



FOR IMMEDIATE RELEASE

Press contact: Adrienne Kennedy
Executive Producer
Tel: 305-995-2256
E-mail: akennedy@wlrn.org

South Florida's PBS Station WLRN Channel 17 invites local community to attend a film screening of "Deep City: The Birth of the Miami Sound"

WLRN's new documentary tells the story of how two musical geniuses created the first black-owned record label in Florida and changed the face of soul music in Miami forever. Sponsored by Knight Foundation, the screening will take place at The Historic Lyric Theater in Miami on Tuesday, September 16th starting at 6 p.m.

Miami, FL – August 26, 2014 – On Tuesday, September 16th, 2014, WLRN will present a special screening of its new television documentary *Deep City: The Birth of the Miami Sound*. This one-hour original WLRN production is produced by local filmmakers Marlon Johnson, Chad Tingle and Dennis Scholl and explores the early days of soul music in Florida, the era's pioneers and their lasting contributions to the broader American musical landscape.

WLRN's complimentary screening event at the Historic Lyric Theater is sponsored by the John S. and James L. Knight Foundation.

During the mid-1960s two musical geniuses Willie Clarke and Johnny Pearsall created the first black-owned record label in Florida called Deep City Records. Both from the streets of Miami, Clarke and Pearsall honed their business and musical skills learned in college and then from the back room of Johnny's Record Store located in Overtown, they went on to change the sound of soul music in Miami and eventually the country.

It was Deep City Records that brought local talent to the forefront, including singers Helene Smith and Betty Wright, groups such as Frank Williams & the Rocketeers and Johnny Killens & The Dynamites, guitarist/singer legend Willie "Little Beaver" Hale and Willie Clarke's songwriting partner and singer Clarence "Blowfly" Reid. "Deep City" delves into the life and times of these groundbreaking producers, their label, the artists they spawned and the remarkable era in which they accomplished it.

Deep City: The Birth of the Miami Sound has been well received by notable film festivals, such as SXSW Film Festival in Austin, TX, Cleveland International Film Festival and Miami International Film Festival.

"Deep City is a quintessential Miami Story, a soulful look at how a group of talented musicians gave birth to the original Miami sound," said Dennis Scholl, who produced the documentary with Marlon Johnson and Chad Tingle. "The film is also an example

of how we as a community are starting to tell our own stories - in films that are resonating not just locally but on a national stage.”

“WLRN is honored to produce and share stories like “Deep City” with our South Florida community and it makes us proud to build relationships and work with highly talented and dedicated producers like Dennis, Marlon and Chad to help bring these incredible stories to light in our community.” said John LaBonia, General Manager of WLRN. “WLRN is committed to bringing the best original programming to our audiences. It’s our mission to be the best place on television for these South Florida stories.”

WLRN’s complimentary screening event begins at 6 p.m. at The Historic Lyric Theater, 819 NW 2nd Avenue, Miami, FL. 33136. Seating is limited, please RSVP at <http://wlrndeepcityrsvp.eventbrite.com>.

The screening is an informal event with doors opening at 6:00 p.m. and the film starting at 7:00 p.m., followed by a Q & A session with producers and featured stars in the documentary.

Deep City: The Birth of the Miami Sound will premiere Tuesday, September 23rd at 9 p.m. on WLRN Channel 17.

CALENDAR LISTING

WLRN Channel 17 presents

DEEP CITY: THE BIRTH OF THE MIAMI SOUND, a new WLRN hour-long documentary that tells the story of how two musical geniuses created the first black-owned record label in Florida and changed the face of soul music in Miami forever.

Airing on Channel 17:

Tuesday, September 23 at 9 p.m. PREMIERE

Thursday, September 25 at 9 p.m.

Friday, September 26 at 8 p.m.

Saturday, September 27 at 2 p.m.

Saturday, September 27 at 10 p.m.

###

About WLRN-TV

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 over 600,000 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 content. Our prime time schedule features an eclectic array of arts, science, history and WLRN original documentary specials to address the diverse interests of the South Florida community. www.wlrn.org

About the John S. and James L. Knight Foundation

Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. We believe that democracy thrives when people and communities are informed and engaged. For more, visit www.knightfoundation.org.