



Public Radio and Television for South Florida

Annual Programming Report

WLRN Public Radio and Television Fiscal year 2013 – 2014

Presented to:

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Superintendent of Schools
Miami-Dade County Public Schools

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INTRODUCTION

The 2013-2014 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 20 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 2013-2014 officers of the CAB are: Jo Asmundsson, Chair; Alex Beguiristain, Vice-Chair; and Jeneissy Azcuy, Secretary. Four new members were welcomed into the board (Eloy Cepero, Michael Kreitzer, Rafael Ribeiro and Dr. Marcela Moyano). There were two members who left due to term limits (Noreen Frye and Jeanne Westphal) and four members who resigned (Marcus Christian, Shahid Khan, Chuck Tatelbaum and Dr. Gloria Ruiz).

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:

- *All in the Same Boat, Stories of Cancer Survivors* - Mt. Sinai Comprehensive Cancer Center and the Homestead Correctional Institution
- *Conquering the Dragon: Breast Cancer Survivors Race for Life* - Key Biscayne Community Center
- *The Rising Tide: A Story of Miami Artists* – Museum of Art, Ft. Lauderdale
- *A Call To Serve: Florida Jews and the US Military* - Miami Jewish Health Systems Residential Living

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 continue as South Florida's flagship station for intelligent news, discussion and entertainment radio programming throughout the day and night. An alternative news and talk stream of programming provided by WLRN and WKWM's "HD Radio" channels add further to this service.

Some 350,000 listeners tune in to WLRN/WKWM on average, each week. More than 30,000 visitors on average listen each week to WLRN's broadcasts via its live webstream. The station remains the most-listened to public radio station in the state. Our mission dictates that "News is Our Future" and WLRN/Miami Herald News is now the prime mover of locally-originating content on WLRN. With the diminution of news services across the 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 1999, host Joseph Cooper has woven a tapestry of current events, author interviews, local business, politics and issues that concern South Florida and beyond. Sprinkle in some local cuisine and history, and what you have is WLRN's longest running locally produced news and information program, *Topical Currents*. Co-host Bonnie Berman joined the team in September of 2013 and added her own years of radio and interviewing experience. WLRN's Richard Ives continues in his role as the program's producer and manager. Tune in Monday through Thursday at 1 PM.

South Florida Arts Beat

WLRN Radio's cultural arts program, produced and hosted by Ed Bell, exposes South Floridians to our rich cultural and artistic diversity. South Florida Arts Beat educates, keeps us up to date on upcoming events in the arts community and features live, in-studio performances each month. Tune in Fridays at 1 PM.

Evenin' Jazz

Tracy Fields lights up the night from WLRN's studios with her welcoming personality and extensive knowledge of jazz artists. Each Monday night, Ms. Fields features South Florida jazz artists and, on occasion, hosts a live jazz concert in WLRN's Kobzina Performance Studio. Listen to *Evenin' Jazz* weeknights from 9:30pm to 1:00am.

The Night Train

One of South Florida's only radio programs devoted exclusively to the sounds of the big band and the early jazz composers, 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, Carol S. Neile, features "everyday" Floridians telling tales of their own experiences as well as interviews with and performances by professional storytellers.

Sounds of the Caribbean

The rhythms of the islands come alive for South Florida's diverse cultural community when our host, Rich Davis, brings his own life experiences and vast musical knowledge to the microphone. Reggae, Soca, Calypso and many other strains of Caribbean music have lulled night owl listeners for decades. There is also a healthy dose of news and information of interest to the Caribbean diaspora. Tune in Wednesday through Friday mornings from 1-5 AM, Saturdays and Sundays from midnight until 6:00am.

A Word on Food

A combination of recipe, food education and history presented in storytelling style by renowned chef Norman van Aken, 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 Arts Breakfast

Lively discussion with South Florida artists; presented by Caroline Breder-Watts.
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

Sixteen 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 (recently of Public Television's Nightly Business Report), 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 and The Miami Herald, this cloud-based exchange platform continues to serve as a nexus for Florida news, to be shared with partner 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, CBS News' Michael Williams, South Florida investigative journalist at large Jim DeFede, and many more. Executive Producer Peter J. Maerz for WLRN and producers Alicia Zuckerman and Elaine Chen for WLRN/Miami Herald News keep the program on track.

Recent topics include:

- A Preview of state politics (Jan 3, 2014)
- Flooding in Palm Beach County (Jan 10, 2014)
- Common Core testing standards (Jan 17, 2014)

- The Miami Beach Mayor addresses tech start-ups (Jan 24, 2014)
- The impact on Florida of the Supreme Court decision on medical marijuana
- Talk of a new soccer stadium in Miami (Feb 7, 2014)
- The execution of the killer of Jimmy Rice (Feb 14, 2014)
- The Michael Dunn shooting case (Feb 21, 2014)
- The State of the State address and the opening of the Florida Legislative session (Mar 7, 2014)
- Child Welfare Reforms (Mar 14, 2014)

The Sunshine Economy

Each week, host Tom Hudson, with the help of Producer Elaine Chen, 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:

- Year ahead: Directors of Port Miami & Port Everglades, CEO of AutoNation, CEO of Swire Properties, CEO Spirit Airlines (Jan 6, 2014)
- Self Improvement Biz: South Beach Diet CEO, Harvard Professor Bob Pozen, HCI Publishing CEO (Jan 13, 2014)
- Black Business: HT Smith, Don Peebles, Felecia Hatcher of Feverish Pops, Adrian Foster of Foster Construction, Suzan McDowell of Circle of One Marketing and Kevin Michael of Invizio (Jan 20, 2014)
- Bitcoin: Ali Bustamante with FIU. Charles Evans with FAU and Doug Emory from University of Miami, Antonio Maldonado The Advantaged Yacht Charters and Sales, Gabriel Caballero, associate with the law firm Gunster (Jan 27, 2014)
- Sugar: Rick Roth of Roth Farms, Erik Eikenberg of The Everglades Foundation, Kevin Kerr, commodities trader, Juan Tomas Sanchez Association for the Study of the Cuban Economy (Feb 24, 2014)
- Coffee: CEOs of Alaskan Coffee, Eternity Coffee, Kana Coffee, former CEO of Rowland Roasters, CEO of Illy Coffee (Mar 3, 2014)
- Water: Mark Elsner with the South Florida Water Management District, Jane Graham with Audubon Florida, Mitch Hutchcraft with Consolidated Citrus, Doug Yoder of Miami-Dade Water and Sewer, Mike Tam, Florida Keys Aquaduct Authority (Mar 10, 2014)
- Liquor & Wine: Toby Whitmoyer, Bacardi U-S-A, Schnebly Redland's Winery, Miami Club Rum CEO, Juan del Busto, former regional executive of the Federal Reserve Miami Branch. (Mar 17, 2014)
- Craft Beer, CEOs of Due South Brewery, Funky Buddha Brewery, Wynwood Brewery, Miami Brewing Company (Mar 24, 2014)

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 has also formed a partnership with NPR and their Latin America Correspondent, Lourdes Garcia-Navarro, based in Sao Paulo, to further strengthen our reporting on Latin America and the Caribbean.

ONE TIME SPECIALS

The Cuban Kitchen (August 2013) was an occasional series online and radio on people's stories about Cuban cuisine.

Elevation Zero (November 2013) was our special coverage of the effects of sea-level rise on South Florida. Several feature stories were put together for an hour-long program, and we also had special editions of the Sunshine Economy and Florida Roundup focusing on sea-level rise.

Art Basel (December 2013) was our special coverage of the international art fair and included audience engagement on questions like What is Art?

If I Were Mayor (around October 2013 through February 2014) was our special coverage of the local mayoral elections. We solicited our audience's ideas for improving their town and then presented them in interviews with each mayor who won or re-won their office in the 2013 election season.

How Much Is Enough (January 2014) was our special coverage about poverty and inequality in South Florida to mark the 60th anniversary of Lyndon B. Johnson's War on Poverty.

End of the Road (started January 2014) is our on-going coverage of I-95 in South Florida, a sort of microbeat.

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

The Sunshine Edition (April 28 to May 2, 2014) was part of our special coverage of the state legislative session. It mainly focused on state politics (medical marijuana, testing based on Common Core, the new DCF secretary...etc), but it also included an interview with local musician Aaron Lebos, an excerpt from our This Is Where poetry project, an interview with Kenny Malone about his End of the Road project, and an interview with me about our *What's the Story* project.

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:

Best Newscast

WLRN-Miami Herald News – Marva Hinton & The WLRN-Miami Herald News team,
Day After the 2012 Election in South Florida - 3rd place

General Coverage

WLRN-Miami Herald News – Ashley Lopez, WLRN-Miami Herald News & The Florida Center for Investigative Reporting, The Florida Ballot Amendments - Winner

Investigative Reporting

WLRN-Miami Herald News & The Florida Center for Investigative Reporting
Sarah Gonzalez, John O'Connor, Mc Nelly Torres & Lynn Waddell,
13th Grade (Remedial Education in Florida) - Winner

Government Coverage

WLRN-Miami Herald News- Gina Jordan - 2nd place
The Woman Behind Florida's Stand Your Ground Law
WLRN-Miami Herald News – Rick Stone - 3rd place
How Bad Things Happen To Good Bills

Election Coverage

WLRN-Miami Herald News – WLRN-Miami Herald News Staff & The Florida Roundup, WLRN-Miami Herald News Election Coverage Samples - Winner

Feature Reporting

WLRN-Miami Herald News - Sammy Mack
Islandia: South Florida's Own Little Atlantis - Winner
WLRN-Miami Herald News – Christine DiMattei
Remembering Jaco Pastorius - 2nd place

Public Affairs

WLRN-Miami Herald News – Phil Latzman, Elaine Chen, Alicia Zuckerman & Danny Rivero, *The Florida Roundup: Post Election Special* - 2nd place

News Web Site

WLRN-Miami Herald News – The WLRN-Miami Herald News team
WLRN.org - 3rd place

Online Package

WLRN-Miami Herald News – WLRN-Miami Herald News Team
Remembering Hurricane Andrew stories - Winner

User-Generated Content

WLRN-Miami Herald News – Terence Cantarella & WLRN Miami Herald News team

The Canoe Project – Winner

WLRN-Miami Herald News – The WLRN-Miami Herald News team

Tweet Us A Story: You Can Co-Author A Story With Junot Diaz - 2nd place

2013 Florida Society of Newspaper Editors Journalism Contest (with partners) announced July 19, 2013

Division A - Newspapers with daily circulation of 125,000 or more

Multimedia, Third Place: The Miami Herald

Kenny Malone, Pat Farrell, Nancy San Martin, Alicia Zuckerman, Lazaro Gamio,
Pierre Taylor - *Dispatches From The Swing State*

Spanish Language Division, Second Place: Florida Center for Investigative Reporting

Mc Nelly Torres, Lynn Waddell, John O'Connor, Sarah Gonzalez
Grado 13

Third Coast / Richard H. Driehaus Foundation Competition (announced October 2013)

BEST DOCUMENTARY: BRONZE AWARD

Remembering Andrew (USA) by Kenny Malone, Alicia Zuckerman, Dan Grech,
Sammy Mack and Trina Sargalski for WLRN-Miami Herald News

Winners will be heard by a national audience in *Best of the Best: The 2013 Third Coast Festival Broadcast*, distributed by the Public Radio Exchange (PRX)

ONA - Online News Association Announced Oct. 19. 2013

Explanatory Reporting, Large

Finalist: [StatImpact, NPR and Public Media Stations in Eight States](#)

Feature, Small

Finalist: [The Canoe Project, WLRN-Miami Herald News & Under the Sun on WLRN](#)

Gannett Foundation Award for Innovative Investigative Journalism, Small

Winner: [No Choice: Florida Charter Schools Failing to Serve Students with Disabilities, StateImpact Florida \(WUSF and WLRN-Miami Herald News Public Radio\)](#)

Online Commentary, Small

Finalist - [Flawed but Fabulous, WLRN-Miami Herald News \(Nathaniel Sandler\)](#)

Sunshine State Awards:

WLRN once again rocked the state as judges of the annual Sunshine State awards recognized Florida journalists for excellent work in 2013.

Two of the three entries selected as finalists for **Best Newscast** belong to WLRN. Coverage focused on the Demise of DOMA (the Defense of Marriage Act) and the death of Venezuela's Hugo Chavez. The latter included an impressive live interview by anchor Kelley Mitchell with Miami Herald World News Editor John Yearwood that supplied perspective on what the event might mean to Venezuelans residing in South Florida as well as in that Central American country.

Sammy Mack, currently WLRN's education reporter, is a finalist for **Journalist of the Year** based on her stories about a robot competition, science teachers at a NASA launch, Education Commissioner Bennett's resignation, Immokalee parents promising to speak Spanish to their school children, and a high school named for a co-founder of the KKK that was renamed after her reporting prompted the change.

Veteran reporter Rick Stone's story "Why Human Beings Aren't Built to Grasp Climate Change" is a finalist for **Feature Reporting** and the staff's "Elevation Zero" series of stories focusing on rising seas in south Florida is a contender for best **General Coverage**.

WLRN's popular Friday program, "The Florida Roundup", is a finalist in the **Public Affairs** category for a show that explored whether the Department of Children and Families could be fixed in the wake of so many children's deaths. Tom Hudson hosts the noon show deftly incorporating the views of a panel of journalists with calls and online comments from listeners. The program is managed by Senior Producer Elaine Chen and supported by staff curating the live online chat session.

In the Online Division, WLRN again holds two of the three possible winning entries. This time it's in the **User-Generated Content** category, which recognizes significant audience participation and engagement. WLRN's months long approach to covering the 2013 Legislative Session was chosen in addition

to “Remix the News: Dolphin Stadium Edition” with its fun video Mike D Meet Mike Dee.

Finalists were identified in early May. Category winners will be named this summer. The Sunshine State awards competition is sponsored by the Florida chapter of Sigma Delta Chi, the Society for Professional Journalists.

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:

Hearing Voices: 9 to 5, the work we do, from Wall Street traders to taxi cab drivers; Monday, September 2nd

BURN: Rising Seas

Exploring the issues surrounding rising seas and the measures being taken in

Florida and elsewhere to address these issues; Tuesday, Nov 19th

Thanksgiving Special Programs:

America’s Test Kitchen: The Real Story of the First Thanksgiving
Sunday Nov 24th

The 2013 Third Coast Festival: The Best of the Best special programs from independent Public Radio producers; Thursday, Nov 28th

Memorial Day Special Programs:

Backstory: Monumental Disagreements: A look at the history surrounding our

country’s most iconic monuments; Monday, May 25th

Humankind: The Right to Vote: Issues surrounding voting rights and accessibility

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 *BBC World Service*, broadcast overnight seven days a week, as well as the diversity-driven *Tell Me More* with Michelle Martin, live, short-story readings on *Selected Shorts* and the ever-entertaining *Michael Feldman's Whad'Ya Know*.

WLRN RADIO AUDIENCE DATA

WLRN Radio's cumulative weekly audience shrank slightly from measurements in July 2013 to the most recently available data (April 2014). The overall number of weekly visitors to the station's broadcasts dropped from 362,200 to 336,600, with similar declines in both the Miami/Ft. Lauderdale/Hollywood and Palm Beach reporting areas. Monroe county/Florida Keys are not surveyed by Arbitron, so one can only guess at audience numbers there

WLRN's share of the radio audience as a whole remained steady this year, at 2.5%, in the Miami/Ft. Lauderdale market. Palm Beach share dropped from 3.6 to 2.4%

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 market, WLRN ranks 19th in total listeners. WLRN is the 12th most listened-to station in the Palm Beach County market.

WLRN's Sunshine Economy, heard Mondays at 9:00am equals the share of radio audience garnered by the nationally-distributed program, "The Takeaway", heard Tuesdays through Fridays during the same hour.

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's on-air fundraising efforts have been largely successful. Ambitious fundraising goals for our fall fundraising periods were met. Our spring fundraiser, however, fell short of our goal. Successful Valentine's Day and Mothers Day on-air flower delivery campaigns helped to meet our budgetary needs, but steps are being taken to improve our fundraising efficiencies in FY 2015

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 nites' to showcase genre specific programs.

PROGRAMMING HIGHLIGHTS

For July, in commemoration of Independence Day, WLRN-TV aired PBS' live annual coverage of Washington, DC's celebration *A Capitol Fourth*, America's favorite Independence Day celebration. On the 4th, the station also offered a menu of viewer favorites including *Ice Cream Show*, *Great Old Amusement Parks*, and *Sandwiches That You Will Like*. Other July encore highlights: *Alone in the Wilderness* and WLRN original productions *Viva Mango* and *Key West Bohemia in the Tropics*.

For September, the fundraising schedule featured the station premier of *Il Volo We Are Love*, the PBS pledge special featuring three talented young Italian tenors. The program was recorded earlier in the year at the Fillmore on Miami Beach with WLRN members in the audience.

Each month, WLRN-TV's schedule features the station's originally produced documentaries. This month includes encore plays for *Discover South Florida*, *Henry Flagler's Century in the Sun*, and *Key West: Bohemia in the Tropics*.

WLRN-TV started the 2nd quarter with a strong weekend of performance programs. The first weekend in October featured two amazing concerts. A show from legendary singer/songwriter Elton John, and a second hit from powerhouse

Canadian crooner Michael Buble. Both were fundraising programs and garnered strong support from viewers.

For Channel 17's "nature themed" Mondays in October, the new *Earthflight* series from *Nature* had a spectacular premiere. The shows offered viewers a breathtaking voyage with the world's birds, soaring across six continents, witnessing spectacular animal migrations and great natural wonders, swooping down to interact with life-and-death dramas on land and at sea. [This 6-part miniseries](#) employs state-of-the-art technology and sophisticated camera techniques to show the world from the amazing aerial perspective of a bird's-eye view. The programs debuted alongside episodes of *Wild* and independent films about the Great Plains, the Serengeti, and the Everglades.

WLRN-TV also premiered PBS' long awaited major documentary series that chronicles the rich and varied history and experiences of Latinos, who have helped shape North America over the last 500-plus years. *Latino Americans* is a 3-part, 6-hour story of immigration and redemption, of anguish and celebration, of the gradual construction of a new American identity that connects and empowers millions of people today.

For November, TV highlights included the standout limited series *Wild Indonesia*, the first television wildlife program to explore this spectacular archipelago of more than 17,000 islands, stretching 3,000 miles from Asia to Australia. The series' three episodes capture Indonesia's dazzling natural diversity and ancient cultures in a breathtaking journey to one of the world's last wild frontiers. All three shows make it to our viewer favorites list for the November sweep (audience measurement) period.

Also in November, local Florida stories were featured prominently. Encore plays were scheduled for WLRN original productions *Stories From the Overseas Highway*; *Hialeah Speedway: No Guts, No Glory*; and *Weird Florida: On the Road* and *WF: Roads Less Travelled*.

In December, a number of holiday themed programs were scheduled including: *National Christmas Tree Lighting* - President Obama and his family light the national Christmas tree in front of the White House, and Mariah Carey, Aretha Franklin and other big names perform; *Christmas Carol: The Concert* - a unique musical event where Charles Dickens' popular 1843 novella has been adapted for an orchestra, choir and soloists, and performed before a live audience in a concert setting; *Silent Night* - the Minnesota Opera's production of Kevin Puts' opera, a company commission which earned its composer the 2012 Pulitzer Prize in Music, recounts a miraculous moment of peace during one of the bloodiest wars in human history; and *Great Performances Rod Stewart: Merry Christmas Baby* - legendary pop star Rod Stewart performs with special guests Mariah Carey and Mary J. Blige.

The December schedule also featured special content during the children's daytime block. There were encore presentations of *Arthur's Perfect Christmas*, *Elmo's Christmas Countdown*, *Curious George: A Very Monkey Christmas*; and *The Cat in the Hat Knows a Lot About Christmas*.

At the end of the calendar year, WLRN hit a technology milestone with the installation of a new digital content server in its technical operations center (master control) making the final full conversion to an all high-definition broadcast service. The station also launched a new on-air graphics package and introduced a brand new TV logo featuring the Miami skyline in tropical colors.

WLRN-TV started the 3rd quarter of the 2013-14 FY with a week of fundraising programs including two shows with local concert ticket opportunities. *Ethan Bortnick: The Power of Music* and *Tommy Emmanuel—Center Stage* proved to be very successful for the station. The regular program schedule showcased strong genre content strands for nature Mondays with *Nature, Wild!* and *Wild Africa*; and war/conflict on Tuesdays with new titles from the BBC *WWII Desert Wars* (2 parts) and *How to Go to War* (3 parts).

January 2014 also featured WLRN's annual coverage of Miami-Dade's Martin Luther King, Jr. parade commemoration with local dignitaries, civic organizations and school bands, and broadcasts of WLRN's original documentary *Dr. Martin Luther King Footprints Through Florida*, and programs on civil rights (*Ripple of Hope*, *Freedom Riders: American Experience*) and gay rights (*Stonewall Uprising*) movements.

The February schedule was a strong one with new titles for *Wild!*, the nature series that has become WLRN's strongest show on Monday night. Program topics included *Megafalls of Iguaco*; *Penguins Under Siege*; *Sea Eagles*; and *Giant Otters*.

New this month to Channel 17 is a program from Henry Louis Gates, Jr. *African Americans: Many Rivers to Cross*. This limited six-part series explores the evolution of the African-American people, forging their own history, culture and society against unimaginable odds. Commencing with the origins of slavery in Africa, the series moves through five centuries of remarkable historic events right up to the present — when America is led by a black president, yet remains a nation deeply divided by race.

February also showcased encore presentations of *Cuba's Secret Side*, and several programs (*Florida Keys Adventure*, *Ralph Munroe's Barnacle*) with a Florida focus, stories that made it to the top 10 list for this month's sweep (audience measurement period).

March started off with a mini-pledge drive with several new titles including a new standout *Suze Orman's Financial Solutions*. WLRN also recorded local breaks

for *30 Days to a Younger Heart* with Dr. Stephen Masley and this show has also done well for the station. The March drive ended very successfully exceeding the drive goal. The regular March schedule resumed the week of March 10. Highlight for the month features an encore presentation of Ken Burn's popular series *The War* on Tuesday evenings.

During the final quarter of the fiscal year, there was targeted strategy to strengthen the content strands in the weekly schedule, especially on Tuesdays, Thursdays and the evenings with British titles.

There were premieres of new shows from the BBC on Tuesday "war nite" including: *Montezuma*, about the last great ruler of the Aztecs in Central America; and *Hannibal*, a magnificent film on the mastermind behind what is arguably the most audacious military move in history. With 50,000 soldiers and 37 elephants he marched 1,500 miles from Spain to Rome, destroying the Roman myth of invincibility by defeating the great nation and army not once, but three times. There were also encore presentations of the PBS blockbuster Ken Burns' *The War* and the limited series *Nazi Mega Weapons*.

For lighter fare, viewers were treated to the much anticipated fourth and fifth season premieres of the British comedy hit *Doc Martin* on Channel 17. Audiences have grown addicted to the brash "Doc" Martin Ellingham who finds himself back home in a Cornish village after his illustrious medical career in London goes awry. The townspeople are not used to the doctor's blunt opinions and insensitive manners, often leading to mayhem in the town of Portwenn.

Two new British detective titles were added to the schedule during this fourth quarter. The gripping psychological 2-part thriller *Amnesia* follows the crumbling life of Detective Sergeant "Mack" Stone, a black-out drunk, and his dangerous obsession with an unsolved mystery. The second series is *Inspector George Gently*, a crime drama, set in the 1960s, about an old-school detective trying to come to terms with a time when the lines between the police and criminals have become blurred.

Also scheduled was an encore presentation of *Call the Midwife*, based on the best-selling memoirs of the late Jennifer Worth, tells colorful stories of midwifery and families in London's East End. This third season takes viewers to 1959, the eve of the Swinging Sixties. The winds of change are sweeping through the country and the residents of Nonnatus House face some momentous changes of their own.

WLRN-TV also premiered Sudan's Secret Side, an eye-opening documentary revealing a Sudanese refugee camp's medieval medical practices, from bleeding to burning, and the butcher who moonlights as the camp surgeon. This was an unforgettable journey into a world few Westerners will ever see. Filmmaker Karin

Muller also brought us the highly successful *Cuba's Secret Side*, a provocative journey inside a country shrouded in politics and propaganda.

LOCAL/ORIGINAL TELEVISION PRODUCTIONS

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

July kicks off with WLRN's original documentary *Viva Mango!* This colorful half-hour documentary shows the bonding force of the *mangifera indica*, a common cultural denominator for many of the natives, immigrants and residents of South Florida. The anecdotal and cultural chronicle of the role of the mango in the lives and memories of the people culminates at the Annual International Mango Festival at Fairchild Tropical Botanic Garden. WLRN held a weekend-long screening during the event and included a Q & A session with the producers.

Five days later, WLRN premieres its annual one-hour performance program *American Ideal*. This inspiring American Ideal brings to life the emerging young talent of South Florida. The show is a co-production between WLRN and Coral Gables Television, performers as young as 8 years perform a mixture of opera and classical instruments under the direction of conductor Bella Griffith-Smith.

In September, WLRN premiered *Plastic Paradise: A Short, Swingin' Trip Through America's Polynesian Obsession*. This one-hour documentary explores the fascinating and surprisingly enduring Polynesian subculture that took hold in the U.S. during the 1940s and '50s with the return of American GIs from the Pacific and the runaway success of James Michener's Pulitzer-winning *Tales of the South Pacific*. The show culminates with a visit to the annual Hukilau celebration, a gathering of Tiki enthusiasts from around the country held every June at Fort Lauderdale's famed Mai-Kai Restaurant, itself one of the last great holdovers from Tiki's golden age—waterfalls, Polynesian floor show, and all.

A successful community screening was held for *Plastic Paradise* at Tropic Cinema in Key West as a kick-off to the WLRN Florida Keys Museum Weekend. The location was the perfect environment for a Hukilau-themed event with approximately 75 guests in attendance. Grass skirts and all!

In early October, WLRN presents the exclusive premiere of *Instruments of Change: How the Performing Arts brought a Community Together*. This one-hour documentary highlights the contributions of Dr. Ruth Greenfield, a pioneer of integration and a long-time champion for equal rights in Miami. A Miami resident, she created two institutions. The first, the Fine Arts Conservatory, established in the early 1950s, integrated black and white students in a welcoming environment with classes in music, art, and dance, taught by first-rate professors. The

second, the Lunchtime Lively Arts Series, featured a wide variety of free, noon-time shows held in various downtown venues every Wednesday. It was these efforts that actually helped revitalize downtown Miami.

In November, WLRN received good news with an EMMY Award for the original documentary *Hialeah Speedway: No Guts, No Glory!* The National Academy of Television Arts and Sciences awarded the program as the winner in the category of Nostalgia Programs. WLRN's submission competes with television markets from the State of Florida, Alexandria, Baton Rouge, Lafayette, Lake Charles and New Orleans, Louisiana, Mobile, Alabama, Thomasville, Georgia and Puerto Rico.

The holiday season began with a sensational performance special of *Gay Men's Chorus: Heaven and Nature Sing* performed by the Fort Lauderdale-based Gay Men's Chorus of South Florida. WLRN taped the performance on December 13th in time for the holiday schedule. Under the skillful baton of Julliard-graduate, arranger and composer Gordon Roberts, the 150-voice chorus produces a rich, blended sound from Baroque and classical scores to popular standards put South Floridians in the holiday spirit.

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. The MLK parade is one of the most top viewed programs on Channel 17.

In honor of Veteran's Day, WLRN produced and premiered *A Call to Serve: Florida Jews and the U.S. Military* in May. This emotional one-hour documentary explores the participation of Florida Jews in the military. From the Seminole Wars in the 1830s, through two World Wars, right up to Afghanistan, Jewish Floridians have proudly contributed and served in various campaigns within all branches and ranks of the U.S military. The stories of some of these dedicated and honorable individuals along with their families are featured in this powerful program.

On May 7th, WLRN held an emotional premiere screening one week prior to the broadcast at Cinema Paradiso in Ft. Lauderdale. The theater filled with almost two hundred people, including vets from as far back as WWII, along with their families. Guests enjoyed a reception, screening and Q & A session with the producer. The veterans received a standing ovation as they entered the theater to take their seats for the screening.

In June, WLRN broadcast the 2014 Silver Knight Awards in 2014. 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 has introduced a new series of 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 Perez Art Museum Miami

It's been a race against time to open the new Perez Art Museum Miami (PAMM) in time for South Florida's annual Art Basel extravaganza. The Perez Art Museum Miami is a public-private partnership, part of a \$220 million overall project funded by community donors and \$100 million in voter-approved bonds. PAMM is the latest cultural landmark to appear on the shores of Biscayne Bay, and it replaces the old Center for Fine Arts just a few blocks away in downtown Miami.

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

- o *Bald Eagles*

WLRN introduces a new series of film shorts about Florida's unique ecosystem. With the Cypress National Park as the backdrop, host Rey Becerra goes in search of wildlife. In this first episode, Rey looks for the iconic bald eagle. Rey However, most Floridians do not know much about this fragile land. Viewers will learn this magnificent bird's characteristics, behaviors, dietary needs, population decline and measures for its conservation.

- o *Black Bears*

In this second episode of Big Cypress National Preserve, host Rey Becerra journeys into the preserve in search of the black bear. Black bears can also be found in colder climates like Alaska and other northern states, many people do not realize that they also thrive in the everglades.

- o *Snakes*

Episode three takes viewer on an adventure with Rey Becerra in search of snakes. Riding on horseback, he journeys into the Cypress preserve to finds four venomous snakes in their habitat; the eastern diamondback rattlesnake, water moccasin, Florida cottonmouth and dusky pygmy rattlesnake.

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 (7-25-13)

School System Town Hall Meeting on the Budget, Live (1-21-14)

Silver Knight Awards (6-09-14)

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.

TV AUDIENCE DATA

July 2013-May 2014 Viewership Report

The 2013-2014 season had unusual results for WLRN, due to a number of changes happening at the station level and at the national level. The best news is that WLRN's overall whole week GRPs were up a substantial 19% this past year. The decrease in the number of fundraising days definitely contributed to this gain, as well as the popularity of many local programs and material acquired by the station.

The less good news is that cume (or sampling) was down. So the viewers that came to the station spent far more time watching, but fewer people came to see what was on over the season. The decline in whole day cume is not unique to WLRN, nationally whole week cumes are down and WPBT also suffered losses. Prime time cumes held steady for both WLRN and WPBT, and increased nationally. WLRN also beat the national average in terms of the increase in prime time viewing, being up 13% whereas the average PBS station was up 10%.

The GRPs table below shows the good news regarding WLRN's viewership and that WLRN performed better than WPBT this past season and better than the average PBS station. Both whole day and prime time showed double digit increases, in spite of the fact that nationally whole day viewership was down 1% for both the average PBS station and WPBT. Again, a large decrease in fundraising days allowed WLRN to exhibit such big growth, in spite of the fact that viewership to children's programming in general has suffered and both WPBT and the average station saw small overall declines.

Whole Day GRPs				Prime Time GRPs			
	2012/13	2013/14	% Diff		2012/13	2013/14	%Diff
WLRN	244	291	19%	WLRN	47	53	13%
WPBT	378	376	-1%	WPBT	126	122	-3%
TRAC Avg.	569	564	-1%	TRAC Avg.	202	223	10%

When we look at this season's whole week cumes, or sampling, the results are varied. Nationally PBS saw come audience figures drop by 2% in whole day, but had an increase of 5% in prime time. *Downton Abbey* and strong content in the nature and science genres are largely responsible for the national increase. WLRN showed a larger decline than the national average, dropping by 12% in whole day and holding steady in prime time. WPBT fell in between WLRN and the average, dropping 6% in whole day and holding steady in prime. There is no obvious reason for the come declines WLRN saw this past season, especially given the overall viewing growth, so we will continue to watch those figures and see if they follow national trends this coming year.

2013-2014 Cumes		
	Whole Day	Prime Time
WLRN	-12%	0%
WPBT	-6%	0%
TRAC Avg.	-2%	5%

The table below summarizes the number of people viewing WLRN in 2013-2014 as measured by Nielsen. In an average week, WLRN was viewed by 250,084 households in the Miami area. When Nielsen looks at an entire month, the number of households viewing WLRN climbs to 528,609; which would be approximately 740,053 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 come. Big public television fans will be in both station's monthly come.

	Avg. Wk. HH come	Avg. Wk. Persons 2+	Avg. Wk. Kids 2-11	DMA 28 Day HH Come
Whole Day WLRN 13/14	250,084	340,247	50,751	528,609
Whole Day WPBT 13/14	375,764	518,552	70,600	696,515

This past season both Miami stations continued to see large 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 come and the GRPs generated by the kids programs. PBS is conducting some scheduling experiments to see if they can stem the losses and is looking into other strategies to approach this national issue.

WLRN's list of top ten programs makes it very clear that Miami is a unique market. There is only one instance of the top rated PBS series, *Antiques Roadshow*, across all four major sweeps. *Nature* is the only other prime time PBS series that is consistently in WLRN's top ten, and it is there because the nature genre makes every list. There is also a lot of diverse material with either Hispanic or African American themed content and the usual kids programs.

Local productions and presentations are still the strongest driver of viewing, with *Weird FI, FI Keys Adventure*, *Viva Mango*, *All Shook Up*, *Enertips*, and *Yo Soy Celia Cruz* all making the lists. Viewers are finding programs on WLRN throughout the day and weekend schedules, with prime time not dominating the lists. Weekend daytime is often a good time for viewers to check out the specials and encores that WLRN offers. (Top Ten Lists Follow).

July 2013

TOP 10 PROGRAMS

DMA Rank	Program Name	Weeks	Day	Time	DMA HH RTG	DMA HH Share	DMA HH 000s	DMA P2+ 000s
1	Yo Soy/Cruz	__4	Sun	7:00 PM	0.99	1.69	16.10	22.64
2	WordGirl	1__	Mon	6:30 PM	0.71	1.25	11.61	8.11
3	Latin Music USA	__34	Sun	1:00 PM	0.70	1.75	11.48	15.04
4	Key West: Bohe.	__3_	Sat	8:30 PM	0.69	1.18	11.23	12.28
5	Ele Tele	__4	Mon	9:00 PM	0.66	0.97	10.72	10.92
6	Weird Florida	_2_	Sun	1:00 PM	0.59	1.53	9.65	11.64
7	Key West: Bohe.	__4	Sun	12:00 PM	0.57	1.51	9.27	8.90
8	Yo Soy/Cruz	__3_	Tue	9:00 PM	0.53	0.77	8.69	11.51
9	Viva Mango	__3_	Sat	8:00 PM	0.53	0.92	8.64	8.90
10	Antiques Rdshow	12_4	Fri	8:00 PM	0.51	0.91	8.42	11.77

November 2013

TOP 10 PROGRAMS

DMA Rank	Program Name	Weeks	Day	Time	DMA HH RTG	DMA HH Share	DMA HH 000s	DMA P2+ 000s
1	Wild Indonesia	1__	Tue	9:00 PM	1.02	1.50	17.01	21.10
2	Wild Indonesia	1__	Tue	8:00 PM	0.99	1.46	16.47	27.49
3	Pac./Heartbeat	__4	Tue	8:00 PM	0.88	1.40	14.61	15.16
4	Cat in the Hat!	_234	Fri	7:30 AM	0.77	3.01	12.93	19.13
5	Cat in the Hat!	1234	Thu	7:30 AM	0.72	2.98	12.03	13.94
6	Titanic/Goodman	1__	Sun	7:00 PM	0.70	1.09	11.65	15.73
7	Wild Indonesia	_2_	Sun	7:00 PM	0.69	1.22	11.60	13.76
8	Saving/Ocean	1234	Mon	9:00 PM	0.68	0.94	11.37	13.06
9	Cat in the Hat!	1234	Wed	6:00 PM	0.67	1.28	11.15	16.46
10	Curious George	1234	Mon	5:30 PM	0.63	1.33	10.59	14.84

February 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!	1234	Mon	9:00 PM	0.98	1.40	16.41	17.87
2	African Amer.	_234	Thu	9:00 PM	0.76	1.14	12.78	14.77
3	Wld/Australasia	___4	Mon	10:00 PM	0.70	1.05	11.72	12.96
4	Nature	1234	Mon	8:00 PM	0.65	0.96	10.85	13.05
5	FL Keys Advent.	1___	Sat	2:30 PM	0.62	1.70	10.46	14.22
6	Wild Africa	12__	Mon	10:00 PM	0.61	0.97	10.28	11.13
7	Peg + Cat	___4	Sat	8:00 AM	0.60	2.27	10.07	14.77
8	Ralph Munroe's	__3_	Sat	6:30 PM	0.56	1.15	9.43	11.45
9	Hubert Humphrey	_2__	Thu	10:00 PM	0.55	0.93	9.19	7.94
10	FL Keys Advent.	1___	Sat	2:00 PM	0.54	1.51	9.12	11.96

May 2014

TOP 10 PROGRAMS

DMA Rank	Program Name:	Weeks	Day	Time	DMA HH RTG	DMA HH Share	DMA HH 000s	DMA P2+ 000s
1	The Spice Trail	1___	Wed	11:00 PM	0.65	1.37	10.86	10.97
2	Curious George	1234	Thu	6:00 PM	0.64	1.35	10.64	11.89
3	Enertips	1234	Mon	6:00 PM	0.63	1.30	10.53	12.87
4	Weapons of WWII	12__	Tue	8:30 PM	0.58	0.90	9.76	9.83
5	All Shook Up	_2__	Sat	10:00 PM	0.57	1.01	9.57	19.10
6	Wild Kratts	_234	Sun	10:30 AM	0.55	1.58	9.24	14.24
7	Weapons of WWII	12__	Tue	8:00 PM	0.55	0.89	9.11	9.25
8	Saving Luna	___4	Mon	10:00 PM	0.54	0.86	9.13	10.94
9	Curious George	1234	Fri	6:00 PM	0.54	1.21	9.05	8.38
10	NY Originals	1___	Mon	7:30 PM	0.51	0.82	8.49	10.16

WLRN TELEVISION PRODUCTION SERVICES

WLRN-TV Production Department stays busy providing 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 started over the summer to be ready by early September. It continues throughout the year with support to various departments and on-going Spanish Programming as listed below...

Pledge Breaks (2013/14) – for WLRN's various campaigns to raise money throughout the year in both English and Spanish -- (Celia Cruz, All in the Same Boat, Michael Bubl , Ethan Bortnick, Jackie Evancho, Tommy Emanuel, Il Volo and War Horse).

iCare Video (July 16, 2013) – for Family & Community Involvement Advisory Committee – made for webcast video simulating a “Family Feud” game show format to train staff on the critical aspects of dealing with parents questions concerning their children.

Slice of Life (2013/14) – Video Remotes for our on-air campaign, bringing to light the unique and colorful places along with the people that make South Florida so special. Viewers were able to enjoy these community stories between regular programming.

Superintendent’s Opening of Schools (August 9, 2013) – at the Filmore, Miami Beach -- 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.

Legal Office Video (August 20 & 27, 2013) – Recorded guest lecturer/presenter for Legal Department to enabling those in the department that were unable to attend, to view at a later date.

Legal Office Power Point (September 18, 2013) – Recorded and webcasted to provide information and training for the Legal Department, also made available on Dadeschools.net/tv.

Remote in Key West for Friends of WLRN (August 23-25, 2013) – Promotional Event, recorded clips of fans and viewers that enjoy WLRN to use promotionally on the air.

United Way Message (September 16, 2013) – Video created annually to encourage support from Students, Families and Staff for the United Way campaign.

Superintendent’s Open House Message (October 1, 2013) – 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.

Community Advisory Meetings (2013/14) – audio support to provide recording equipment for help in maintaining the minutes for the meeting held five times a year.

Gun Safety Campaign (November 12 & 13, 2013) – messages by the Superintendent and Chief of Police Moffett – video created for schools and webcasted to encourage safety and awareness to help students be more aware of the dangers involved with guns.

The Dade Delegation Meeting (October 10, 2013) – provided audio and lighting support for this meeting of the Dade Delegation which was held in the School Board Administration Auditorium.

The Caribbean/American Festival (October 23, 2013) – Various singing and dancing groups from our own Miami-Dade County Public Schools joined together to celebrate Caribbean American Month. The festivities were held in the School Board Administration Auditorium. Music and dance performances which celebrated the history of Caribbean influences in South Florida and around the world were included in the Festival done before a live audience.

Book Fair (November 21-24, 2013) – Annual support for booth at fair, at the University of Miami. Friends of WLRN meet and greet area to encourage support and get people to join our cause.

Superintendent's Holiday Concert (December 17, 2013)– This is an annual holiday, musical event. The program features talented students from Miami-Dade County Public Schools and is televised over the school district's closed circuit ITV network. It takes place in the School Board Administration Auditorium before a live audience.

Gay Men's Choir Holiday Concert (December 13, 2013) – Holiday Greetings from the Sunshine Cathedral in Ft. Lauderdale. Festive holiday themed musical/vocal program with traditional songs as well as fun variations performed and recorded live. This special is the first of what is hoped to become an annual event on WLRN.

Town Hall Meeting (January 21, 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 to our public schools.

Press Conferences (2013/14) – 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.

State of the School System Message (January 28, 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 School Board Meeting in February.

Martin Luther King Parade (January 20, 2014) – 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 9:00 pm.

Student Journalism Conference (February 6, 2014) – WLRN was one of four media partners who participated in the 2014 Student Journalism Forum held in the School Board Administration Auditorium. More than 200 journalism students attended this conference.

Superintendent of the Year Celebration (February 21, 2014) – event held in the School Board Auditorium to celebrate Alberto Carvalho winning superintendent of the year for the nation! Hosted by Kambrell Marshall from WPLG, the program included performances from various schools throughout the county in honor of the Superintendent's winning accomplishment.

South Florida's ArtsBeat with Ed Bell (Monthly, 2014) – 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 started in February and are also video recorded for interstitials and possible future programming. We also provide audio support for this live radio program.

Black History Celebration (February 24, 2014) – This presentation included various singing and dancing groups from our Miami-Dade County Public Schools. They joined together in the School Board Administration Auditorium for festivities celebrating Black History Month. Music and dance performances were included.

Legal Office Training Video (March 3, 2014) – created video for Legal Department for training of individuals over Spring Break. DVD's were made 2 hour lecture for individuals to view for continuing education in their department.

Safety Campaign (March 31, 2014) – videos edited and aired on WLRN in support of Ms. Hantman's Safe Driving PSA campaign. These videos aired during School Board Meetings and are created by High School students around the county.

WLRN-FM / Miami Herald Poetry Contest (April 23, 2014) – videos created to highlight the winners of the radio and Herald Poetry Contest. We honor the winners by having them read their own individual winning poems to air in WLRN.

Haitian Festival Celebration (May 6, 2014) – This program included various singing groups from our Miami-Dade County Public Schools. They joined together for festivities in the School Board Administration Auditorium. The program included music and dance performances not only celebrating Hispanic Heritage Month in South Florida, but around the world.

School Police Training Videos (May 19, 2014) – create videos of Chief Moffett to introduce training videos for officers to view. DVD recordings make training easier for officers to view on their available schedule.

Graduation Ceremonies (June 2014, 2014) – 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, Young Women's Preparatory High School, iPrep High School, and ROTC.

Superintendent Messages (2013/14) – Superintendent Carvalho came into the studio and recorded messages that were put on 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.

Silver Knight Awards (May 20, 2014) – 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.

FIU Theater Class / A Day in a Television Studio (April 14, 2014) – 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.

Miami-Dade School Board Meetings (Live, Monthly 2013/14) – *Our School Board in Action* is gavel to gavel coverage of the nation's 4th largest school system, including pre-records of Proclamations and Resolutions along with non-Agenda items which play back immediately following the close of the regular meeting.

Career Day / Job Fairs (2013/14)

WLRN staff attended several career day and job fairs to help explain and hopefully intrigue students to become interested in careers in broadcasting. Schools visited include:

Dunbar Elementary	Madison Middle School
Arthur & Polly Mays Conservatory	Hialeah Gardens Senior High
Fulford Elementary	Toussaint L'Ouverture Elementary
Downtown Primary Learning Center	Turner Technical High School
Westland Senior High	Hibiscus Elementary
John A. Ferguson High School	Miami Beach High School
Robert Morgan Educational Center	Florida International University
Downtown iPrep High School	Barry University
Miami Senior High School	Nova University
Suncoast Career Day at UM	

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

This year we had interns from Barry University, Nova 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.

WLRN ITV manages a 12-channel instructional television network that includes a video-on-demand service called Teacher's Choice. This VOD service allows teachers to access a menu of hundreds of instructional videos that can be ordered online. Video titles play instantaneously or they can be scheduled up to 14 days in advance. There are ten (10) channels available for on-demand viewing.

WLRN READY TO LEARN (RTL)

WLRN Ready To Learn (RTL) is an early childhood education program that provides teachers and parents with training and online resources to help children acquire basic skills and be ready to learn when they enter school. WLRN is recognized as a RTL station for South Florida with a full daytime schedule of award winning PBS children's programming on Channel 17 complimented by community outreach and engagement services.

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.

EDUCATION EVENTS

WLRN, in collaboration with the M-DCPS Office of Early Childhood Programs, conducted several RTL community workshops for teachers and district staff. In addition WLRN facilitated the ongoing process of registering teachers for courses offered through PBS Teacherline and assisted with course completion and their credits being awarded. WLRN's commitment to education is further evidenced by outreach events organized in conjunction with community partners and businesses all in support of literacy and education.

October 3, 2013

WLRN hosted its annual Science Day at David Fairchild Tropical Botanic Garden. Over 400 pre-kindergarten -3rd grade participated attended a science day that brought to life one PBS Kids' popular science characters, Sid the Science Kid. The day started with a clip of the Sid's the Rolie Polie episode built around investigation. The Science investigation activity included a nature scavenger hunt. Students used magnifying glasses, pencils and their finds were placed on a nature hunt tape bracelet that each student attached their garden treasures to create a nature their very own nature bracelet

November 13, 2013

Pine-Villa Elementary/IAW Head Start/Early Head Start Parent Meeting
Conducted a workshop for Head Start parents on their monthly topic of parenting topic of "Building Literacy Skills and Strengthening Relationships. WLRN shared valuable information on the importance of children watching with parents developmentally appropriate children's programs. In addition parents were given schedules of all children's broadcasting times and reiterated and how they connect to literacy development

February 7, 2014

Science Professional Development Activity
Prior to the annual David Fairchild Garden fieldtrip designated teachers participated in a Science PD Day. The training was twofold. The session was divided into two parts. During the first half of the session Dr. M. Bosseler established the focus "Exploring the Garden" at WLRN. For the second session the group transitioned to David Fairchild where they were provided hands-on activity that would enhance the objectives of the field trip.

February 26, 2014

Science Day at David Fairchild Botanical Garden. 250 students were introduced to the Gardens using a highly interactive approach. The students experienced bark rubbing, how to measure a tree and exploring the Garden through a Nature Hunt activity. The facilitation of a successful fieldtrip was attributed to the Science professional development session prior to the fieldtrip.

April 16, 2014

Our Little Ones Head Start/Early Head Start teacher/parent workshop, infusing high quality children's programming into the classroom and home. Over seventy five Haitian parents participated. Understanding that in many homes television watching plays a major role in daily activity it was communicated in both Haitian Creole and English the following suggestions were shared; the power of television as a positive and a negative educational experience; more than 2-3 hours of television viewing on school nights is related to lower student achievement; select with their children the programs they may watch and watch programs that they watch together so that they can talk with their children afterwards. And lastly read every day with or to their young children.

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:

- Village Green Elementary School
- Miami Film Life Center at the Chapman House
- Florida City Elementary School
- Ruth K Broad Bay Harbor K-8 Center
- Take Your Daughters and Sons to Work Day 2014

WLRN COMMUNITY EVENTS AND OUTREACH

Fairchild Tropical Botanic Garden “Viva Mango” Screening July 13 & 14, 2013

As media sponsor of the Annual International Mango Festival at Fairchild Tropical Botanic Garden, WLRN included a weekend-long screening of its original production *Viva Mango*. Visitors had an opportunity to enjoy the documentary while relaxing with refreshments. Documentary producers participated in a special “meet and greet” on the Saturday between 11 a.m. – 1:00 p.m. for a Q & A session for mango enthusiasts.

Florida Keys Museum Weekend September 24, 25 and 26, 2013

WLRN Public Radio and Television and the Monroe County Tourist Development Council held its 3rd 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.

Premiere Screening for Museum Weekend Kick-Off at Tropic Cinema: A Swingin’ Trip Through America’s Polynesian Obsession September 24, 2014

WLRN held a premiere screening in Key West for its original documentary *A Swingin’ Trip Through America’s Polynesian Obsession*. A Hawaiian-themed reception was enjoyed by approximately 75 guests.

Premiere Screening: A Call to Serve - Florida Jews and the U.S. Military May 7, 2014

WLRN-TV held a premiere event at Cinema Paradiso in Ft. Lauderdale for the new WLRN original documentary *A Call to Serve: Florida Jews and the U.S. Military*. This documentary generated much excitement with a large crowd of 200 guests attending. Attendees included veterans from WWII and up, along with their families, historians and the public. Following the screening, producer Steve Waxman participated in a Q&A session with guests.

Science Day at Fairchild Tropical Botanic Garden February 26, 2014

The 4th Annual WLRN RTL Science Day event at Fairchild Garden was a day filled with fun and learning for the children who participated. WLRN hosted 200+ students (preK-2nd grade), teachers, parents and chaperones from M-DCPS’ Riverside and Toussaint Louverture elementary schools. For our young guests, this was their first field trip. Our goal for the event was to encourage children to think, talk and learn the process of scientific inquiry, and to build on the children’s natural curiosity about the world through exploration and discovery.

**Miami International Book Fair
November 22 – 24, 2013**

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.

**WLRN Tent at Mercedes Benz Corporate Run
April 24, 2014**

WLRN held a tent at the annual corporate event in Miami. More than 200,000 attended the race on behalf of their companies. Station staff joined in as on the fun as Team WLRN.

**WLRN/Herald News: That's So Miami - O, Miami Poetry Festival
April 30, 2014**

For National Poetry Month, WLRN partners with the O, Miami Poetry Festival to encourage public awareness, writing and reading of poetry related to south Florida on air and at events around the south Florida area. Audience contributed almost 600 poems with some aired daily throughout the month and more posted online. Then you voted for your favorite, and our panel of judges selected theirs. Five contest winners were announced on the Miami Club Rum.

**WLRN/Herald News: Power of Design Complaints
March 20–23, 2014**

The “Power of Design 2014: Complaints” project was presented by The Wolfsonian-FIU and WLRN in partnership with the *Miami Herald*, with \$200,000 in support from the John S. and James L. Knight Foundation. The festival uses art and design to highlight community challenges and initiate collective problem-solving. WLRN provided a sound installation in the form of a WLRN complaint booth, where attendees could walk in and voice their complaints. These audio recordings were collected and presented on our website and social media feeds.