *Topical Currents*, *The Florida Roundup*, and *South Florida Arts Beat*, as well as our recently added *Sunshine Economy* program and our *Latin America Report*, in concert with our flagship music programs, *Evening Jazz*, *Folk and Acoustic Music*, *The Night Train* and *Sounds of the Caribbean* emanate from and directly serve our own community.

WLRN Radio productions have proudly garnered many prestigious awards (more on that below). Listener and community support of WLRN continues to ensure our radio station's success in future months and years.

WLRN LOCAL RADIO PRODUCTIONS

WLRN continues to serve the diverse South Florida Community with local programming. WLRN radio programs have received numerous awards in recognition of their excellence in service and craft.

ONGOING PROGRAMS

Week after week, WLRN provides vital and stimulating news, information and arts programming, produced in our own studios. Those programs include:

Topical Currents

Since its inception in 1999, WLRN's *Topical Currents* has provided a solid mix of *host* current events, author interviews, local business, politics and others concerns of interest to South Florida listeners. Hosts Joseph Cooper and Bonnie Berman offer many years of radio experience to the enterprise. *Topical Currents* also presents regular features, such as the very popular "At Your Service" programs which offer listeners the opportunity to ask questions of experts in various service industries, the "All In A Days'

Work” programs, which offer behind-the-scenes views of the workdays of every sort of occupation, from sanitation workers to airline pilots. Add in the weekly “Food and Dining” Segment and the occasional “South Florida History Quiz”, and what you have is WLRN’s longest running locally produced news and information program. WLRN’s Richard Ives continues in his role as the program’s producer and manager and, as of June, Polly Landess joined the *Topical Currents* team as an associate producer. Tune in Monday through Thursday at 1 PM.

South Florida Arts Beat

WLRN Radio’s cultural arts program, produced and hosted by Ed Bell, continues its mission to bring news, information and insight into South Florida’s vibrant arts scene. Whether a preview of the latest art exhibition, a calendar of the upcoming weekend’s arts events, or a live musical performance in WLRN’s studios, *South Florida Arts Beat* brings a lively mix of the arts to listeners each Friday at 12 noon.

Evenin’ Jazz

A constant stream of appreciate emails lauding host Tracy Fields is but one indicator of the popularity of WLRN’s weeknight *Evenin’ Jazz* program. Ms. Fields’ warm, intimate on-air persona, plus her decades of experience and exquisite taste in jazz provide a rich listening experience for jazz novices and old hands alike. Each Monday night, Tracy features interviews with and the music of South Florida jazz artists. Listen to *Evenin’ Jazz* weeknights from 9:30pm to 1:00am.

The Night Train

WLRN’s longest running jazz program continues as part of the station’s long history of jazz programming. Ted Grossman’s *Night Train* pulls into the station Sunday evenings from 8 PM until midnight. With Ted’s enthusiasm and erudition, the show has been irresistible to a wide cross section of the South Florida community for over 30 years.

Folk and Acoustic Music

Whether it’s a history of the banjo, or where to find the best house concert, Michael Stock makes an intimate and informative appearance each Sunday from 2-5 PM with *Folk and Acoustic Music*. A mainstay on South Florida airwaves since 1981, Michael delights listeners with rich historical facts, live in-studio performances and interviews, the latest CD’s and an extensive calendar of events of all things “folk”. A weekly segment called *The Public Storyteller*, co-hosted by director of the South Florida Storytelling project, Dr Caren S. Neile, features “everyday” Floridians telling tales of their own experiences as well as interviews with and performances by professional storytellers.

A Word on Food

Renowned chef, Norman Van Aken offers a combination of recipe, whimsy, reminiscence, food education and history in storytelling style, each week, as part of WLRN’s Saturday Weekend Edition program. Norman Van Aken is Director of Restaurants at the Miami Culinary Institute and Chef/Owner of Norman’s at the Ritz-Carlton in Orlando.

Saturdays at 8:35 am

Sunday Breakfast with the Arts

Each week, as part of Sunday Morning's "Weekend Edition" program, WLRN's Caroline Breder-Watts presents a lively and enlightening discussion with South Florida artists and impresarios.

Sundays at 8:35 am

Sonic IDs

This series of short radio vignettes, heard throughout the day, is designed to reflect the people and places of South Florida. Local residents tell their personal stories and/or describe their surroundings, offering a rich tapestry of life in our community.

WLRN/MIAMI HERALD NEWS

WLRN/Miami Herald News

Two dozen times each weekday, our news team reports on the stories that affect all of us here in South Florida. This multiple award winning team, led by Vice President of News Tom Hudson, News Director Terence Shepherd, and Editorial Director Alicia Zuckerman has consistently proven the value of the partnership created years ago between WLRN and the Miami Herald news organization.

The Florida News Exchange

Founded and managed by WLRN this cloud-based exchange platform continues to serve as a nexus for Florida news, to be shared with partner public radio stations across the state.

ONGOING PROGRAMS

The Florida Roundup

Heard each Friday at noon and rebroadcast Saturday mornings at 6:00, *The Roundup* continues to garner much acclaim and notice from our listeners and the community at large. *The Florida Roundup* is a weekly roundtable devoted to discussion of the week's news items of interest to South Florida. Hosted by former *Nightly Business Report* host and WLRN Vice President of News, Tom Hudson, the program brings the most prominent South Florida journalists to the WLRN microphones live each Friday at noon. Guests have included NPR's Greg Allen, NPR's Senior Washington Editor Ron Elving, reporters from the Miami Herald, South Florida Sun-Sentinel and Palm Beach Post newspapers and others. Alicia Zuckerman and Julia Duba are the producers. Peter J. Maerz is the executive producer for WLRN.

Topics include:

- Deadline to Year 1 of ACA (Apr 4, 2014)
- Limited Medical Marijuana Approved by State (Jun 20, 2014)

- Easing U.S. Travel Restrictions to Cuba (Jun 27, 2014)
- Questionable Inmate Deaths in Florida Prisons (Jul 11, 2014)
- County Judge Overturns State Ban on Same-Sex Marriage (Jul 18 2014)
- Florida Governor's Race (Aug 29, 2014)
- Florida's Role in National Politics (Nov 14, 2014)
- U.S. – Cuba Relations (Dec 19, 2014)
- Same-Sex Marriage Court Fights in Florida (Jan 9, 2015)
- Police and Minority Communities in South Florida (Feb 27 2015)
- Florida's Dept. of Environmental Protection and Climate Change (Mar 13, 2015)
- Florida Legislature Tackles Health Care (Apr 24, 2014)

The Sunshine Economy

Each week, host Tom Hudson explores businesses, large and small, public and private, which operate in and serve our South Florida community. Business owners, public officials and others weigh in as the program digs far below the headlines to explore our vibrant and unique economy. *The Sunshine Economy* airs Mondays at 9:00am and 7:00pm on WLRN.

Recent topics include:

- Finance in South Florida (Sept 8, 2014)
- Power of Price – Health Care's Complexity, Secrecy and Cost in South Florida (Sept 12, 2014)
- Amendment 2 – Medical Marijuana (Oct 20, 2014)
- Amendment 1 – Environmental spending (Oct 27, 2014)
- Work and Wages – Employment and Pay in South Florida (Nov 10, 2014)
- U.S. Cuba Policy Changes (Jan 5, 2015)
- Same-Sex Marriage (Jan 12, 2015)
- The Affordable Care Act in South Florida (Feb 1, 2015)
- Customer Service in South Florida (Mar 23, 2015)
- Women in Business (Apr 6, 2015)
- Cuba & South Florida's Economy (Apr 14, 2015)
- The Health Care Coverage Gap (Apr 20, 2015)
- State Budget Battle (Apr 27, 2015)

The Latin America Report

Wednesdays on WLRN are devoted to coverage of the politics, business and culture of our hemisphere. *The Latin America Report* airs during morning and afternoon drive times. Host Tim Padgett has covered Latin America for almost 25 years, for Newsweek as its Mexico City bureau chief from 1990 to 1996, and for Time as its Latin America bureau chief, first in Mexico from 1996 to 1999 and then in Miami, where he also covered Florida and the U.S. Southeast, from 1999 to 2013. WLRN Latin American coverage also includes NPR and its Latin America Correspondent, Lourdes Garcia-Navarro, based in Sao Paulo.

ONE TIME SPECIALS

***Aftermath: Beyond the Bullets in Liberty City* (Aug 2014)**

Fourteen months after one of the worst mass shootings in Miami-Dade County, WLRN examined the Liberty City neighborhood where the shooting took place. The series spoke with faith leaders, law enforcement, political leaders and those most closely affected by the tragedy – family members of those shot and killed. The series included radio reports and a special Internet landing page (www.wlrn.org/aftermath)

***Power of Price* (Sept 2014)**

A WLRN series (along with its partner The Miami Herald) explored the complexity and secrecy in health care pricing. The series spoke with patients, health care executives, and insurance representatives shining a light on the opacity of health care service pricing. The series included radio reports, a one-hour radio program, Miami Herald news articles and a special Internet landing page (www.wlrn.org/price).

***Florida's Governor's Race 2014* (Oct 15, 2014)**

WLRN led Florida's public radio stations in producing a three-hour special focused on the second gubernatorial debate between Gov. Rick Scott and former Gov. Charlie Crist. The program included reports from Florida public radio partners on issues for voters and a special landing Internet page: www.wlrn.org/debate

***Tenants: Our Building Is Owned By A Slumlord* (Nov 2014)**

A WLRN investigation found a New Jersey-based landlord who owns a Miami apartment building was a serial code violator with millions of unpaid building code violation fines. The investigation included a series of radio reports and a special Internet landing page (www.wlrn.org/slumlord).

***Cuba: 90 Miles And... Getting Closer* (Dec. 17, 2014)**

On the day President Obama announced the historic effort to normalize diplomatic relations with Cuba after 54 years WLRN produced a special one-hour radio program and special landing Internet page (www.wlrn.org/cuba2014). The program examined President Obama's executive action and South Florida reaction.

***Zip Odes* (Apr 2015)**

WLRN partnered with O, Miami Poetry Festival for the third consecutive year on a community project involving poetry. We received more than 3,500 poems written by community members.

What's the Story (started March 2014) is our on-going audience-guided reporting on South Florida that is primarily for the online platform.

WLRN/MIAMI HERALD NEWS AWARDS

WLRN/Miami Herald News continues to garner an unmatched number of journalistic awards from its peers. Below is a list of honors announced during this fiscal year:

Murrow Award Winners Region 13

Four regional Murrow awards - the most of any large market radio station in Region 13, which comprises Florida, Georgia, Puerto Rico and the U.S. Virgin Islands. Here are the winners with judges' comments:

Large Market Radio Station: Audio Continuing Coverage: Florida's Fight For Medical Marijuana

Large Market Radio Station: Audio Reporting: Hard News: El Salvador's Abortion Law Nightmare

Large Market Radio Station: Audio Sports Reporting: Time Sharing Heat Season Tickets Should Come With A Warning

Large Market Radio Station: Broadcast Affiliated Website: wlrn.org

Religion Communicators Council (National) - 2015

Wilbur Award in Radio-Single Program: Nadege Green, "How a Liberty City Pastor Rallies His Community After Murders"

FAPB – Florida Associated Press Broadcasters (State) – Winners/Finalists

Breaking News:

- 1) The Baby Doc Divide - Nadege Green, Tim Padgett
- 2) S FL Remembers & Grieves for Steven Sotloff – Nadege Green, Wilson Sayre, Tim Padgett, Luis Hernandez

Breaking News Long Format:

- 2) Fangate (the 2nd gubernatorial debate) - WLRN-Miami Herald News

Breaking Sports News:

- 1) LeGone Burger - Carla Javier

Cultural / Historical Feature:

- 1) The Sally J Freedman Reality Tour - Alicia Zuckerman
- 2) Sholom & Mohamed: Brothers Despite the Israeli-Palestinian Conflict - Selima Hussain, Alicia Zuckerman, Kenny Malone

General Assignment:

- 1) Cuban Pig Protest - Rick Stone

General Assignment Long Format:

- 1) The Baby Doc Divide - Tim Padgett, Nadege Green
- 2) Charlotte's Web Marijuana Bill - Rick Stone

Hard News Feature:

- 2) Slumlord's Tenants Say Apartments Are Unlivable - Nadege Green

Investigative:

- 1) FEC Rail Cops Arrests Warrant Scrutiny-Wilson Sayre WLRN /David Ovalle

Light Feature:

- 1) Purvis Young Painted Overtown - Wilson Sayre

Mobile Journalist:

- 1) Wilson Sayre - Miami's Deathstar Dumbell

Public Affairs:

- 1) The Power of Price: Healthcare - Tom Hudson, Sammy Mack

Series:

- 1) Aftermath: Beyond the Bullets in Liberty City - Nadege Green

Sports Feature:

- 2) Time Sharing Heat Tickets Should Come With A Warning - Kenny Malone

Web site:

- 1) WLRN.org - WLRN-Miami Herald News Team, Maria Murriel, Stefania Ferro

Individual Achievement Multi-Stories:

- 1) Nadege Green

Individual Achievement Single Story:

- 1) Nadege Green
- 2) John O'Connor

Best Overall:

- 1) WLRN

Green Eyeshade Awards – SPJ Regional

Best Newscast Submission

2. WLRN-Miami Herald News – WLRN-Miami Herald News with Christine DiMattei
3. WLRN-Miami Herald News – WLRN-Miami Herald News Staff with Luis Hernandez

Investigative Reporting: Radio

1. WLRN-Miami Herald News – Nadege Green, WLRN-Miami Herald News, David Smiley and Miami Herald, *Our Building Is Owned By A Slumlord*

SPJ Mark of Excellence

Student Journalism Regional Award

Finalist for Radio News Reporting: Hillary Lindwall for *No Room to Run: Sidewalk Complaints*

Winner for Radio Feature: Jephie Bernard, Selima Hussain, Carla Javier, Constanza Gallardo for *Rice Tastes Like Home*

Finalist for Radio News Reporting: Constanza Gallardo for *Gang Violence Pushes Even the Prosperous to Flee*

Finalist for Radio In-depth Reporting: Constanza Gallardo for *C-Section Rates High in Miami*

Sunshine State – SPJ Statewide Award FINALISTS

First, second and third-place finishers will be announced at an SPJ Florida/NAHJ event in Miami 8/15.

Diversity Award (all media types compete)

WLRN-Miami Herald News – Nadege Green, Nadege Green Reports

Journalist of the Year (all media types compete)

WLRN-Miami Herald News – Tim Padgett, Tim Padgett Reports

Best Newscast – Radio

WLRN-Miami Herald News – Luis Hernandez, Tim Padgett, Nadege Green, Baby Doc's Death Triggers Opposing Reactions

General Coverage - Radio

WLRN-Miami Herald News – John O'Connor, StateImpact Florida, a WLRN & WUSF partnership, Common Core Coverage

WLRN-Miami Herald News – WLRN-Miami Herald News, Medical Marijuana in Florida

Investigative Reporting - Radio

WLRN-Miami Herald News – Wilson Sayre, WLRN, David Ovalle, Miami Herald, FEC Rail Cops Arrests Warrant Scrutiny

Election Coverage - Radio

WLRN-Miami Herald News – WLRN-Miami Herald News, Fangate: the Florida Gubernatorial Debate

Public Affairs - Radio

WLRN-Miami Herald News – Tom Hudson WLRN, Karen Rundlet Miami Herald, Elaine Chen WLRN, The Color of Money: Doing Business While Black
WLRN-Miami Herald News – Tom Hudson, Sammy Mack, The Power of Price

User-Generated Content - Online

WLRN-Miami Herald News – WLRN-Miami Herald News, This Is Where

Infographic – Online

WLRN-Miami Herald News – WLRN-Miami Herald News, Maria Murriel, Digital Editor, Florida’s Gubernatorial Debate Issues

Public Radio News Directors – 2nd Place Winners

Arts Feature	The Sally J. Freedman Reality Tour - Alicia Zuckerman
Nationally Edited News Feature	FEC Rail Cops Arrests Warrant Scrutiny - Wilson Sayre & David Ovalle
Student Hard Feature	Saira's Story (Gang Violence Forces..Flee) - Constanza Gallardo

NATIONAL PROGRAMMING

Programming from national distributors, including National Public Radio (NPR), American Public Media (APM) and Public Radio International (PRI), form the core of WLRN’s broadcast service. Programs such as NPR’s *Morning Edition* and *All Things Considered* draw tens of thousands of listeners each week, from Palm Beach to Key West.

NATIONAL SPECIAL PROGRAMS

Labor Day Special Program:

Future Work: How Technology will Redefine the Culture of Work.

Robert Reich, former Secretary of Labor and Professor of Public Policy at UC Berkeley, and Susan Hassler, Editor-In-Chief of IEEE Spectrum Magazine, are joined by engineers, scientists, and futurists from MIT, Carnegie-Mellon, Rice

University, and the Institute for the Future to give listeners insights into how technology will redefine work in the not too distant future.

Monday, Sep 1st

Thanksgiving Special Programs:

Thanksgiving is for Eaters: useful tips about how to make classic Thanksgiving dishes, interesting facts about the science of cooking and the art of eating, and surprising details about the ways in which diverse cultures have adapted Thanksgiving traditions and made them their own.

Thursday, Nov 27th

The 2014 Third Coast Festival: The Best of the Best special programs from independent Public Radio producers;

Friday, Nov 28th

New Years Special Programs:

Ken Rudin's Political Junkie: End of Year Remembrances. Celebrating the lives of prominent political figures who passed during the past year.

Wednesday, Dec 31st

Capitol Steps: Politics Takes a Holiday: a year-end, political wrap-up in satirical song.

Thursday, Jan 1st

Memorial Day Special Programs:

Grave Matters: A History of Death and Mourning.

Monday, May 25th

WLRN XTRA HD RADIO

WLRN's "Alternative News and Talk Station" provides a supplementary service to South Florida listeners through 24 hours a day of programming of interest to public radio listeners. This service, accessible via an "HD-ready" radio receiver, or via our online streaming service, delivers both programming from WLRN's main FM channel and programs unique to XTRA HD.

Main channel programs are time-shifted, to provide an opportunity to hear favorite programs for those who can't listen at their main channel-broadcast times. Programs not heard on main channel include the very popular NPR's *To the Point*, *Democracy Now* with Amy Goodman, and, on the weekends, *Whad'ya Know* with Michael Feldman the entertaining, call-in program about words and language, *A Way with Words*, and live short story readings by renowned actors on *Selected Shorts*.

WLRN RADIO AUDIENCE DATA

WLRN Radio's cumulative weekly audience dropped slightly as of April 2015, compared with the same period in 2014, with recorded weekly visitors to the station's broadcasts at about 330,000. Monroe county/Florida Keys are not surveyed by Arbitron. While there is anecdotal evidence of substantial listening in the Keys, this cannot be empirically verified.

WLRN's share of the radio audience as a whole remained steady this year, at 2.54%, in the Miami/Ft. Lauderdale market. Palm Beach share dropped from 2.4% to 1.7%

WLRN ranks #1 in the South Florida market among News/Talk/Information stations, by a substantial margin. Among all stations in the Miami/Ft. Lauderdale and West Palm Beach markets WLRN ranks 19th in total weekly listeners.

WLRN's Sunshine Economy, heard Mondays at 9:00am and 7:00pm equals or surpasses the share of radio audience garnered by the nationally-distributed programs, "The Takeaway", and "On Point", heard Tuesdays through Fridays during the same hour.

WLRN's The Florida Roundup, heard Fridays at noon, continually and significantly out-draws its NPR counterpart, Fresh Air, in audience.

WLRN's Topical Currents program at 1PM, Monday through Thursday remains competitive with nationally-distributed programs in terms of audience share, equaling or bettering all programs other than the 10 o'clock hour of the Diane Rehm Show.

WLRN RADIO FUNDRAISING EFFORTS

WLRN joins many public radio stations across the country to keep fundraisers successful while relying less on on-air fundraising efforts. A changing landscape of listener funding, including a very successful campaign to enlist "sustaining" members (those who sign up to offer monthly contributions, collected automatically from bank accounts or credit cards), has mitigated the necessity and, in some cases, the effectiveness of general on-air campaigns. Overall, fundraising efforts both on-air and off have contributed to a strong financial stability for WLRN Radio.

WLRN PUBLIC TELEVISION

WLRN-TV Channel 17 is a PBS (Public Broadcasting Service) member station licensed to the School Board of Miami-Dade County, Florida. During an average month, Channel 17 reaches approximately 530,000 TV households in the Miami - Ft. Lauderdale area with a viewing audience in four South Florida counties, from Palm Beach to Key West.

WLRN is South Florida's leading PBS Ready to Learn station airing thirteen hours of award-winning children's programming daily. WLRN-TV also presents the best of the PBS nationally recognized series to compliment locally produced and acquired content. Our prime time schedule features an eclectic array of nature, history, arts, mystery, British programs, and WLRN original documentary specials to address the diverse interests of the South Florida community.

Viewer favorites on Channel 17 continue to be a diverse mix of local and national content as well as independent documentaries and children's shows. The mix of genres and day parts in our top ten titles illustrates that viewers are finding programs to watch on WLRN at all times of the day and they like the variety. The programming strategy for WLRN Channel 17 includes weekly 'theme nights' to showcase genre specific programs.

PROGRAMMING HIGHLIGHTS

WLRN-TV kicked off the month of July celebrating Independence Day by airing PBS's live annual coverage of the Washington, DC's celebration *A Capitol Fourth*. The remainder of the month was peppered with locally produced WLRN favorites like *Prohibition and the South Florida Connection*, *Muhammad Ali: Made in Miami* and *Weird Florida*.

During August, WLRN made a concerted effort to rally support from our viewers with an array of new and exciting pledge programming. New titles included *Doc Martin: Revealed* that went behind the scenes of the WLRN favorite and gave viewers a peak of what really goes on throughout the quirky town of Port Wenn.

WLRN kicked off the fall with a return in September to our popular "theme night" programming. Mondays were a time to *Get Wild!* Tuesday featured war-themed *Stories of Conflict*. Wednesday we headed across the pond for the *Best of the Brits*. Thursday nights we pressed rewind for a history lesson and Fridays were regal as the British monarchy set up shop with a slew of royal programming.

September was also the launch of WLRN's original production *Deep City: The Birth of the Miami Sound*. Tracing the early days of soul music back to its roots here in South Florida, *Deep City* delved into the life and times of the groundbreaking producers, the artists they spawned and the remarkable era in which they accomplished everything.

In October, the PBS produced documentary series *The Jewish Americans* aired on WLRN. Narrated by Liev Schreiber and exploring over 350 years of history, this six hour documentary highlighted notable Jewish Americans who have made significant contributions to American life.

Throughout the fall, WLRN continued its mission to become South Florida's Storyteller. October's schedule included the premiere of *Treblinka's Last Witness*. A WLRN original production that chronicles the life of the last known survivor of Treblinka, it's a tale of survival against staggering odds and though heart rendering and horrifying, it is ultimately one of triumph.

November's schedule included the premiere of *Penguins: Spy in the Huddle* from PBS. For nearly a year, scientists hid 50 cameras within penguin colonies to record the tough challenges they face over the course of their life. This three-part series displayed the intimate, emotional and sometimes amusing behavior of nature's most devoted parents bringing up their young against the most extraordinary odds.

As November wrapped up, WLRN's final local production for 2014 premiered on-air. *Journey to the Macy's Parade* gave an uplifting and exclusive behind-the-scenes look at what it takes to be a part of one of the largest events of the year. Featuring the Tarpon Springs Marching Band and Chuck Tatelbaum, a South Florida attorney and clown, viewers were able to witness the hard work, passion and emotions that go into the preparation of this much loved annual event.

WLRN kicked off December with a fundraising period. Favorite programs included: *Suze Orman's Financial Solutions*, *60's Pop, Rock and Soul*, and *50 Years with Peter, Paul and Mary*. A broadcast of the nationally distributed *Latino Americans* from PBS afforded the opportunity for an on-camera interview with South Florida native and producer Adrianna Bosch. Bosch was able to express the importance of shows like *Latino Americans* and how outlets like WLRN serve the community.

At the conclusion of the pledge period, WLRN rang in the holidays with a vast array of programming for the entire family. Shows like *First Silent Night*, *Christmas with the Mormon Tabernacle Choir* and *Joshua Bell Presents Musical Gifts* enabled the entire family to celebrate the holidays with WLRN on a musical note. *The National Christmas Tree Lighting* featured celebrity performers like Tom Hanks and Patti LaBelle as they joined President Obama and his family to light the national Christmas tree in front of the White House.

January's schedule brought the WLRN premiere of *The Roosevelts: An Intimate History*. A seven-part, 14 hour epic series from PBS, the show chronicles the lives of Theodore, Franklin and Eleanor Roosevelt, three members of the most prominent and influential family in American politics. It is the first time in a major documentary television series that their individual stories have been interwoven into a single narrative.

Other highlights from January included the WLRN premieres of *The Man Who Lost His Head* and *Doc Martin: The Movie*. Both two hour broadcasts featured Martin Clunes, a popular mainstay in WLRN's schedule. In *The Man Who Lost His Head*, Clunes plays a museum curator sent to a small fictional town in New Zealand to investigate an ancient artifact. *Doc Martin: The Movie* takes place prior to the advent of the Doc Martin series and tells the story of how and why Martin Bamford ended up in the small fishing village of Port Wenn.

WLRN commemorated Black History Month all throughout February. Titles included *Marines of Montford Point*, *Gettysburg Story*, *Shiloh: The Devils Own Day* and a five night stretch of *Civil War: The Untold Story*. The month also featured a broadcast of the WLRN original production *Instruments of Change*. The one hour documentary features the story of longtime Miami resident Ruth Greenfield who founded a Fine Arts Conservatory dedicated to bringing music, dance and art to young black and white students in an integrated environment.

The month of March began with a spring fundraising period. With a ticket giveaway to the *Australian Bee Gees* and a behind-the-scenes look at popular detective series *Midsomer Murders*, viewers were treated to strong programming and an opportunity to support the station they know and love.

At the conclusion of the March pledge, WLRN made the decision to move its primetime programming back an hour to start at 6pm. A strong raft of PBS core programming with a family friendly slant kicks off the night and allows WLRN's viewers an alternative to the news and sitcoms on the other channels. Shows like *Nature* and *Antiques Roadshow* provide a time for the family to watch our broadcast together without fear of anything too salacious or scandalous.

This shift in programming opened up time for WLRN to increase the amount of its popular mystery and drama programming. Each weeknight, WLRN features a different detective/mystery series acquired from international distributors. Shows like *Vera*, *Mr. and Mrs. Murder* and *Whitechapel* provide viewers with a nightly whodunit before bedtime.

April's schedule kicked off strong with Tuesday night's strong male-centric programming. The two part series, *World War II and the Man of Steel*, told the story of Joseph Stalin's humble origins, his ruthless rise to power and the numerous wartime crises that nearly annihilated his regime. *Inside the Mind of Adolf Hitler* chronicled the time during WWII, when a team of Harvard psychologists profiled Hitler in an effort to defeat the power hungry dictator.

In May, WLRN premiered *A Place to Call Home* to complement its burgeoning drama filled schedule. This sweeping romantic drama centers on an enigmatic nurse, Sarah Adams, as she returns to her native Australia after two decades in Europe. Filled with secrets and potentially scandalous moments, Sarah finds her future forever changed by the return to her roots.

Complementing *A Place to Call Home* on WLRN's schedule was the premiere of *The Last Enemy* starring Oscar nominee Benedict Cumberbatch. Returning home to England from China to attend the funeral of his brother, Cumberbatch faces a world that has changed in many ways. Caught in the midst of a government surveillance scheme and the politics of global security, Cumberbatch is forced to challenge his own complacencies about this new society.

Other highlights in May included *Alexander's Lost World* and *Empire*. Two multi-part series that trace the footsteps of those that came before us. *Alexander's Lost World* takes its host on an epic 1500 mile journey from Greece into war-torn Afghanistan and Central Asia as he searches for the descendants of Alexander the Great's Eastern empire.

Speaking of empires, *Empire* is a five-part series that travels to India, the Middle East, Africa and the Far East tracing the rise and fall of the once-vast British Empire. Host Jeremy Paxman examines how the once extraordinary empire continues to affect political, technological and social developments in the modern world.

WLRN premiered two huge documentaries during the month of June. *American Experience: Last Days in Vietnam* begins during the chaotic final days of the American involvement in the Vietnam War. With thousands of South Vietnamese facing brutality, imprisonment and even death at the hands of the North Vietnamese, a handful of Americans took matters into their own hands. At the risk of their careers and possible court-martials, they engaged in unsanctioned and often makeshift operations in a desperate effort to evacuate as many South Vietnamese as possible.

Ken Burn's latest multi-part documentary *Cancer: The Emperor of All Maladies* premiered in June as well. This six hour film tells the complete story of cancer from its first description in an ancient Egyptian scroll to the gleaming laboratories of modern research institutions. The documentary interweaves a sweeping historical narrative with intimate stories about contemporary patients and an investigation into the latest scientific breakthroughs that may have brought us, at long last, to the brink of lasting cures.

LOCAL/ORIGINAL TELEVISION PRODUCTIONS

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.

September brought music to South Florida's ears with the premiere of Emmy award-winning *Deep City: Birth of the Miami Sound* on Monday, September 23, 2014. WLRN's one-hour documentary tells the story of how two musical geniuses Willie Clarke and Johnny Pearsall created the first black-owned record label in Florida called Deep City Records. Both from the streets of Miami, Clarke and Pearsall honed their business and

musical skills learned in college and then from the back room of Johnny's Record Store located in Liberty City, they went on to change the sound of soul music in Miami and eventually the country.

One week prior to the broadcast, the station held a special screening at the Historic Lyric Theater. Attended by over two hundred guests, local filmmakers Marlon Johnson, Chad Tingle and Dennis Scholl, along with the film stars, interacted with the audience answering questions about Miami's music scene during the mid 60's. Not only did WLRN receive an Emmy Award for *Deep City* by The Suncoast Chapter of the National Academy of Television Arts and Sciences, it has also been well received by notable film festivals, such as SXSW Film Festival in Austin, TX, Cleveland International Film Festival and Miami International Film Festival. *Deep City* has received multiple screening requests in the community.

October was an exciting month with the unveiling of our new award-winning documentary *Treblinka's Last Witness*, a 100-minute unvarnished tale of extraordinary intensity! Last known survivor of the Treblinka death camp, Samuel Willenberg, gives a first-hand account about his life during the Holocaust and as a Jewish inmate of the Treblinka death camp in Nazi-occupied Poland at the height of World War II. Samuel's story is one of survival against staggering odds and, though heart-rending, it is ultimately one of triumph! The film premiered on WLRN-TV on Tuesday, October 28, 2014.

The premiere screening of *Treblinka's Last Witness* was held a week prior to the broadcast at the beautiful Olympia Theater at Gusman Center. With over 1200 guests in attendance, the event was not only one of the station's largest events but also one of the most memorable and emotional film events that station staff can recall. Following the screening, WLRN made a surprise announcement that Samuel Willenberg was in the audience. Samuel was greeted by a standing ovation as he moved to the stage, providing an opportunity for audiences to interact with the big star of night.

A 60-page education guide was created specifically for the film and this will be used not only as part of the Holocaust curriculum in the Miami-Dade County Public Schools, but as a study guide for national and international educators. You may find the guide at the following link. <http://wlrn.org/treblinka-study-guide>

Treblinka's Last Witness is currently moving through the film festival circuit with national distribution forecasted for spring 2016. The film has received accolades at its first festival screening. It won the audience award as "Best Documentary" at the 10th Annual Los Angeles Jewish Film Festival in May 2015, earning the highest score of any film with 4.95 out of 5.

With the thanksgiving holidays approaching in November, WLRN launched original documentary *Journey to the Macy's Parade*. Broadcast for the first time on Thursday, November 6, 2014, this one hour program gives an uplifting and exclusive behind-the-scenes look at what it takes to be a part of one of the largest events of the year. Our

story begins when the Macy's Parade committee selects Florida's Tarpon Springs Marching Band, one of only ten marching bands selected to perform in the 2013 parade. From practice to performance and everything in between, viewers will watch their journey as they prepare for their biggest event yet. WLRN held a film screening for *Journey to the Macy's Parade*. The event took place in the television studios at WLRN on Wednesday, November 12th, 2014.

On January 19th, 2015, 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. The MLK parade is one of the most top viewed programs on Channel 17.

In June, WLRN broadcast the 2015 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.

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 Man Who Built Miami Beach

Miami Beach was incorporated as a city 100 years ago by a group of visionary pioneers, but it was one of them - a colorful industrialist with a knack for publicity named Carl Fisher - who was most responsible for transforming a swampy jungle into the glamorous tourist resort of today. The film chronicles this metamorphosis through the story of its forgotten protagonist.

The First Miamians

Long before the first American pioneers established homesteads on the Miami River, its banks were occupied by the Tequesta Indians. Today, archeologists have discovered the remnants of a Tequesta fishing village on a development site in downtown Miami, and what they are finding is completing a vivid picture of what life was like for this prehistoric community of first Miamians.

Unsolved Crime – "Leno and Louise"

Boca Raton's oldest unsolved double homicide dates back to 1948. Boca was a tiny village back then with only about 200 residents. Who killed famous Italian sculpture Leno Lazzari and his wife Louise, and why? The case has numerous suspects but was never solved.

Series: *Florida Wildlife in the Big Cypress National Preserve*

- *Panthers*
Host Rey Becerra joins Florida Wildlife Commissioner Alligator Ron in the hunt for the elusive Florida Panther. Travel through the Florida Everglades and learn about this solitary and endangered species.
- *Florida Deer*
Host Rey Becerra travels on an Everglades Safari to the ranch of Alligator Ron where close to 500 white tail deer call home. In their journey together they take an up close look at their habitats and they challenges they face in the wild. From west to east, Ray continues his journey tracking the smallest deer in America, the Florida Key Deer.

In addition, here is a list of locally produced programs that have made WLRN-TV Channel 17 must-see television for loyal South Florida viewers:

Miami-Dade School Board Meetings (Live, Monthly)

Our School Board in Action is gavel to gavel coverage of the nation's 4th largest school, including pre-records of Proclamations and Resolutions and non-Agenda items which play back immediately following the close of the regular meeting.

Special Miami-Dade School Board Budget Meeting (7-24-14)

School System Town Hall Meeting on the Budget, Live (8-25-14)

Silver Knight Awards (5-20-15)

The Herald/El Nuevo Herald presents the highly regarded student awards program. 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.

Weekly Spanish Language Programs:

- The weekly Sunday line-up begins at 3pm with *Temas de Mujer*, hosted by Vilma Petrash. This talk show is dedicated to highlighting the participation of the Hispanic woman in the professional world, and what she thinks about current local, national and international issues. It is a program for the entire family with a focus on the Hispanic woman and their topics.
- At 3:30pm, *Ante Usted*, hosted by Dr. Luis Fernandez (a currently practicing attorney). This show is dedicated to the discussion of issues related to criminal justice, consumer protection, immigration, drug abuse, and other issues related to the judicial system. An informative program for all interested in a deeper understanding of this system as laws are updated and changed throughout the year, it is important to stay current.

- *Colombia al Dia*, hosted by Enrique Cordoba, shows at 4pm. This program deals with economic, political and social issues in Colombia and the Colombian community in South Florida (as well as worldwide). This dynamic program brings you the relevant information not often seen on commercial television.
- *Cuba y su Historia* begins at 4:30pm and is hosted by Jose Antonio Albertini. This talk show deals with historical issues and the current political and socio-cultural situations in Cuba reaching to other Latin countries around the globe.
- *Añoranzas de mi Cuba*, presented by Waldo Fernandez airs at 5pm. The musical program features videos of Cuba from the 40's and 50's and interviews with local singers who maintain the musical Cuban tradition. This program has become a favorite for the entire family and is steeped in Latin history.
- *Opiniones*, hosted by Pedro Corzo at 5:30pm, this talk show style program addresses political, economic and national issues as well as international information. Corzo tackles broad, global issues that go beyond the headlines.
- *Enterese* begins at 6pm and is hosted by Jesus Angulo. This talk show is dedicated to exploring mystical, paranormal, scientific and medical topics.
- *Foro 17*, hosted by Luis G. Diaz rounds out the Sunday line-up at 6:30pm. This interview program deals with economic, political and social issues in South Florida as well as national discussions that effect our community.

LOCAL/ORIGINAL TELEVISION AWARDS

WLRN-TV was honored with two awards for original programming:

EMMY Award

WLRN received an EMMY Award from the Suncoast Chapter of The National Academy of Television Arts and Sciences for *Deep City: The Birth of The Miami Sound* for Best Documentary under the category of Nostalgia Programs.

Los Angeles Jewish Film Festival: Audience Award for Best Documentary

Original documentary *Treblinka's Last Witness* received Audience Award for Best Documentary at the 10th Annual Los Angeles Jewish Film Festival on May 3, 2015. Audiences gave the film highest score of any film with 4.95 out of 5.

TV AUDIENCE DATA

July 2014 - May 2015 Viewership Report

The 2013-2014 Season had mixed results for WLRN. The biggest change was the decline in the kids' audiences, which is reflected in the overall drop in whole day gross rating points. Very large declines in kids' audiences, due to a variety of factors, hurt whole week results. Kids' viewership is always rather volatile, but this past year increased competition and the rapid growth of digital viewing options had a particularly large negative impact.

Many kids are now watching their shows through streaming sites, including PBS.org, but stations do not get credit for this viewing at present. As more time is spent on these internet based options, live TV viewing is suffering. The good news is that in spite of even more competition in prime time, WLRN held its own and grew more than WPBT this past year. The less good news is that cume (or sampling) continues to decline. The viewers that came to the station spent more time watching in prime time, but fewer people came to see what was on over the season. The decline in whole day cume is not unique to WLRN, WPBT also suffered losses.

The GRPs table below shows the news regarding WLRN's viewership and that WLRN performed better than WPBT this past season in prime time. Strong performance by acquired dramas, nature-themed programs, and history programs contributed most to the growth in prime time this past year. WLRN's local shows are also very well received, but don't have as large of a footprint in the schedule. WPBT was also up in prime, largely on the strength of PBS' new dramas and the continuing strong performance of *Antiques Roadshow* and the movie package and Britcoms they have acquired.

	Whole Day GRPs			Prime Time GRPs			
	2013/14	2014/15	% Diff	2013/14	2014/15	% Diff	
WLRN	291	220	-24%	WLRN	53	57	8%
WPBT	376	408	9%	WPBT	122	129	6%

When we look at this season's whole week cumes, or sampling, the results are generally negative. This has been an ongoing issue for most stations for the past few years. Although GRPs have improved, cumes have continued to decline. The constant growth in channel choice and choice of where and how one can view content is impacting live TV viewing. WLRN showed a larger decline than WPBT this past year in both prime time and whole day, dropping by 11% in whole day and by 7% in prime time. WPBT fell 6% in whole day and held steady in prime. The decline in cumes is a cause for concern and something that the programming team is examining. Cume-building is a serious challenge in the current competitive landscape, the addition of dramas to the schedule has helped to grow GRPs but has not had the same impact upon cumes.

2014-2015 Cumes

	Whole Day	Prime Time
WLRN	-11%	-7%
WPBT	-6%	0%

The table below summarizes the number of people viewing WLRN in 2014-2015 as measured by Nielsen. In an average week, WLRN was viewed by 225,175 households in the Miami area. When Nielsen looks at an entire month, the number of households viewing WLRN climbs to 478,094; which would be approximately 669,332 people. WPBT's results for the same time periods were higher than WLRN's, but the gap shrinks as measurement reaches out across an entire month. Many viewers watch both stations and some weeks they spend more time with one than another, which is why there is usually more of a difference in size between the average weekly and the monthly cume. Big public television fans will be in both station's monthly cume.

	Avg. Wk. HH cume	Avg. Wk. Persons 2+	Avg. Wk. Kids 2-11	DMA 28 Day HH Cume
Whole Day WLRN 14/15	225,175	312,253	43,232	478,094
Whole Day WPBT 14/15	345,090	483,573	65,847	675,430

This past season both Miami stations continued to see losses in kids' audience. This is a national issue, driven by the launch of a new kids' cable channel, the increasing use of tablets and mobile phones for kids' content, and a smaller number of kids in the 2-11 age group. All of these factors, plus the fact that WLRN and WPBT now both air the full PBS kids schedule, has reduced both the cume and the GRPs generated by the kids programs.

The PBS experiment in double-pumping the strongest shows in the schedule did help with the GRP losses, but did not help with cume issues. WPBT saw a 5% drop in the kids' cume this past year while WLRN had a 14% decline. New kids programs will come to the schedule next year, and new content always helps to boost viewership. It will not likely offset the losses due to other viewing sources, but it should slow the decline. Hopefully, it will also become possible to track online usage of PBS.org in the future, so that stations can know the true volume of viewing in their market that is going to the online PBS portal. Early indications are that this is a very large figure.

WLRN's list of top ten programs is a bit different this year. The biggest changes come in the drama genre and kids. The kids' marketplace has become amazingly competitive as digital options impact viewing and kids shows no longer make appearances on the top tens. As WLRN has offered more dramas to the Miami market, we see that many of them have become top performers. *Doc Martin* and *Midsomer Murders* in particular are consistently in the top ten. In spite of these changes with more drama and less kids, we do see continuity in the ongoing popularity of the nature genre - which has a place on every top ten - and WLRN's local programs.

Local shows nearly always make the top ten when they are present in the schedule. This year it was *Weird Florida* and *Florida Keys Adventure* in the lists. Although prime time dominates the top shows, viewers are also finding favorite programs on WLRN weekend afternoons. Weekend afternoons are often a good time for viewers to check out the specials and encores that WLRN offers. (Top Ten Lists Follow).

WLRN July 2014

TOP 10 PROGRAMS

DMA Rank	Program Name:	Weeks	Day	Time	DMA HH RTG	DMA HH Share	DMA HH 000s	DMA P2+ 000s
1	Wild!	1__	Mon	9:00 PM	1.25	1.88	20.83	29.55
2	Alone/Wildern.	__4	Sun	1:00 PM	1.09	2.78	18.24	20.50
3	The Secret Life	_3_	Mon	10:00 PM	1.08	1.69	17.99	24.17
4	Weird Florida	_3_	Sun	1:00 PM	1.04	2.78	17.39	16.39
5	Great Amusement	1__	Tue	10:00 PM	1.03	1.66	17.16	21.43
6	Downee Ocean	_3_	Sun	2:00 PM	0.92	2.43	15.31	15.64
7	Glacier Park	__4	Sun	2:00 PM	0.90	2.12	15.08	16.78
8	FL Keys Advent.	1__	Sun	1:30 PM	0.88	1.97	14.67	21.40
9	Weird Florida	1__	Tue	9:00 PM	0.87	1.30	14.44	17.98
10	Treasures	_2_	Sun	2:00 PM	0.86	1.81	14.34	18.87

WLRN Nov. 2014

TOP 10 PROGRAMS

DMA Rank	Program Name:	Weeks	Day	Time	DMA HH RTG	DMA HH Share	DMA HH 000s	DMA P2+ 000s
1	Tiger/Jungle	_234	Mon	10:00 PM	0.80	1.29	13.20	16.33
2	Wild Africa	123_	Mon	9:00 PM	0.75	1.11	12.30	15.54
3	Life Is/Banquet	_2_	Sat	10:00 PM	0.61	1.12	10.07	9.57
4	Railroad Man	1__	Thu	9:00 PM	0.61	0.97	10.03	10.76
5	Nature	__4	Tue	7:00 PM	0.59	1.00	9.64	11.91
6	Bringing Home	_2_	Tue	9:00 PM	0.55	0.86	9.12	10.68
7	Cook's Country	1234	Sat	9:30 AM	0.55	1.77	9.13	12.11
8	Pink Gold Rush	__4	Mon	9:00 PM	0.52	0.77	8.52	8.28
9	Mr & Mrs Murder	1234	Wed	9:00 PM	0.51	0.82	8.41	7.82
10	Midsomer Murder	1234	Wed	10:00 PM	0.48	0.82	7.97	7.84

**WLRN Feb 2015
TOP 10 PROGRAMS**

DMA Rank	Program Name:	Weeks	Day	Time	DMA HH RTG	DMA HH Share	DMA HH 000s	DMA P2+ 000s
1	Doc Martin	1234	Wed	8:00 PM	0.84	1.34	13.86	18.88
2	In Performance	1__	Sat	9:00 PM	0.73	1.34	11.99	13.87
3	Midsomer Murder	1234	Wed	9:00 PM	0.68	1.06	11.22	13.59
4	Martin Clunes	_2__	Mon	9:00 PM	0.68	1.05	11.20	13.68
5	American Exp.	_3_	Sat	4:00 PM	0.60	1.54	9.86	11.77
6	Martin Clunes	_3_	Mon	9:00 PM	0.60	0.93	9.85	11.80
7	Doc Martin	1__	Fri	8:00 PM	0.58	0.99	9.47	11.92
8	Nazi M/Weapons	1234	Tue	8:00 PM	0.54	0.84	8.83	11.27
9	Nature	1234	Mon	8:00 PM	0.48	0.72	7.93	9.67
10	Midsomer Murder	1234	Wed	9:45 PM	0.47	0.78	7.84	8.50

TOP 10 PROGRAMS

DMA Rank	Program Name:	Weeks	Day	Time	DMA HH RTG	DMA HH Share	DMA HH 000s	DMA P2+ 000s
1	Doc Martin	1__	Wed	8:00 PM	1.00	1.54	16.39	20.46
2	Midsomer Murder	1234	Wed	9:00 PM	0.77	1.22	12.58	16.23
3	Midsomer Murder	1_34	Wed	9:45 PM	0.75	1.22	12.33	14.87
4	Midsomer Murder	_2__	Wed	9:45 PM	0.72	1.18	11.79	16.27
5	Martin Clunes	__4	Wed	8:00 PM	0.71	1.19	11.62	11.10
6	Weird Florida	1__	Sat	4:00 PM	0.68	1.53	11.17	12.09
7	Anne Boleyn	1__	Wed	7:00 PM	0.49	0.82	8.10	10.09
8	Clunes/Heavy HP	_3_	Sat	8:00 PM	0.49	0.96	8.06	7.20
9	Wild!	_34	Sun	2:00 PM	0.49	1.28	8.03	8.97
10	Mrs. Bradley	123_	Thu	10:00 PM	0.48	0.81	7.92	9.82

WLRN TELEVISION PRODUCTION SERVICES

WLRN-TV Production Department provides the station with original programs, creating interstitials as well as providing audio visual services to Miami Dade County Public Schools and Administration. The fiscal year starts off fast as many projects are initiated over the summer to be ready by early September. The pace continues throughout the year providing support to multiple departments.

Miami-Dade School Board Meetings (Live, Monthly 2014/15) – Our School Board in Action is gavel to gavel coverage of the nation’s 4th largest school system, including Proclamations and Resolutions along with pre-records of non-Agenda items which play back immediately following the close of the regular meeting.

Superintendent Messages (2014/15) – Superintendent Carvalho came into the studio and recorded messages that were recorded to DVD. These recorded messages were played at events that the Superintendent was unable to attend due to scheduling conflicts. The Superintendent also recorded videos that were created for webcasts to schools. Some of these videos were also made available to the press, and other media related entities.

Pledge Breaks and Member Spots (2014/15) – for WLRN’s various campaigns to raise money throughout the year in both English and Spanish -- (Mid-Somers Murders Super Sleuths, Bocelli at the Hard Rock, Jackie Evancho – Awakening, Matteo Setti, and Latino Americans). Member Spots were produced early in the year to encourage membership by key Friends of WLRN Board members.

Community Advisory Meetings (2014/15) – audio support to provide recording equipment for help in maintaining the minutes for the meeting held six times a year.

Press Conferences (2014/15) – These press conferences by Superintendent Carvalho took place at various times and locations throughout the Dade County School System. WLRN Production provided audio support and lighting so that local media would be able to be easily updated on breaking news about the School System.

Promotional Videos for School System (2014-15) – Various videos created for viewing on the web as well as individualized release for media use. Schools of Choice, U. of M. Healthcare Opening, Reading Mentors, CPR Staff Training.

South Florida’s ArtsBeat with Ed Bell (Monthly, 2014/15) – this live, musical performance program includes a studio audience for WLRN-FM, utilizing WLRN’s TV studio. Various types of music on a monthly basis are brought in to highlight South Florida’s up and coming artists as well as National talent. Performances are also video recorded for interstitials and possible future programming. Staff also provides audio support for this live radio program.

School Police Training Videos (2014/15) – create videos of Chief Moffett to introduce training videos for officers to view as well as Safety Tips for Students and Staff. DVD recordings make training easier for officers to view on their available schedule.

Superintendent’s Opening of Schools (August 8, 2014) – at Miami Senior High School -- This program is the annual Superintendent’s gathering of administrators and staff to kick off the school year. The program is recorded for later review and webcasted to those unable to attend the meeting. The show was also broadcast to the schools on the ITV channels and offered online at Dadeschools.net/tv.

Town Hall Meeting (August 25, 2014) – live program for WLRN and MDCPS to update the community on use of the Bond Referendum money that voters passed in support to give money for our public schools.

United Way Message (September 9, 2014) – Video created annually to encourage support from Students, Families and Staff for the United Way campaign.

Superintendent's Open House Message (September 25, 2014) – This annual message is recorded for playback during school Open House events. The video is made available online and each school is able to utilize it as needed.

Safety in Schools Spot (September 29, 2014) – messages delivered by the Superintendent and Chief of Police Moffett educated students on awareness and safety of potentially dangerous situations in school were videotaped and edited for schools and webcasted.

State of the School System Message (October 3, 2014) – This message is given by the Chairperson of the Miami-Dade County Public School Board and includes a review of the past school year, as well as introducing and reviewing key targets for the upcoming as well as the end of school year. The video is shown at the following School Board Meeting.

Student Journalism Conference (November 25, 2014 and April 10, 2015) – WLRN was one of four media partners who participated in the 2014/15 Student Journalism Forum held in the School Board Administration Auditorium. More than 250 journalism students attended this conference.

Cyber Bullying and Human Trafficking (December 4, 2014) – messages presented by the Superintendent and State Attorney Katherine Fernandez-Rundle on the issues of cyber bullying via Social Media, as well as the dangers of Human Trafficking, were taped on video for use in the schools and webcasted.

Florida International University - Social Media Class (December 2015) – Utilizing the WLRN studios, Alicia Zuckerman, Editorial Director for WLRN Public Media, provided a class on Social Media for FIU students.

Martin Luther King Parade (January 19, 2015) – The WLRN production team recorded its annual *MLK Parade* in Liberty City and broadcasted the highlights in a one hour program that aired on the same evening on Channel 17 at 10:00 pm.

The Dade Delegation Meeting (January 26, 2015) – provided audio and lighting support for this meeting of the Dade Delegation which was held in the School Board Administration Auditorium.

Safety Campaign (April 6, 2015) – videos were edited and aired on WLRN in support of Ms. Hantman’s Safe Driving PSA campaign. The videos were created by High School students for a local competition throughout Miami-Dade County. The top videos were selected and then aired after the School Board Meeting.

FIU Theater Class / A Day in a Television Studio (April 22, 2015) – This was a Florida International University project, where Professor Philip Church brought in his theater class to get hands on use of television equipment while making their own commercials. This enables them to learn the differences between theater production and television production. WLRN production staff assisted the students with their productions and work with the students.

Silver Knight Awards (May 20, 2015) – The Herald/El Nuevo Herald presents this highly regarded student awards program. The 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.

Graduation Ceremonies (June 2015) – WLRN production staff provided audio and video support in the School Board Administration Auditorium for various graduation ceremonies. The following groups were included: Primary Learning Center, Online High School and iPrep High School.

Career Day / Mentoring (2014/15)

WLRN staff attended several career days to help explain and hopefully intrigue students to become interested in careers in broadcasting; some were brought into the station in the form of station tours and others had staff going to the school. We also brought in High School Media classes to work side by side with our staff, to do live School Board Meetings, once a month. Schools involved include:

Doral Middle School
Arthur & Polly Mays Conservatory
Whispering Pines Middle School
Miami Senior High School
John A. Ferguson High School
Turner Technical High School
Bunche Elementary
Florida International University
Westland Senior High
Mater Academy Charter School
Sylvania Elementary

Dunbar Elementary School
Terra Environmental High School
Chapman Elementary School
Florida City Elementary School
Arcola Lake Elementary School
Miami Senior High School
Downtown iPrep High School
Robert Morgan Educational Center
Turner Technical High School
Ojus Elementary
Richmond Heights Middle School

WLRN also incorporates a successful internship program utilizing students from both college and high schools. Students are treated like any regular staff members of a television production crew.

This year we had interns from Florida Memorial College, St. Leo's University and Miami Dade College. We also had interns from iPrep High School which are qualified by the Honors and Executive Program through the Miami-Dade County Public Schools.

WLRN EDUCATION SERVICES

WLRN INSTRUCTIONAL TELEVISION SERVICES (ITV)

WLRN Instructional Television Services (ITV) provides Miami-Dade County Public Schools (M-DCPS) with educational resources that facilitate learning and enrich the educational environment of the classroom in the nation's 4th largest school district. Services are accessible to over 360 district-wide schools, school support sites and administrative offices.

PBS LEARNING MEDIA

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 LearningMedia, educators and students across the country have access to a customizable resource designed to improve teacher effectiveness and student achievement.

PBS TEACHERLINE

WLRN is the South Florida promotional station for PBS TeacherLine, online professional development opportunities for educators in the tri-county area. These high quality, standards-based graduate-level courses are conducted in an accessible online format that makes learning fun, flexible and collaborative. Subject areas include Mathematics, Reading and Language Arts, Science and Instructional Technology. Master plan points for teacher recertification are awarded upon course completion.

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

- Girls Empowerment and Mentoring Program – Summer Program in West Miami-Dade
- Sylvania Heights Elementary
- Education Tomorrow
- Florida City Elementary
- Whispering Pines Elementary
- Dr. William A. Chapman Elementary
- Arcola Lake Elementary
- Take Your Daughters and Sons to Work Day

WLRN COMMUNITY EVENTS AND OUTREACH

Premiere Screening for Museum Weekend Kick-Off at Tropic Cinema:

Deep City: Birth of the Miami Sound

August 21, 2014

WLRN held a premiere screening in Key West for its original documentary *Deep City: The Birth of the Miami Sound* at Tropic Cinema in Key West to launch the annual Florida Keys Museum and Attractions Weekend. This one-hour original WLRN production explores the early days of soul music in Florida, the era's pioneers and their lasting contributions to the broader American musical landscape. Producer Marlon Johnson and Deep City record founder Willie Clarke joined the event for a Q & A session following the screening.

Florida Keys Museum Weekend

August 22, 23 and 24, 2014

WLRN Public Radio and Television and the Monroe County Tourist Development Council held its 4th 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. WLRN manned a tent in front of Custom House on Front Street in Key West to greet members and visitors.

National Day of Service and Remembrance

September 13, 2014

Team WLRN and Members joined several hundred other volunteers to commemorate the heroes and victims of 9/11 at the Ruben Dario Park. We help to beautify and refresh Ruben Dario Park by painting (park & recreation center, courts, parking lot), laying down sod, mulching, adding and refreshing sand in playground, planting, removing litter and more.

Premiere Screening: Deep City: Birth of the Miami Sound

September 16th, 2014

WLRN present a special screening of *Deep City: The Birth of the Miami Sound* at The Historic Lyric Theater in Miami a week prior to the premiere broadcast on WLRN-TV. This one-hour original WLRN production explores the early days of soul music in Florida, the era's pioneers and their lasting contributions to the broader American musical landscape. Film stars and producers provided a Q & A session for 300 guests, surprising them with a spontaneous vocal performance.

Premiere Screening: Treblinka's Last Witness

October 21st, 2014

WLRN held one its largest screening events in South Florida for its original television documentary *Treblinka's Last Witness*. *Treblinka's Last Witness* gives a first-hand account by last-known survivor Samuel Willenberg, now 92 years old, about his life during the Holocaust and as a Jewish inmate of the Treblinka death camp in Nazi-occupied Poland. The event was held at the Olympia Theater at Gusman Center for an

astounding 1600 guests. Following the screening, world-renowned Holocaust expert Dr. Michael Berenbaum, producer Alan Tomlinson and last survivor Samuel Willenberg interacted with an emotional audience.

**WLRN HeartsThe Arts
November 10, 2014**

WLRN hosted a meet and greet for the Broward/Palm Beach County Arts Communities at BaCa (Bailey Contemporary Arts), Pompano Beach. It also featured a Radio Play from 2 Watts Radio Theater.

**Premiere Screening: Journey to the Macy's Parade
November 12th, 2014**

WLRN held a special film screening of its new television documentary *Journey to the Macy's Parade*. This one hour film gives an uplifting and exclusive behind-the-scenes look at what it takes to be a part of one of the largest events of the year. The event will take place in the television studios at WLRN. Following the screening, guests enjoyed a Q & A session with WLRN producer Mia Lorenzo and Macy's clown Charles Tatelbaum.

**Miami International Book Fair
November 21 – 23, 2014**

WLRN was present at one of the finest literary events of its kind, the Miami Book Fair International. Each year, the fair overflows with the top best-selling authors, and this occasion was no exception. We had the opportunity to engage with hundreds of thousands that walked by our WLRN booth and hand out materials about our educational, outreach, and programming services.

The Swamp

The Swamp is a pop-up lounge that showcases Florida stories, music, dance, film, history, and art. All week long, Swamp events will explore the beauty, contradictions, uniqueness, and downright "weirdness" of life in Florida.

- Muhammad Ali: Made in Miami
Friday, November 21
- Deep City: The Birth of Miami Sound
Monday, November 17, 2014

**Advanced Holocaust Teacher Seminar
February 8, 2015**

Over 75 teachers from MDCPS screened Treblinka's Last Witness as part of the Advanced Holocaust Teacher Seminar which is a day-long Holocaust Symposium at the University of Miami, School of Law. Teachers were provided that companion teacher guide and enjoyed guest speaker and producer Alan Tomlinson. Teachers earned TEC credits in the process.

Miami Beach Cinematheque Screens Deep City: The Birth of Miami Sound Sunday February 8th

WLRN's film *Deep City* was screened as an interactive event for Filmgate, funded by the Knight Foundation. The evening extended the boundaries of just screening the film by spreading into different mediums, including featuring DJ Spam (interviewed in the film) and a Q&A with the film director and film artists Willie Clark and Helene Smith. Other activities included special musical performances from that era. The evening created unique and immediate moments for the audience and gave them a means to explore beyond the film itself, which creates a more meaningful and personal experience.

South Miami Rotary Art Festival February 21-22, 2015

Located in South Miami, this festival featured 150 outstanding artists, food and a live jazz onstage. WLRN was present with a booth at this event.

NPR Presents Long Way Home: Immigrant Stories of Old Roots and New Routes February 24, 2015

In collaboration with WLRN, NPR's Michel Martin shares the stage with *Orange is the New Black* star **Diane Guerrero**; award-winning author **Edwidge Danticat**; **Richard Blanco**, the fifth and youngest poet to read at a U.S. presidential inauguration; reggae musician **Etana**; and NPR Alt. Latino co-hosts **Felix Contreras** and **Jasmine Garsd**. Held in the Koubek Center at Miami Dade College, on-stage dialogue takes shape around their personal narratives – the challenges and victories they have encountered along the way, and how their cultural legacies have influenced their approach to life and success.

Bagels & Barks March 7, 2015

WLRN and Miami Dade Animal Services joined forces for the greater good of animals everywhere through the community outreach event, Bagels and Barks at Tropical Park. Close to 100 people showed up, 9 dogs were adopted and WLRN received several donations. Clifford the Big Red Dog made an appearance and the members of the Miami Dade Public Library were on hand for Story Time. Also included were Animal Hero Kids, a unique organization that celebrates, fosters and awards children who show kindness towards all animals in need. All organizations involved were pleased by its success.

Veterans Among Us Project March 21, 2015

Miami Dade College's MDC Live Arts program presented a multimedia performance at South Miami-Dade Cultural Arts Center. The Basetrack Live performance presented an authentic and sensitive portrayal of the effects of war on Marines and their families. In partnership with MDC Live Art's Basetrack Live, WLRN and the Miami Herald asked veterans and their families to submit two photos of themselves: one taken during a tour of duty, and one taken in the present day.

WLRN Tent at Mercedes Benz Corporate Run

April 23, 2015

Over 25 WLRN participants entered the popular 5K run in downtown Miami. WLRN, among hundreds of corporations and organizations, was present with a booth.

WLRN/Herald News: An Evening of Zip Odes

April 29, 2015

At the beautiful Vizcaya Museum, WLRN partnered with O, Miami Poetry Festival and The Knight Foundation to present an evening to celebrate National Poetry Month and the completion of the Ode to Your Zip Code contest. The event encourages public awareness, writing and reading of poetry related to south Florida on air and at events around the south Florida area. Finalists read their entries.