



Annual Programming Report

**WLRN Public Media
Fiscal year 2017 – 2018**

Presented to:

Alberto Carvalho
Superintendent of Schools
Miami-Dade County Public Schools

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INTRODUCTION

The 2017-2018 Annual Programming Report for WLRN Public Media 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 14 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. Dorothy Bendross-Mindingall and Dr. Martin Karp. The Friends of WLRN members currently serving are Ms. Calene Candela and Mr. Dwight Hill.

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 2017-2018 officers of the CAB are: Kearey O. Wan, Chair, Barry Schwartz, Vice-Chair and Marcela Moyano, Secretary.

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

As South Florida's only source for NPR News, 91.3FM WLRN, and 91.5FM WKWM in the Florida Keys plus 101.9FM and 90.7 WFLV HD-2 in Palm Beach continue to serve a large swath of southeast Florida with award winning journalism, intelligent news, discussion and entertainment programming twenty-four hours per day, seven-days per week all year round.

WLRN's Classical HD-2 radio service has successfully filled the gap in classical music programming in South Florida created when Classical South Florida's three-station network was sold to religious broadcaster Educational Media Foundation in 2015. Listeners are treated to 24 hours a day of beautifully programmed classical music via their HD-capable radios and digital devices.

Each week, close to 350,000 listeners tune in to WLRN/WKWM/101.9FM. More than 30,000 visitors on average listen each month to WLRN's broadcasts via its live web stream. 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 News states that "News is Our Future". As such, WLRN News is now the prime mover of locally-originating news content on WLRN. As news services across Florida continue to decline WLRN continues as the radio news station of record in South Florida.

National distributors NPR, American Public Media, Public Radio International, independent station WNYC and PRX (formerly The Public Radio Exchange) provide news and discussion programs which form the core of our programming. However, WLRN's own productions such as *Sundial*, *The Florida Roundup*, *Statewide Florida Roundup*, *The Sunshine Economy* program and our *Latin America Report*, in concert with our flagship music programs, *Evening Jazz*, *Folk and Acoustic Music*, and *The Night Train* emanate from and directly serve our own community.

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 from WLRN's studios. Programs include:

Sundial

South Florida is unlike anywhere else in the country. The region's ethnic communities, biodiversity, socio-economic challenges and academic institutions provide a surplus of material for fascinating conversation. *Sundial* host Luis Hernandez examines the critical issues to our listeners through passionate and intelligent conversation. Whether it's the future of the Everglades, the changing shape of Florida politics or the intersection of music

and activism, the program takes a unique approach to South Florida stories with guests that challenge and enhance our understanding of life here. Each day, the one-hour show is divided into 3 or 4 segments that lead with the harder news and transition into conversations with artists, authors and musicians.

The program is dedicated to in-depth explorations of contemporary issues. Program host, Luis Hernandez co-moderated a PBS NewsHour primary debate with the Democratic candidates for governor; and the show's producers are currently developing signature segments that will highlight the authors, musicians and unique spaces in South Florida. Tune into Sundial, Monday through Thursday 1-2pm.

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

WLRN Radio Theatre

In August 2017, WLRN partnered with the Arts Radio Network Theatre Project to present a live radio play production of *The Birds* during WLRN's annual Museum and Attractions Weekend in Key West. The performance was simulcast on 91.3 and 91.5. The evening was a great success, and led to the creation of WLRN Radio Theatre. WLRN's very own theater troupe now travels to different venues throughout South Florida to perform classic scripts from the golden age of radio, which are then recorded and broadcast the second Sunday of every month at 7 p.m. Our partners in this venture include the Broward Center for the Performing Arts in Ft. Lauderdale, Arts Garage in Delray Beach and The Studios of Key West in Key West. Recent performances include:

- It Happened One Night
- Death Takes A Holiday
- Key Largo

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.

WLRN NEWS

WLRN News

Two dozen times, each weekday, our news team reports on the stories that affect all of us living in South Florida. This multiple-award-winning team is led by Vice President of News Tom Hudson, News Director Terence Shepherd, Editorial Director Alicia Zuckerman and Digital Director Teresa Frontado. WLRN continues to partner with 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: partner public radio stations across the state share their coverage with each other, broadening Florida listener's knowledge and awareness.

ONGOING PROGRAMS

The Florida Roundup Statewide Edition (NEW: began Fall, 2017)

<http://news.wjct.org/programs/florida-roundup>

Each week [Tom Hudson of WLRN](#) in Miami and [Melissa Ross of WJCT](#) in Jacksonville, along with a panel of journalists from around the state, discuss the week in news from around the state in The Florida Roundup Statewide edition. The hour-long program is broadcast Fridays at 1 p.m., immediately following the original South Florida-focused program on WLRN. The Statewide Edition is shared with other Florida public broadcasting

stations. Listeners can join the conversation by telephone, email, posting to our Facebook page or via Twitter at #FLroundup.

Recent Topics include:

- Midterm Elections, Guns and The Political Divide (4/6)
- High Powered Senate Race, Public Beach Access (4/13)
- [Guns In Schools, Proposed Changes To Florida's Constitution](#) (4/20)
- [Felons Voting Rights, Bipartisan Politics And Solar In Florida](#) (4/27)
- [Florida Politics; Money For Arming Schools; School Funding Lawsuit](#) (5/4)
- [UF Graduation Racial Controversy, Governor's Race](#) (5/11)
- [Opioid Lawsuit; Medical Marijuana; Hyperloop And Brightline Train](#) (5/18)
- [Protests Against Publix, Congressional Candidate Sees Political Backlash](#) (5/25)
- [Hurricane Season, Medical Marijuana In Florida](#) (6/1)
- [Symbols of the Confederacy, Democratic Governor's Race](#) (6/8)
- [Political Contributions And Protest, Dealing With PTSD After Pulse Massacre](#) (6/15)

The Florida Roundup

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

Each week a panel of journalists and occasionally newsmakers from South Florida and around the state discuss the week in news. Broadcast Fridays at 12 noon and rebroadcast Saturday mornings at 6:00am, the hour-long program is hosted by Tom Hudson, Vice President of News at WLRN and former host of the PBS Nightly Business Report. Listeners can join the conversation by telephone, email, posting to our Facebook page or tweeting @WLRN.

Recent Topics include:

- ['They're Not Going Away.' What Comes Next In The Wave Of Youth-Led Activism](#) (4/1)
- [Northwestern Students Keep Spirit Of Youth Activism Going](#) (4/13)
- [South Florida School Districts Float Ideas For Giving Teachers Raises](#) (4/20)
- [Super Solutions To 'Supercommute'? S.Florida Debates Transportation Woes](#) (4/27)
- [Prison Guard Faces Charges For 'Honey-Bunning' In Juvenile Lock-Up](#) (5/4)
- [South Florida News Outlets Collaborate To Tackle Threat Of Sea-Level Rise](#) (5/11)
- [Potential 'Traffic Nightmare,' Environmental Damage Loom Over Greenlighted Miami Mega-Mall](#) (5/18)
- [Trump Effect Takes Hold Of South Florida Politics](#) (5/25)
- [How Racism Persists In Latin American Communities](#) (6/1)
- Higher Seas Pose Threat Beyond The Coast (6/8)
- [How Cuba Foreign Policy Fits Into Trump's North Korea Meeting](#) (6/15)

The Sunshine Economy

<http://wlrn.org/programs/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 is on hiatus over the summer months. The rest of the year this hour-long program airs Mondays at 9:00 am and 7:00 pm on WLRN.

Recent Topics include:

- [The Sunshine Economy: Trading With China](#) (4/10)
- The Sunshine Economy: PriceCheck -- Health Insurance At Work (4/17)
- [The Sunshine Economy: Business And Politics In The Aftermath Of The Stoneman Douglas Shooting](#) (4/25)
- [The Sunshine Economy: Working For Tips](#) (5/1)
- [The Sunshine Economy: Miami-Dade Mayor Carlos Gimenez Discusses Transportation](#) (5/9)
- [The Sunshine Economy: Nine Figure Deals In Regional Tech Industry](#) (5/15)
- The Sunshine Economy: Spirit Airlines Evolves (5/22)
- [The Sunshine Economy: State of Teachers' Unions](#) (5/27)

The Latin America Report

<http://wlrn.org/programs/latin-america-report>

WLRN's coverage of the region is headed by Americas editor [Tim Padgett](#), a 23-year veteran of TIME and Newsweek magazines. He joins a team of reporters and editors at the Miami Herald, El Nuevo Herald and NPR to cover a region whose cultural wealth, environmental complexity, vast agricultural output and massive oil reserves offer no shortage of important and fascinating stories to tell. The Latin America Report airs each Tuesday on WLRN.

Recent Topics include:

- Aid Effort For Desperate Venezuelans Pivots From Caracas To Cúcuta (4/3)
- [They're Having A Corruption Summit In South America. South Florida Should Tune In](#) (4/9)
- [Cuba's New President Won't Be Named Castro. But Will Anything Else Really Change?](#) (4/17)
- [Is Your Spanish – Spanish? Study Finds Miami Prefers Accent From Spain Over Cuba, Colombia](#) (4/23)
- Escape From Venezuela: Refugees Banging On Doors For Food – And World's Attention (5/14)
- [Escape From Venezuela: South Florida Expats Pivot Past Regime With Money, Meds](#) (5/21)
- [Escape From Venezuela: Do Colombians Forget They Were Once The Refugees?](#) (5/28)

- [Medellín's Narco Tours: Legitimate History Or Offensive Glorification Of Monsters?](#) (6/4)
- [Young, Escaped Venezuelan Opposition Leader 'We Have To Organize The Diaspora' \(6/11\)](#)
- [Nicaraguan Protesters Spur Miami, Washington In Drive To Oust Ortega](#) (6/19)

SPECIALS & PROJECTS

With the incumbent Florida Governor's term limited by law, candidates to lead the 3rd most populous state in the nation beginning in 2019 need to distinguish themselves from their competitors and increase their recognition factor among voters prior to their party's primary. WLRN's All Things Considered and Sundial host Luis Hernandez moderated the Democratic debate along with PBS's NewsHour host Yamiche Alcindor. Four candidates from around the state took the stage on Monday, June 11th, at the Miramar Cultural Center. The broadcast aired live. Immediately following the debate, WLRN aired the Singapore meeting between the U.S. President and the leader of North Korea.

ZipOdes: O, Miami Poetry (April 2018)

<http://wlrn.org/write-ode-your-zip-code>

April is National Poetry month and each year WLRN partners with O, Miami to encourage our audience to create and share original poetry focused on South Florida. The rules are simple: note your 5-digit zip code. Every ZipOde is five lines long and each digit determines how many words per line. Poets of all ages responded and submitted 2,935 short poems illuminating their home, South Florida. Selected contributors read their poems at a celebratory evening by the Bay at the Italianate mansion and national treasure, Vizcaya. To view some submissions, go to: <https://zip-odes.tumblr.com/archive>

Inspired by WLRN (May 2018)

For the second time, WLRN collaborated with the Arts Radio Network Theatre Project to create new radio plays culled from stories written by WLRN reporters. Funded by the Knight Foundation, four South Florida playwrights selected stories and commentaries written by Tom Hudson, Tim Padgett, Wilson Sayre and Kate Stein, and brought them to life as fictional theatrical scripts featuring live sound effects. The subject matter touches on our unique Florida lifestyle, challenges to the environment, rediscovering one's Cuban roots, and the recent shooting at Marjory Stoneman Douglas High School in Parkland.

The first public performance of the plays was Saturday evening, May 19th, at the Wolfsonian Museum at FIU. A question and answer session followed the performance. Wolfsonian and WLRN members also had an opportunity to participate in a pre-show discussion of the history of radio plays and an interactive demonstration of classic sound effects equipment.

PriceCheck (Ongoing)

<http://wlrn.org/pricecheck>

The rising cost of healthcare is one of the biggest problems we face as a nation. One major issue: it's often impossible for consumers to easily find out the cost of tests,

treatments and services. WLRN teamed up with ClearHealthCosts.com, a health cost transparency company, to report on and collect prices of common health-care procedures with the members of our communities. The project is a crowd sourced searchable online database to make it easier to share and find prices for common procedures. Since patients also want high quality health care at a fair price, the site also offers links to several resources that measure quality in health care.

Interns (Ongoing)

<http://wlrn.org/term/wlrn-interns>

WLRN invests in developing young journalists throughout the year. We regularly interview and select a diverse array of current and recent college students interested in developing their skills in a newsroom that trains them to function as professional journalists. They are paid during their stint at the station and emerge from the experience with increased confidence, skill, knowledge and portfolios of their work. The group of interns working at WLRN in the summer of 2017 created a project focusing on the various spiritual uses of Biscayne Bay entitled Bayside Prayers.

Institute Europeen De Journalisme (IEJ) Internship (June 2018)

WLRN News again is engaged in an international alliance this time agreeing to train, coach and mentor a college intern from France. Kathleen Dubos is in her 3rd year of journalism studies at the European Institute of Journalism (IEJ). Kathleen has worked with media companies in France including Radio Nostalgie and Maritima Medias. In South Florida, she has partnered with WLRN journalists in addition to producing solo stories about an established French hairdressing salon in Miami, summer fun packs that foster group play for Fort Lauderdale children, and a local Congresswoman's fight opposing the President's immigration policy separating undocumented families.

SPECIAL COVERAGE

The past twelve months have been filled with trauma coverage here at home as WLRN News produced and aired extensive and thorough reports about massively destructive hurricanes, a horrific school shooting, a deadly college bridge collapse, and continuing coverage of Venezuela's increasingly harrowing economic meltdown and subsequent refugee crisis. Lighter stories and features were encouraged and sought after to offset the effects of such a difficult year on staff as well as listeners. The following descriptions describe some of WLRN's challenging year of news coverage.

Hurricane Irma (September 2017)

<http://wlrn.org/post/florida-after-hurricane-irma-part-1>

<http://wlrn.org/post/florida-after-hurricane-irma-part-2>

<http://wlrn.org/term/hurricane-irma>

Shortly after Labor Day, 2017, a category 5 (the strongest rating) hurricane was bearing directly down on South Florida. WLRN is part of the Florida Public Radio Emergency Network (FPREN), which includes a dedicated public radio meteorologist.

During the storm, staff live reports, posts and tweets came from emergency shelters and command centers from Key West to Palm Beach County, the state capital of Tallahassee, and even out of state. Editors, producers and management operated from the secure newsroom of the area's largest newspaper.

Special hurricane-only programming aired the day prior to Irma's arrival and for more than a week afterward. WLRN helped our community prepare to survive; ride out the storm; and recover from it.

As a result of our groundbreaking coverage of harrowing conditions in an emergency shelter, transportation problems for those relying on public transit to and from shelters and hospitals, as well as poverty and food insecurity as a barrier to hurricane preparation and survival, County officials reevaluated and altered policies, contracts and arrangements for future hurricanes. WLRN's coverage also revealed charter schools do not have to meet hurricane emergency shelter standards public schools do, despite their and the state's population growth - growth that makes South Florida evacuation less and less feasible.

Puerto Rico After Hurricane Maria (September-October 2017)

<http://wlrn.org/term/hurricane-maria>

Less than two weeks after Hurricane Irma swept through the Caribbean and Florida, another deadly category 5 hurricane bore down on the U.S. Virgin Islands and swept across the island of Puerto Rico, officially killing hundreds and unofficially, thousands. Raging winds and flash floods temporarily cut off Puerto Rico from the outside world. Inadequate, ineffective and insufficient restoration of essential supplies, services and infrastructure greatly contributed to the death toll and also prompted a mass migration of its devastated people to the U.S. mainland. Puerto Ricans became South Florida's fastest growing population.

WLRN connected with the local Caribbean diaspora covering efforts to connect with islanders and shipments of desperately needed supplies. Additional stories ranged from celebrity and local residents fundraising, evacuation and supply flights. Ships arriving with hurricane refugees, Florida universities taking in students working toward a degree, President Trump's appearance and problems with the island's electrical company are some reports that comprised our coverage. WLRN's Americas editor, Tim Padgett, also traveled to Puerto Rico nearly a month after Maria hit to report firsthand on the extended humanitarian crisis.

The Marjory Stoneman Douglas School Shooting (February 2018 - ongoing)

<http://wlrn.org/topic/stoneman>

<http://wlrn.org/post/anguish-and-activism-listen-students-stoneman-douglas-high>

For more than a year, WLRN reporters had been covering and dealing with the trauma of youth gun violence and other deadly disasters, talking with survivors as well as the families and friends of dead children. When a young gunman opened fire at Marjory Stoneman Douglas high School in Parkland, FL, our reporters were sadly well prepared

not to retraumatize interviewees, sensationalize the events of February 14, 2018, or smear the name of the shooter in public memory.

One of WLRN's first responses was to put telephone numbers and other contact information at the top of our website for counseling support services. Later, we addressed how the community can help victims. As the days, weeks and months unfolded, we stayed in touch with several students, covering their schoolmates' funerals, the lobbying trip to Tallahassee, their return to school, prom, graduation and the related topics of firearm and mental health legislation, gun research and much more.

WLRN also aired a special report featuring the student activists now well-known from initial national coverage, organizing the Washington, D.C. March For Our Lives, and the continuing fight over gun control and the NRAs well-funded political influence.

Bridge Collapse at FIU (March 2018)

<http://wlrn.org/term/fiu-bridge>

Suddenly on March 15th, 2018 the much-heralded new pedestrian bridge over busy S.W. 8th Street at Florida International University collapsed only days after its emplacement. WLRN's reporters scrambled to the scene and responsibly reported on the scene then and developments in the aftermath over the months following as revelations of reported and dismissed bridge cracks, lawsuits, the contracts and parties involved, and more became available.

Escape From Venezuela (May 2018)

<http://wlrn.org/escape-venezuela>

WLRN's Americas Editor Tim Padgett traveled to the border between Venezuela and Columbia in May of 2018 for this three-part report from the front line about the plight of Venezuelan refugees and their Colombian neighbors. Thousands of refugees arrive at one border town each day as their country's economic collapse triggers a mass fight for survival. Initially broadcast and posted in English on the WLRN website in May, the series was translated into Spanish and posted in June as WLRN expands its service to our Hispanic audience.

WLRN NEWS and DIGITAL AWARDS

WLRN consistently produces award-winning content recognized on national, regional and statewide levels in both digital and broadcast categories. The awards below are for work completed in 2017. We rose to the top in a variety of areas including politics, arts, sports, investigations, public affairs, continuing coverage, newscasts and breaking news.

NATIONAL AWARDS

SIGMA DELTA CHI AWARDS (Society of Professional Journalists)

SPJ promotes the free flow of information vital to a well-informed citizenry; works to inspire and educate the next generation of journalists; and protects First Amendment

guarantees of freedom of speech and press. Dating back to 1932, the awards originally honored six individuals for contributions to journalism.

- **Feature Reporting (Markets 1-100)** - Cassettes of Hurricane Andrew
Alicia Zuckerman, WLRN News

MARK OF EXCELLENCE AWARDS (Society of Professional Journalists MOE)

A student journalist awards competition

- **Radio In-Depth Reporting** National Finalist: “Mar-a-Lago or Trump Tower: Could a federal law force Trump to choose?” by Madeline Fox, Northwestern University, WLRN Intern

- **Radio Sports Reporting** National Finalist: “May the best lifeguard win: Regional competition tests lifesaving skills of south Florida's rescuers” by Allison Light, Princeton University, WLRN Intern

NATIONAL HEADLINER AWARDS

This program is one of the oldest and largest annual contests. WLRN competes against public and commercial media outlets across the country.

- **Second Place - Radio Stations, Feature and Human-Interest Story** -
“Cassettes of Hurricane Andrew” Alicia Zuckerman, WLRN News, Miami, FL
- **Second Place - Radio Stations Documentary or Public Affairs** -
“Cell 1: Florida’s Death Penalty in Limbo” Wilson Sayre, Alicia Zuckerman and the WLRN News Team, Miami, FL
- **Second Place - Social Media** –
“What you need to know to survive Hurricane Irma” Teresa Frontado, Katie Lepri and The WLRN News Team, Miami, FL

PUBLIC RADIO NEWS DIRECTORS, INC. (PRNDI)

PRNDI awards honor the best in local public radio. WLRN won 5 first places and 1 second.

- **Best Writing** Sammy Mack: Overnight in the E.R
- **Call-in Program** The Florida Roundup: How Is The #MeToo Movement Translating Across Cultures In South Florida?
- **Long Documentary** Cell 1: Florida’s Death Penalty in Limbo
- **Nationally Edited News Feature** South Florida Worries About Possible Dike Failure
- **Newscast** WLRN News Covers the Fort Lauderdale Airport Shooting

- **Spot News** Sounds From The South Florida Fair: Youth Livestock Auction

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS (NAHJ) Award

- **Finalist** - Latino Issues – Radio/Online Audio Journalism: Peter Haden – WLRN Public Broadcasting, ['It Sounded Like A Thousand Demons:' Caribbean Evacuees Arriving In Florida Recount Hurricanes](#)

NATIONAL ASSOCIATION OF BLACK JOURNALISTS (NABJ - for 2016 coverage)

- **RADIO > Investigative > Top 15 Markets** - *School Suspensions Continue In Spite Of Miami-Dade's No-Suspension Policy* Rowan Moore Gerety, WLRN News
- **RADIO > News: Short Form > Top 15 Markets** *Liberty City Children Protest For The Right To Play Outside Safely* Nadege Green, WLRN News
- **RADIO > Public Affairs: Interview/Discussion > Top 15 Markets** *The Sunshine Economy: Cops and Communities* Tom Hudson and Nadege Green, WLRN News
- **RADIO > Sports > Top 15 Markets** *Dribbling The Way From Haiti To A College Scholarship* Rowan Moore Gerety, WLRN News

REGIONAL AWARDS

EDWARD R. MURROW REGION 13 AWARDS

Radio Television Digital News Association (RTDNA). WLRN won 10 of the 14 categories in Region 13 (Florida, Georgia, Puerto Rico and the U.S. Virgin Islands).

Large Market Radio Station:

- **Excellence in Writing:** [Sammy Mack for WLRN News](#), WLRN
- **Excellence in Sound:** [Overnight in the ER](#), WLRN
- **Sports Reporting:** [May the Best Lifeguard Win](#), WLRN
- **Hard News:** [Dime a Dozen: Overdose Crisis Rages in South Florida](#), WLRN
- **Investigative Reporting:** [Hidden Fights, Secret Suspensions](#), WLRN
- **News Series:** [Young Survivors: The Unspoken Trauma of Gun Violence](#), WLRN
- **News Documentary:** [Cell 1: Florida's Death Penalty in Limbo](#), WLRN

- **Website:** WLRN.org
- **Overall Excellence:** WLRN News
- **Continuing Coverage:** [Puerto Ricans in Hurricane Maria's Aftermath](#), WLRN

GREEN EYESHADE AWARDS

The competition is open to journalists in these Southeastern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and West Virginia.

- **Best of Division: Online (websites affiliated with radio, TV and print media)**
WLRN News – Teresa Frontado, Katie Lepri & Staff, *Surviving Hurricane Irma*

Radio:

- **Best Newscast / Radio** Third Place: WLRN News – Christine DiMattei, Tim Padgett, Kate Stein & Staff, *WLRN News Covers the Fort Lauderdale Airport Shooting*
- **Investigative Reporting / Radio** Second Place: WLRN News – Rowan Moore Gerety & Tom Hudson, *Hidden Fights, Secret Suspensions*
- **Documentaries / Radio** Second Place: WLRN News – Wilson Sayre, Alicia Zuckerman, *Cell 1: Florida's Death Penalty In Limbo*

Online: (includes radio, TV and print websites)

- **Deadline Reporting / Online First Place:** WLRN News – Teresa Frontado, Katie Lepri & Staff, *Surviving Hurricane Irma*
- **Non-Deadline Reporting / Online First Place:** WLRN News – Staff, *Young Survivors: The Unspoken Trauma Of Gun Violence*
- **Investigative Reporting / Online First Place: First Place:** WLRN News – Teresa Frontado, WLRN News Team, *Young Survivors: The Unspoken Trauma Of Gun Violence*
- **Serious Commentary / Online Second Place:** WLRN News – Tim Padgett, *Tim Padgett*
- **Best Blog First Place:** WLRN News – Nancy Klingener, Teresa Frontado & Katie Lepri, *What's Happening in the Florida Keys: Dispatches After Hurricane Irma*
- **Business Reporting / Online Second Place:** WLRN News – Tom Hudson, *The Sunshine Economy with Tom Hudson*

- **Specialized Site First Place:** WLRN News – Wilson Sayre, Teresa Frontado & Staff, *Cell 1: Florida's Death Penalty In Limbo Web Treatment*
- **Public Service in Online Journalism Third Place:** WLRN News – Teresa Frontado, Katie Lepri, WLRN News Staff, *Helping South Florida Weather Its First Major Hurricane In Ten Years*

STATEWIDE AWARDS

FLORIDA ASSOCIATED PRESS BROADCASTERS (FAPB)

Radio - First Place

- Peter Haden, WLRN-FM, Miami, “It Sounded Like a Thousand Demons’: Caribbean Evacuees Arriving in Florida Recount Hurricanes” - General Assignment, Long Format
- Peter Haden, WLRN-FM, Miami, “Sunny Daze: Inside South Florida’s Opioid Crisis” - Continuing Coverage
- WLRN-FM, Miami, “Young Survivors: The Unspoken Trauma of Gun Violence” - Series, Franchise Reporting
- Wilson Sayre and Alicia Zuckerman, WLRN-FM, Miami, “Cell 1: Florida’s Death Penalty in Limbo” - Public Affairs
- Peter Haden, WLRN-FM, Miami, “Dime a Dozen, Overdose Crisis Rages in South Florida” - Use of Sound for Radio

Radio - Second Place

- Alicia Zuckerman, WLRN-FM, Miami, “The Cassettes Of Hurricane Andrew” - Feature/ Cultural, Historical
- Peter Haden, WLRN-FM, Miami, “Sounds From The South Florida Fair: Youth Livestock Auction” - General Assignment
- Nadege Green, WLRN-FM, Miami, “Black Women On Being Called ‘Girl’ In The Workplace.” - General Assignment, Long Format
- Rowan Moore Gerety, WLRN-FM, Miami, “Questionable Records of Miami-Dade’s School Discipline Overhaul”

- Sammy Mack, WLRN-FM, Miami, “Overnight: Inside a Trauma Center Where Specialists Work to Help Young Victims Survive - Use of Sound for Radio

Website / Digital - First Place

- Teresa Frontado, WLRN-FM, Miami

Digital Programming

- Teresa Frontado and Katie Lepri, WLRN-FM, Miami

SUNSHINE STATE AWARDS

WLRN News is a finalist in several categories. First, second and third-place finishers will be announced at an SPJ Florida event later this summer.

Special Categories: all media types compete - newspaper, magazine, TV, radio, online

- **Excellence in Disaster Reporting Award** - WLRN News – WLRN News Staff, *WLRN News: Hurricane Irma Coverage* - Finalist
- **Journalist of the Year** - Nancy Klingener - Finalist
- **New Journalist of the Year** - Kate Stein - Finalist

Radio:

- **Best Newscast** - WLRN News – Christine DiMattei, Tim Padgett, Alicia Zuckerman & WLRN News Staff, *WLRN News Covers the Fort Lauderdale Airport Shooting*
- **General Coverage** - WLRN Public Media – Peter Haden, *Sunny Daze: Inside South Florida’s Opioid Crisis*
- **Investigative Reporting** - WLRN News – Sammy Mack, Rowan Moore Gerety, Nadege Green & Alicia Zuckerman, *Young Survivors: The Unspoken Trauma Of Gun Violence*
- **Government & Politics Reporting** - WLRN News – Wilson Sayre & Alicia Zuckerman, *Cell 1: Florida’s Death Penalty In Limbo*
- **Public Affairs** - WLRN News – Tom Hudson, *How Is The #MeToo Movement Translating Across Cultures In South Florida?*

Online:

- **News Web Site** - WLRN News – Teresa Frontado & WLRN News Staff

- **Online Breaking News** - WLRN News – Teresa Frontado, Katie Lepri, Mihail Halachev & WLRN News Staff, *Surviving Hurricane Irma*
- **Social Media Package** - WLRN News – Teresa Frontado, Katie Lepri & WLRN News Staff, *WLRN News Digital Projects*
- **Multi-Media Feature** - WLRN News – Teresa Frontado, Katie Lepri & WLRN News Staff, *Young Survivors: The Unspoken Trauma Of Gun Violence Digital Treatment*

Student:

- **Best Feature Story** - WLRN News – Allison Light, *Miami Curves Week+ Celebrates Plus-Sized Fashion*

Daniel Schorr Journalism Prize

Wilson Sayre is the winner of the 2018 Daniel Schorr Journalism Prize. The winning segment was produced at WLRN, Miami’s NPR member station, where Sayre was previously a reporter. She is now the lead reporter for the USA Today Network’s forthcoming podcast, *The City*.

The Schorr Prize is named for the late NPR senior news analyst and veteran Washington journalist Daniel Schorr who died in 2010. Schorr was a believer in supporting talented young journalists as they rose through the ranks of public radio. The annual \$5,000 Prize — sponsored by WBUR and [Boston University](#) salutes a new generation of public radio journalists under the age of 35, seeking to inspire them to stretch the boundaries of the medium.

Sayre’s winning entry, “[Cell 1: Florida’s Death Penalty In Limbo](#),” built a common understanding of what the death penalty entails in Florida following a U.S. Supreme Court ruling in 2016 that threw the state’s death penalty into limbo - putting the death sentence on hold. At WLRN, Sayre spent almost two years researching the ins-and-outs of Florida’s death penalty and what being in limbo meant for the 384 people on Death Row in the state, their families and the victims’ families.

Last year’s winner, Sarah Gonzalez, also is a former WLRN News employee.

WLRN DIGITAL

WLRN Digital Annual Programming Report 2017-2018

WLRN continues to expand its digital reach to better fulfill its mission to inform and entertain audiences in Palm Beach, Broward, Miami-Dade and Monroe counties. In fact, a strong multiplatform content distribution strategy was key during hurricane Irma, when we continued providing our audiences vital information on our website, social media and live stream even after our terrestrial signal went down.

Attention to user experience and efforts in a variety of digital storytelling techniques, from interactive maps to videos and photo galleries, have fueled the growth in traffic to WLRN.org. The overall number of users on our website grew 31.36%, to 1,826,070 for the 2017 - 2018 period. Our efforts to take WLRN's content to new digital audiences yielded a 30.31 percent increase just in new users on our site to 1,804,441.

WLRN.org's sessions, defined as periods of time when users are actively engaged with our digital content and not static on a page, grew 15.06 percent to 2,716,077 sessions. Our overall page views grew by 11.45 percent to 4,024,547.

WLRN continued to focus on building a direct relationship with our audiences to sustain our digital growth. Our efforts in Search Engine Optimization (SEO) on our stories yielded an increase in traffic from organic searches to 47.8 percent of all visits. The number of users that reach us by direct search - meaning that they type WLRN.ORG or have us bookmarked on their browsers- remains stable around 24 percent. Those numbers show that we have a strong digital brand and we don't depend on third parties like Facebook or Twitter, to reach our audiences.

Attention to details like how to better present our content on mobile platforms has propelled our growth among mobile users.

Usage by Android phones alone grew by 53.40 percent in 2017 - 2018, reaching 448,774 individuals. IOS or iPhone users are still the main consumers of our mobile edition and we grew 38.31 percent to 666,385.

Sessions on the WLRN app have grown 34.66 percent to 221,507. Screen views have increased 32.17 percent to 368,556, and the number of users is currently at 12,624, which represents an increment of 14.41 percent in comparison with the 2016-2017 period.

The NPR One app is an example of how we have been smartly repurposing audio content created for radio to be used in other platforms. WLRN has 7,009 unique users on this app, a substantial number when compared to the 2,621 that the average NPR member station has. Our listening time on the app is also above average, 418.33 minutes per month versus 397.36 that's the average for other stations.

In the same year that Facebook's changes in algorithm made NPR and other news organizations lose up to 34 percent of their traffic, we still managed to increase the

number of followers to the [WLRN](#) main account by 10 percent. We also opened a new Facebook page for [Sundial](#) and have experienced steady growth in it, with 372 followers so far. We grew our [Twitter](#) followers by 7.9 percent to 26,600 and our impressions - number of times our messages were shown in Twitter streams- are currently at 539,000. A dedicated content strategy for [Instagram](#) increased our number of followers by 19 percent to 3,411.

From all the social media indicators for the 2017-2018 period, we believe that the one that better illustrates our commitment to bring accurate and timely information to our digital audiences is the data around the Florida Keys Facebook Group. Before, during and after hurricane Irma we used it to [spread information](#) about distribution of food and basic services, give [people information about loved ones](#) that chose to remain in the Keys, as well as other important [announcements from law enforcement](#) and county authorities. As result, [The WLRN Florida Keys News Group](#) grew 240 percent in the month after the storm and still maintains the same level of membership today.

BREAKING NEWS

We are a small newsroom but can still roll with the punches in times of breaking news, as we proved this year in two major situations:

- Hurricane Irma

Before the storm, our audience needed accurate tracking of the incoming hurricane. We leveraged our social media reach, as well as our partnership with [Florida Storms](#), to keep our community informed about changes in the storm's path. We used interactive maps, graphics with projections, photos and explainers provided by meteorologist Jeff Huffman via [Facebook Live](#).

As it became clear south Florida lay in Irma's path, we launched a series of digital-only pieces with basic hurricane preparation information. From [an outline of tenant's rights during a major catastrophe](#) to [how to know if you live in an evacuation zone](#), these stories were placed prominently on our homepage and distributed widely on our social media channels.

Evacuation orders created a series of logistical challenges for South Florida residents. [At our audience's request](#), we [expanded the original how-to guide on shelters](#) to include [real-time information](#): which ones were at capacity or still open in each of our counties, and which ones had accommodations for special needs or [pets](#). This information was featured prominently on our website and distributed on all of our social media channels: Facebook, Twitter and linked from our Instagram profile.

With Hurricane Irma at our doorstep, [authorities locked up shelters](#) and urged residents to stay indoors. Again, we switched gears to give priority to detailed information about the storm's progress and filled our social media feed with information about wind speed, [movement of the eye of the storm](#) as well [as conditions in different areas](#). We also

aggregated feeds from different web cameras around South Florida so [those who desired to see outside conditions wouldn't put their lives at risk to do so](#).

While the storm was raging, we also launched the next phase of our digital programming: safety after the storm. WLRN News circulated on [social media graphics basic safety advice](#) on what NOT to do after the storm, like walking in standing water or using matches. We also posted [graphics with indispensable emergency numbers for each of the counties](#), from Palm Beach to Monroe County, timing the release of these social media posts in each area to coincide with the progress of the hurricane's eye.

Significant effort was put into getting updates from the hardest hit area, the Florida Keys. That information was shared in our blog [Dispatches after Hurricane Irma](#) and our [Facebook Florida Keys Group](#), which was created to take advantage of the intense use of that platform in that area.

Some of our efforts can be quantified. New users to our website grew by 106 percent during September of 2017 and our sessions increased by 80.38%. But the outcome that really matters to us is hard to express in numbers - it's the gratitude messages from our audience.

Here is a sample of our coverage before, during and after hurricane Irma:
http://mediad.publicbroadcasting.net/p/wlrn/files/201801/MORNING_OF_9_10_17_XL.jpg
<http://wlrn.org/post/do-you-know-where-nearest-hurricane-shelter-here-how-find-it>
<http://wlrn.org/post/whats-happening-florida-keys-dispatches-after-hurricane-irma>
<http://wlrn.org/post/interactive-portrait-hurricane-irma-people-caught-it>
<https://twitter.com/WLRN/status/906574423397994499>

- **Shooting at the Marjory Stoneman Douglas High School**

At 2:21 p.m. Wednesday, February 14, 2018, shots fired at Marjory Stoneman Douglas High School in Parkland, Florida, set in motion a series of tragic events that ended with 17 students and staff dead and 17 others wounded.

As it became clear the lockdown at Parkland High School was due to a mass shooting, our newsroom jumped into action with a clear commitment to bring our audience only confirmed facts. The first thing we wrote in [the blog post that became our main digital story](#) was: *"This is a developing story. We will focus on reports from police officials and other authorities, credible news outlets, and reporters who are at the scene."*

The WLRN newsroom is no stranger to youth gun violence and its pernicious effects. After all, we have been systematically documenting the effects on our communities for the last two years with projects like "[Young Survivors: The Unspoken Trauma of Gun Violence](#)" and "[In Their Own Words](#)."

Consequently, very early in our coverage we started to gather and distribute information about [resources for dealing with traumatic events](#). A link to that list of resources is still the first thing you'll see on our MSD page, "[Anguish and Activism: The Stoneman Douglas High Shooting](#)." And, we were able to contextualize what happened (as you can see [in our interactive map about school shootings in Florida](#)) faster than other news organizations.

Our commitment to covering the Marjory Stoneman Douglas High shooting continues well beyond the first hours after the fateful shots were fired. We are still there - covering the journey to recovery and watching our community come to terms with the unimaginable.

Here is a sample of our coverage of the Stoneman Douglas High School shooting:

<http://wlrn.org/post/shooting-marjory-stoneman-douglas-high-leaves-least-17-dead>

<http://wlrn.org/post/they-thought-it-was-second-fire-drill-students-and-parents-describe-shooting-chaos>

<http://wlrn.org/post/gatherings-grief-parkland-criminal-case-begins-against-alleged-shooter-douglas-high>

<https://twitter.com/WLRN/status/964280224820137984>

<https://www.facebook.com/WLRNmedia/posts/10155868229810202>

<http://wlrn.org/post/audio-diary-marjory-stoneman-douglas-senior-leonor-mu-oz-documents-life-after-shooting>

<http://wlrn.org/post/i-gave-them-my-all-meet-dj-behind-marjory-stoneman-douglas-prom-memories>

<http://wlrn.org/post/stoneman-douglas-shooter-was-assigned-controversial-broward-discipline-program-officials-now>

SPECIAL PROJECTS

2017-2018 brought big breaking news but we also took time to tackle long-term projects that display our abilities in digital storytelling techniques. Here are some of the specials that we launched this year (you can also see the [full list here](#)):

- [In Their Own Words](#)
Families who have lost children the gun violence speak up about the "pain that never heals."
- [Sunny Daze: Inside South Florida's Opioid Crisis](#)
An ongoing series about the effects of the opioids crisis on our communities.
- [Bayside Prayers](#)
South Florida's faith groups make Biscayne Bay their place of worship.
- [The Case Of The \(Not\) Missing Flamingos: A South Florida Detective Story](#)
Interactive maps, videos and a digital timeline help tell the story behind one great scientific discovery.
- [Live from the 305](#)
A series of concerts by local musicians broadcasted from our Facebook page.
- [Hurricane Andrews, 25 years later](#)
South Florida residents remember the storm that changed their lives.

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 PBS Ready to Learn station airing 50-hours of award-winning children's programming weekly. WLRN-TV also presents the best of the PBS nationally recognized series to compliment locally produced and acquired content. Our primetime schedule features an eclectic array of nature, history, 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 of programs available.

PROGRAMMING HIGHLIGHTS

WLRN-TV kicked off the summer of 2017 by keeping all of South Florida's favorite programs right where they've always been! July saw perennial favorites like *Doc Martin*, *Finding Your Roots* and *Nature* join newcomers like Australian–New Zealand comedy-drama series *800 Words* and British crime drama series *The Coroner* right in the heart of the primetime schedule. The best of PBS, mixed with international dramas and documentaries cultivated from around the world gave South Florida viewers a variety of quality programming to choose from.

In September, WLRN-TV tried something new! As South Florida audiences return to school and work, programming selections took on a lighter note. A full weeks' schedule was devoted to feel good titles to include *I'll Have What Phil's Having* featuring Phil Rosenthal, the creator of *Everybody Loves Raymond*, traveling the world exploring new foods and cultures. The following week, programming transitioned viewers to a week of history with Ken Burn's 14-hour documentary series on the First Family of American politics in "*The Roosevelts: An Intimate History*." Spanning over a century, this series gives an intimate look into the lives of Theodore, Franklin and Eleanor Roosevelt.

WLRN's new primetime schedule premiered in October. Monday night's featured *Stories of Conflict*, an unflinching look at the most destructive war in history. Three hours of back-to-back WWII battles with compelling stories of survival and strength against evil. Tuesday nights were downright regal as TV viewers went behind the throne to investigate the glamour, mystery and scandals of the Royal Family with titles like *Born to Be King* and *Queen Victoria's Children*. The trials and tribulations of curmudgeonly Doctor Ellingham and his quirky patients in Cornwall, England, continued its popularity on Wednesday nights. *Doc Martin*, starring Martin Clunes, remains one of our audience

favorites for mid-week viewing! Perennial favorite *Nature* moved to Thursdays and joined *Finding Your Roots* for a night of natural history unparalleled anywhere else on the television dial. Friday nights introduce the imaginative 20-part newcomer “*Dickensian*.” This unique storyline brings all the fictional characters from the writings of Charles Dickens and places them together in one timeline during 19th- century London.

The November schedule celebrated the heart of what makes WLRN-TV special to our community. WLRN is South Florida’s Storyteller with originally produce documentaries scheduled throughout the month. Films including *Hialeah Speedway*, the story of Hialeah Speedway’s 51-year run as a community centerpiece and launch pad for some of the greatest names in racecar history, *Streets of Wynwood*, the one-hour wild ride into the world of color, creativity and chaos that is Miami’s street art mecca, and *Deep City: The Birth of the Miami Sound*, the story of two musical geniuses Willie Clarke and Johnny Pearsall who created the first black-owned record label in Florida during the mid-1960s called Deep City Records. These rich stories produced by WLRN paved the path to the premiere of WLRN’s latest one-hour documentary *Boca Raton: The Secret Weapon that Won World War II*, this film reveals how a small Florida town called Boca Raton and a tiny device turned the tide of World War II.

New Year, New WLRN! In January, WLRN premiered two new detective drama acquisitions *The Brokenwood Mysteries* and *Vera* alongside our stalwart favorites *800 Words* and *Inspector George Gently*.

Exploring history was the focus for February. Through titles like *History Detectives*, *Finding Your Roots* and *American Experience*, viewers were able to trace the how’s and why’s that lead them to who they are today. History is a long-time staple of WLRN’s programming and is reflected in both our originally produced documentaries and the station’s national acquisitions.

WLRN also commemorated Black History Month in February with *Black America Since MLK: And Still I Rise*. In this four-hour series, Henry Louis Gates, Jr. embarks on a deeply personal journey through the last fifty years of African American history. Joined by leading scholars, celebrities, and a dynamic cast of people who shaped these years, Gates travels from the victories of the civil rights movement up to today, asks profound questions about the state of Black America as a whole. WLRN partnered with local filmmakers to provide historical accounts of notable African-American Floridians, these film shorts were shared throughout the month between programming.

The long running BBC detective series *Death in Paradise* joined the schedule in April. Each week, viewers joined stuffy Scotland Yard Chief Inspector Richard Poole as he led the fight against crime in the quirky island town of Saint-Marie in the Caribbean.

Primetime in May brought new shows and familiar themes. On Sundays nights, journalist Ann Curry reunites people whose lives intersected at pivotal moments in history in *We’ll Meet Again*. Wednesday nights welcomed the legendary French detective Jules *Maigret*, played by Rowan Atkinson. Saturday nights were made for laughing with WLRN’s BBC

Britcom Block anchored by James Corden in *The Wrong Mans* and Caroline Catz in *I Want My Wife Back*.

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.

WLRN's original documentary [*Boca Raton: The Secret Weapon That Won World War II*](#) is a fascinating and little-known story that reveals how a small Florida town called Boca Raton and a tiny device turned the tide of World War Two. After the fall of France, England stood alone. Hitler's U-boats ruled the Atlantic, sinking American ships and openly patrolling the American coastline. As Britain prepared for a German invasion, Winston Churchill sent Britain's top scientist to America with the military secrets of England. A secret weapons laboratory is set up in Boston to design and test an invention that could alter the course of the desperate conflict. The risky gamble Roosevelt and Churchill embarked on is also the story of South Florida's pivotal role in the conflict, one that made the small town of Boca Raton the new battle front that would prove decisive in winning the war. *Boca Raton: The Secret Weapon That Won World War II* premiered on Monday, November 6th, 2017.

As the presenting station, WLRN-TV highlighted the issue of Post-Traumatic Stress Disorder (PTSD) in our military with the local and national television premiere of [*Rudy and Neal Go Fishing*](#). This South Florida story explores a nontraditional approach to helping veterans suffering from PTSD. The 30-minute film features Neal Stark, a hairdresser working in Aventura, who is also a tournament fisherman. In his spare time, Neal takes veterans suffering from PTSD to fish as a form of recreational therapy after returning home from war. The documentary showcases this unlikely pairing of Neal and Army veteran, Rudy Watt, who fish together for the first time. While fishing together, Rudy begins to heal and open up to his guide Neal. WLRN-TV distributed the film through American Public Television (APT), which was made available to public television stations on November 2nd, 2017. WLRN-TV premiered the film locally on Monday, November 6th, 2017.

On Monday, January 15th, 2018, 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.

The 2018 Silver Knight Awards was broadcasted on Tuesday, June 12th, 2018. This one-hour award show highlighted the honoring of more than 1,300 high school seniors for their academic excellence and extraordinary passion for community service. Miami-Dade and Broward County Public School students were recognized. The Silver Knight Awards was presented by The Herald/EI Nuevo Herald.

WLRN produces film shorts ranging from 1 – 10 minutes in length. These short stories, which are scheduled between regular programming, bring to light the unique history, culture and nature that make South Florida so special. Viewers enjoy highly produced Florida stories that will be integrated seamlessly into the schedule giving them uninterrupted, quality storytelling.

The following short films continues WLRN's storyteller mission:

- [Rosie the Elephant](#)
Carl Fisher cleared the mangrove thickets off Miami Beach to build his playground for the wealthy with the help of a pair of young elephants, Rosie and Carl. He boasted Rosie would bring him a million dollars worth of free publicity. She was photographed with presidents, with opera singers, cancan dancers, and at birthday parties. Rosie was so famous she had her own fan club. No one knows what happened to her.
- [How Sweet It Is](#)
Jackie Gleason first fell in love with Florida when he was invited to Lantana to play golf with friends. Hank Meyer, Miami Beach's public relations magnate, lured Jackie Gleason to Miami Beach with a sweet deal – film his weekly TV show in South Florida and play his favorite game year-round. In 1964, Gleason moved his show to Miami.
- [See You Later, Alligator](#)
Floridian's had a penchant at the turn of the last century to have their pictures taken posing with stuffed alligators. Families dressed up in their finest clothes for these portraits, but the cheeky bravado of the photographs revealed the profound unease Florida's pioneer settlers felt with their strange new environment.
- [Baldo: Inside the Life of a Comic Book Creator](#)
Inside The Mind of a Comic Creator features Carlos Castellanos, illustrator and co-creator of the comic strip Baldo, the first nationally syndicated strip to feature a Latino family.

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.

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, the shows starts 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.
- *El Show de Pedro Roman* starts at 5:00 p.m. and is hosted by Pedro Roman (International Latin Entertainer). The talk show consists of interviews with a variety of artist and musical entertainers.
- At 5:30 p.m., *Opiniones*, which is hosted by Pedro Corzo, addresses political, economic and national issues as well as international information. Corzo tackles broad, global issues that go beyond the headlines.
- *Comentando* is hosted by Carlos Cabezas at 6.p.m. 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.

ORIGINAL TELEVISION DISTRIBUTION

Deep City: Birth of The Miami Sound - Nationally Distributed on July 15, 2017

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 from the back room of Johnny's Record Store located in Overtown. The film was nationally distributed by Public Broadcasting Services (PBS). To date, the film has broadcast across 41 states, reaching 75% coverage across the country.

Streets of Wynwood – Nationally Distributed on Sunday, September 7, 2017

WLRN's one-hour documentary *Streets of Wynwood* transports the viewer into the nomadic culture of urban art to meet a diverse brigade of taggers, graffiti writers and muralists from all parts of the globe in a riot of color, spray cans, ladders and forklifts, and to appreciate Miami's unique place at the heart of the street art craze. The film was nationally distributed by American Public Television (APT). To date, the film has broadcast across 36 states, reaching 64% coverage across the country.

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 2017/18) – *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 (2017/18) – Superintendent Carvalho came into the studio and recorded messages that were uploaded as requested or made available online at the School System website. 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 or delivered to specific entities. Some of these videos were also made available to the press, and other media related entities.

Community Advisory Meetings (2017/18) – audio support to provide recording equipment for help in maintaining the minutes for the meeting held six times a year.

Press Conferences (2017/18) – 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 (2017/18) – Various videos created for viewing on the web as well as individualized release for media use as per school board and school system department needs.

Back to School Toolkit (2017/18) – Created video series to help provide information to parents on preparing their children for the beginning of school. Videos produced in multiple languages and uploaded to district website.

United Way Message (September 16, 2017) – Video created annually to encourage support from Students, Families and Staff for the United Way campaign.

Superintendent's Opening of Schools (August 11, 2017) – at Adrienne Arsht Center -- 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 live streamed to the Schools online at Dadeschools.tv.

Superintendent's Open House Message (September 20, 2017) – This annual message is recorded for playback during school Open House events. The video is made available online and each school can utilize it as needed.

State of the School System Message (March 20, 2018) – 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 (March 13, 2018) – WLRN was one of four media partners who participated in the Student Journalism Forum held in the School Board Administration Auditorium. More than 250 journalism students attended this conference.

Martin Luther King Parade (January 15, 2018) – 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 11:00 pm.

Superintendent's Meeting/Town hall (April 2018) – Advise, support, and if needed provide audio and video support for these meetings as needed. They are held at multiple school locations throughout the district.

Silver Knight Awards (May 17, 2018) – 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. 2 ½ hour program edited by WLRN staff for 1-hour broadcast program.

Graduation Ceremonies (June 2018) – 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.

Mentoring (2017/18)

WLRN also incorporates a successful internship program for college students. Students who attend are treated like any regular staff members of a television production crew.

This year we had interns from, Florida International University, Florida State University and Miami Dade College.

We also brought in High School Media classes to work side by side with our staff in the school board auditorium in support of live School Board Meetings.

Schools that participated include:

Arthur & Polly Mays Conservatory
John A. Ferguson High School
Turner Technical High School
Downtown iPrep High School
Florida International University

Mater Academy Charter School
Terra Environmental High School
Robert Morgan Educational Center
Westland Senior High
Miami Senior High School

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

WLRN STATION TOURS

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

- Florida City Elementary School
- Take Your Daughters and Sons to Work Day
- Miami International University of Arts and Design
- Temple Beth AM School
- Christina Eve Elementary School
- José Martí MAST
- University of Miami Summer Highschool Scholars

WLRN COMMUNITY EVENTS AND OUTREACH

WLRN Hosted Multiple “Breakfast with Tom Hudson”

Second Tuesday of the Month | WLRN Studios

Monthly breakfast hosted at WLRN studios on the second Tuesday of each month for Circle of Friends members, pledged members and guests which provides an intimate setting to dialogue with Tom Hudson, WLRN VP News and Special Correspondent. This ongoing informal discussion connects WLRN to the community and what is most important on the minds of South Floridians.

The Moth - Miami StorySLAM

Second Tuesday of the Month | Olympia Theatre

On the second Tuesday of every month in partnership with The Moth and the Olympia Theater in Miami, WLRN sponsors monthly events where members of the community are asked to step up to the microphone and tell their story. Members are invited to attend (limited tickets are available) and WLRN has an informational table at each event. The series culminates in the Moth GrandSlam, where the same event but on a larger scale is held in the main theatre.

7th Annual Florida Keys Museum and Attractions Weekend

August 24 – 26, 2017 | Florida Keys

WLRN presents its 7th year of this three-day event, sponsored by the Monroe Tourism Council, providing free and discounted admission to museums and galleries throughout Key West and the Florida Keys.

Boca Raton: The Secret Weapon That Won WWII

November 1, 2017 | Florida Atlantic University

WLRN presented a film screening/premiere of its new documentary *Boca Raton: The Secret Weapon that Won WWII* at Florida Atlantic University’s Boca Raton Campus to over 400 audience members. A special VIP reception was held prior to the Premiere at FAU’s theatre for sponsors, underwriters, special guests and Circle of Friends members. The screening was followed by a Q&A with the producer and film participants.

Boca Raton: The Secret Weapon That Won WWII Community Screenings

In partnership with the Palm Beach County Library System, WLRN provided multiple film screenings, followed by Q&A sessions with the film producer. Presentations were held at the following locations:

- Wednesday, February 21, 2018 - West Boca Branch
- Monday, May 7, 2018 - Glades Road Branch
- Monday, May 14, 2018 - Hagen Ranch Road Branch
- Wednesday, May 23, 2018 - Gardens Branch

Additional locations included:

- Wednesday, December 6, 2017 – U of M School of Communications Department
- Wednesday, May 9, 2018 - Stratford Court Senior Living Facility Men's Club of Boca Raton

**Miami International Book Fair
November 12 – 19, 2017 | Miami Dade College**

WLRN was a sponsor and presenter 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. WLRN engaged with hundreds of attendees that walked by the WLRN booth and received materials about our educational, outreach, and programming services.

**Voices for Children Gala
January 13, 2018 | Mandarin Oriental**

WLRN sponsored a table at the Be A Voice Gala for the Voices for Children Foundation. WLRN had a presence with staff, and invited members and board members, as well as brand presence at the event.

**FAU's Business Leader of the Year Breakfast
January 26, 2018 | Boca Raton Resort and Club**

The FAU's Business Leader of the Year Breakfast Awards celebrates the extraordinary accomplishments of Florida leaders and their impact on the overall business environment. WLRN sponsored the event monetarily and was provided with two tables for our own invitees. The event provided an opportunity to network with the community's most prominent business leaders.

**Nova Southeastern University Community Fair
February 10, 2018 | NSU Campus**

WLRN partnered with NSU as the main media sponsor of the event. In addition to a monetary sponsorship and promoting the event, WLRN had a tent at the community fair with a membership table.

**Community Foundation of Broward Legacy Luncheon with Diane Rehm
February 14, 2018 | Broward Center for the Performing Arts**

WLRN/Friends partnered with the Community Foundation on their annual Legacy Luncheon which celebrates the Foundations 142 Legacy Society members whose \$200 million in current and future gifts focus on making Broward a greater place. Diane Rehm was the guest speaker. Tom Hudson of WLRN moderated the interview with Diane Rehm. Community Foundation of Broward made two tables available to WLRN for our own invitees.

**211 Broward Nonprofits Awards Luncheon
February 23, 2018 | Signature Grand**

The event recognizes the efforts of Broward County non-profits and the accomplishments of non-profit leaders are collectively recognized at the Awards ceremony and luncheon. WLRN sponsored the event.

Broward College Speaker Series

February - April, 2018 | Broward Center

WLRN was a proud sponsor of the Broward College Speaker Series. Members were invited to be EDUCATED-ENLIGHTENED-ENTERTAINED. Broward College Speaker Series featured notable speakers from a variety of backgrounds to educate and enlighten the community on a variety of topics. From current events in our nation, to the study behind character traits that determine success, this year's selected speakers brought their personal perspectives on the world around us.

Thomas Friedman | February 21, 2018

Laila Ali | March 27, 2018

Dan Rather | April 18, 2018

Carbonell Awards

April 2, 2018 | Broward Center for the Performing Arts

WLRN sponsored the Annual Carbonell Awards. The awards foster the artistic growth of professional theatre in South Florida by nurturing and celebrating artists, producers and audiences building appreciation and civic pride.

South Florida Real Estate Forum - Executive Roundtable

April 4, 2018 | WLRN studios

WLRN partnered with the South Florida Executive Roundtable to bring a panel of Real-Estate experts to WLRN for a panel discussion, moderated by Tom Hudson. The event was open to South Florida Executive Roundtable Members as well as WLRN members and Underwriters.

WLRN Presents: An Evening with Joshua Johnson, Host of 1A

April 23, 2018 | Peacock Garden

WLRN/Friends organized this event for the purpose of promoting our NPR programming to our members with special guest Joshua Johnson. The event was a paid event in which members pledged for tickets to attend a dinner where Joshua Johnson was interviewed by Tom Hudson. T

Miami Corporate Run

April 26, 2018 | Biscayne Bay

WLRN participated with a team and a booth at the Miami Corporate Run. The purpose of the Corporate Run Series is to promote running and walking as a means to a fit, healthy lifestyle for people from all walks of corporate life. Media sponsors such as WLRN help foster community interest in the benefits of fitness and camaraderie in the workplace and encourage public participation throughout a diverse community. WLRN's booth was visited by thousands of participants.

The Power of the Purse Annual Luncheon by the Women's Fund

April 27, 2018 | Hilton Miami Downtown

WLRN sponsored a table at the Annual Power of the Purse luncheon, the annual event celebrates and showcases the power of women and girls to change our community and make it better for everyone. The event honored female community leaders. WLRN had

a presence with staff and invited colleagues from the Adrienne Arsht Center and Perez Art Museum, as well as brand presence at the luncheon.

Broward County Library Foundation Literary Feast Author Dinner

May 5, 2018 | Lauderdale Yacht Club

WLRN partnered with the Broward County Library Foundation to host a dinner with an Author as part of their Literary Feast event. WLRN coordinated and sponsored an intimate dinner at the Lauderdale Yacht Club for Library Foundation members with open dialogue with Author of *The Platinum Age of Television*, David Bianculli. The event was hosted by Joseph Goldstein a WLRN Board member who is also on the Board of the Library Foundation.

Inspired by WLRN News Radio Plays

May 19, 2018 | The Wolfsonian

WLRN presented an event funded by the Knight Foundation and partnered with The Wolfsonian – FIU Museum on Miami Beach for an evening of radio-inspired fun and learning. In the evening (4) 15-minute radio plays were showcased, written by local playwrights and based on real WLRN news stories. Capturing the tradition of radio plays, with sound and dialogue as key elements, John Watts of Two Watts Production produced these plays.

Careers in Media Panel Discussions and Tour – MacArthur High School

May 29, 2018 | WLRN studios

WLRN hosted a group of Junior and Senior High School Students for three-hour panel discussion on careers in Media. Each department was represented by leadership staff and the interactive discussions yielded active dialogue between students and WLRN employees. The event included a thorough tour of the station with hands on demonstrations of careers in action.

Feeding South Florida Pledge Drive Partnership

Multiple Dates | WLRN Studios

WLRN and Feeding South Florida partnered during pledge to promote the organization as well as provide a monetary contribution. A portion of pledges made through the drive would be donated to help Food for the Poor in their missions.