



Public Radio and Television for South Florida

2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“WLRN is a valuable community partner providing learning resources, activities and events for our young students.” Dr. Liliane A. Delbor
Principal, Toussaint L' Overture ES
Miami-Dade County Public Schools

The Mission of WLRN Public Radio and Television is to provide information, entertainment, and learning services with a commitment to excellence in serving local, national and international communities.

The Vision of WLRN Public Radio and Television is to be the most trusted, valued, and supported public media organization in South Florida.



WLRN Public Radio and Television is the premiere choice for trusted, quality programming that reflects the diversity of thought and expression of the community we serve.

We are “South Florida’s storyteller” --- providing content in ways that no other media outlet does.

We operate as a public trust and exercise the highest ethical and professional standards.

We respect our audience’s intelligence and have a deep appreciation for public media’s role in shaping society.

In 2011, WLRN provided these key local services:

Parent and teacher workshops sharing public media’s resources and services for enhancing learning at home and in the classroom.

Original productions that celebrate the arts and culture, local history, and the rich diversity of South Florida.

Engaging events that exemplify WLRN’s commitment to the community it serves and strengthens community partnerships that positively impact society.

WLRN is South Florida’s largest public media outlet with two radio stations, two broadcast television channels, and twelve closed-circuit education channels.

Our public radio and TV programming reaches over a million people every week from Palm Beach to Key West.

Our partnerships with Miami-Dade County Public Schools, Friends of WLRN, Inc., and numerous educational, social and civic organizations comprise the most extensive community service organization in South Florida.



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WLRN Public radio & Television

WLRN Radio signed on the air in 1948 as a non-profit, non-commercial broadcast station licensed to the School Board of Miami-Dade County. WLRN-TV (previously WTHS) signed on in August 1955. Since then, WLRN has grown steadily to become an integral part of the community which it serves and one of the most sophisticated broadcast stations in the country. WLRN is South Florida's largest public media conglomerate, comprised of two radio, two television and twelve closed-circuit, educational channels.

Today, WLRN continues to provide quality public radio and television programming and services to well over a million South Floridians every week from Palm Beach to Key West. WLRN also provides media support to Miami-Dade County Public Schools comprised of over 360 school district locations and school sites with an enrollment of over 340,000 students.

Below are brief descriptions of WLRN's major events, initiatives and/or projects that occurred during the 2010-11 fiscal year:

- **WLRN Ready to Learn (RTL)** conducted over 60 workshops for parents, educators and childcare providers. WLRN staff attended career fairs and community events in partnership with the City of Miami, M-DCPS Parent Academy, Miami-Dade County Public Library System, South Florida Parenting Magazine, The Village South Prevention Department, Miami-Dade County Youth Fair and Exposition, Early Learning Coalition, Solid Waste Recycling, Lead Poisoning, Twiga Foundation, Alliance for Early Care & Education, Miami-Dade County Foster and Adoptive Parent Association, and the Children's Diagnostic & Treatment Center, and Miami-Dade Head Start Agencies. RTL also distributed over 6,000 books throughout the community.
- **The Green Zone:** WLRN and the Parent Academy hosted The Green Zone at the Miami-Dade County Fair & Exposition. The event provided younger audiences with an opportunity to explore the makings of a butterfly garden and meet Sid the Science Kid and SuperWhy!
- **WLRN on Track:** WLRN held a booth at the Day Out With Thomas™: Leader of the Track Tour 2011 at the Gold Coast Railroad Museum in South Miami-Dade with Thomas the Tank Engine as the headliner. WLRN shared Ready to Learn children's programming and membership opportunities with thousands of families attending this event over three weekends.
- **Movies at the Fair:** WLRN's new documentary *Key West: Bohemia in the Tropics* was screened at Miami-Dade College as part of the Miami International Book Fair's Movies at the Fair Schedule. This was followed by a Q & A with the show producer. WLRN was also present at the event Street Fair featuring booksellers and children's activities. WLRN had the opportunity to engage with hundreds of thousands families that walked by our WLRN booth which provided materials about our educational, outreach, and programming services.



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- **Fall for the Arts Festival:** This past fall, WLRN participated in the Fall for the Arts Festival which took place at the Adrienne Arsht Center campus. The event received an astounding 7,000 visitors who came to enjoy a full day of free performances, exhibits by more than 150 local arts and service organizations, children's activities, gourmet food truck treats, and more. The event provided WLRN with excellent exposure and increased membership opportunities.
- **South Florida Public Media Camp:** WLRN Public Radio and Television hosted a South Florida Public Media Camp bringing together technology activists, artists, citizen and professional journalists, educators and government representatives for a 2-day "unconference" to explore and develop social media technologies to strengthen our community. Representatives from National Public Radio and the Public Insight Network also attended and were on hand to offer insight and vision for partnering social and public media.
- **Screening Event Premieres:** Partnering with area venues and theaters, WLRN hosted several screening events in the community. WLRN takes pride in sharing the excitement of new original productions with our South Florida audience.

Taking it local, WLRN held the premiere of **Key West: Bohemia in the Tropics** at the Tropic Cinema in Key West. **Hecho a Mano: Creativity in Exile**, our Emmy-award-winning production, was featured at the Ft. Lauderdale Film Festival at the Cinema Paradiso and also at the 9th Annual Miami Short Film Festival at the Coral Gables Art Cinema. WLRN's documentary **Nixon's the One: The '68 Election** was premiered at the Paragon Theatre in Coconut Grove followed by a Q & A with the documentary producers.

- **Community Screenings:** WLRN also hosts screening for small community groups. WLRN's documentary **Dr. Martin Luther King, Jr.: Footprints through Florida** has become a popular screener for February and early March in celebration of Black History Month. Screenings of this historical documentary were held at the Miami Women Club, St. Thomas University Library, a Conference of the Minority Transportation Administrators, and at Florida International University.
- **The South Florida Concussion Summit:** WLRN provided support to HealthyState.org's South Florida Concussion Summit held at Memorial Regional Hospital in Hollywood. WLRN/Miami Herald News radio anchor Phil Latzman hosted the event that provided area coaches, teachers and parents with up-to-date information about sports injuries and legislation.
- **South Florida Arts Beat Concerts:** WLRN Radio 91.3 FM produces a popular weekly radio show **South Florida Arts Beat**. Guest musicians are invited to perform live with a studio audience. Local, national and international musicians are invited to perform at these intimate concerts.

Ready to Learn Workshops

WLRN RTL provides parents, caregivers and teachers, the training and resources needed to help children acquire basic skills and be ready to learn when they enter school. At the core of RTL is PBS' high quality, award-winning children's television programs and WLRN's commitment to provide community workshops to promote this invaluable broadcast service and online educational resources for children, parents, and teachers.

(Pictured – Parent workshop at Martin Luther King Primary Learning Center)



Coconut Grove Sailing Club Screening

WLRN hosted a screening of *Stiltsville: Generations in the Flats*, an original documentary production about an unusual community in the 1930's that sprung up in the most unlikely of places: the middle of Biscayne Bay off the Miami shore. Public appreciation for this historic program was apparent from the numerous emails and calls received from viewers and residents of the area. Following the Coconut Grove Sailing Club screening, the CGSC Events Committee was inspired to reach out to the Stiltsville Trust and apply for a permit to have a flotilla weekend at the stilted homes for its members. This program continues to be one of WLRN's 'most requested' for a community screening.



WLRN RTL Cinema Day

Over 100 pre-K children from three area YWCA day care centers visited WLRN's downtown studios for a screening of *Arthur's Missing Pal*. The kids enjoyed the film (complete with popcorn!) and learned new concepts in math and science (through block play with the Twiga Foundation). They also experienced a session of positive thinking and basic yoga. Every young visitor received a *Mouse's First Spring* book courtesy of the RTL Book Markers Kid's Club. M-DCPS, The Parent Academy, the Twiga Foundation, the Tweed Foundation, and Brown Mackie College, in partnership with WLRN, made this community event a heartwarming success.





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Conquering the Dragon: Breast Cancer Survivors Race for Life

This documentary introduced audiences to a courageous dragon boat racing team whose members are all breast cancer survivors. WLRN followed the Save Our Sisters team to Peterborough, Canada to document the grueling training for their biggest race yet, the International Dragon Boat Festival for Breast Cancer Survivors. Joining two thousand survivors from around the world, the compelling stories of these survivors coupled with their struggles to cross the finish line, results in a vivid image of life and survival.

Reach in the Community:

A premiere screening that coincided with the Save Our Sisters 3rd Annual Pink Rocks Event, was held at the Miami Science Museum with 400 guests watching the program projected on the planetarium wall. WLRN broadcast the show in October for Breast Cancer Awareness Month. The program is in national distribution through NETA. CHEX Television in Ontario, Canada, the location of the International Dragon Boat Festival, also broadcast the program.

Partnerships:

This project was a partnership of WLRN Public Television and Save Our Sisters (SOS).

Impact and Community Feedback:

The program has impacted this community on many levels: as an educational tool in the classroom; for patient support in waiting rooms; and as a recruitment video for the SOS team.

Screening locations include: Coral Gables High School, North Miami Beach Senior High, and the Miami Dade College Health Fair. The program supports newly diagnosed women or women in treatment and is played in doctor's waiting rooms and treatment centers at the University of Miami School of Medicine Sylvester Comprehensive Cancer Center and the Deerfield Sylvester Comprehensive Cancer Center.

This WLRN production has given Miami's Save Our Sisters Dragon Boat Team visibility, putting a spotlight on their incredible work and sharing the important message of breast cancer awareness and prevention.



"I just watched it and I was most inspired by it. I think this would be a very welcomed and inspirational video for all cancer survivors to view, especially as they are going through the challenges of their daily treatment at the hospital. I thoroughly enjoyed it and know many patients will benefit from it."

- M. Beatriz Currier, M.D., F.A.P.M.
Director, Courtelis Center for
Psychosocial Oncology
UM School of Medicine
Sylvester Comprehensive Cancer
Center



WLRN coverage of the annual Martin Luther King, Jr. Parade:
“I’m so proud to be part of this community event honoring Dr. King. The Channel 17 parade coverage has become an institution for Miami-Dade County. No other broadcast or media entity positively impacts the community as much as WLRN.” – Michelle Simmons, WLRN Community Advisory Board Member and Volunteer Parade Host

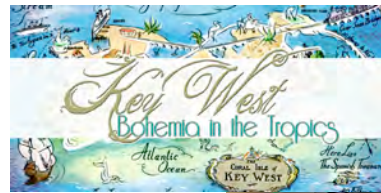
WLRN’s quality radio and television programming reaches over one million South Floridians weekly.

WLRN-TV reaches over 310,000 homes in an average week; and over 656,000 homes in a typical month.

WLRN-TV also provides high quality children’s programs to over 83,000 kids 2-11 each week.

WLRN collaborates with numerous community partners on station engagement activities and events that positively impact residents of South Florida from Palm Beach to Key West.

Last year, 170 volunteers donated over 630 hours of their time to assist WLRN at 38 station activities and community events.



Key West: Bohemia in the Tropics
October 14, 2010

WLRN-TV hosted the premiere of *Key West: Bohemia in the Tropics* at Tropic Cinema down in the island of tropical decadence -- Key West! The decision was made to have the screening event 160 miles away to connect with our viewers and listeners at the southernmost tip of the state where WLRN’s popularity was evident with two “free” sold-out screenings. That success has prompted the planning of more events in the Conch Republic – to the delight of the locals and WLRN staff!

WLRN Public Radio & Television is South Florida’s choice for quality programming. WLRN will continue to provide content, resources and services that inform, entertain and inspire the community. WLRN will seek to develop and/or enhance collaborative partnerships to extend the value of our broadcasts through innovative engagement efforts.