

WLRN

Public Media

2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



“Usually there’s no back-and-forth between the viewers and a station. I don’t know any other TV station that asks people for opinions on what they can do better...”

— Jo Asmundsson
WLRN CAB

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



WLRN Public Media is the premier 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 2015, WLRN provided these key local services:

WLRN Public Television presented a one-hour documentary tells the story of how two musical geniuses Willie Clarke and Johnny Pearsall created the first black-owned record label in Florida.

Treblinka’s Last Witness, a 100-minute documentary about the Nazi death camp’s last survivor, Samuel Willenberg, A 60-page education guide was created specifically for the film and will be used as part of the Holocaust curriculum in the Miami-Dade County Public Schools.

WLRN is South Florida’s largest public media conglomerate with two radio stations; a television station; and several Educational Broadband Service frequencies serving Miami-Dade County Public Schools.

Over 1-million South Floridians viewed a WLRN Original Production in 2015.

WLRN Public Media reaches over 1-million people each week from Palm Beach to Key West.

WLRN reaches thousands of teachers through PBS learning Media.

WLRN PUBLIC MEDIA

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 stations, a broadcast television channel, and twelve (12) closed circuit educational channels. Today, WLRN continues to provide quality public radio and television programming, and education services to well over a million South Floridians each month from Palm Beach to Key West. WLRN also provides media support to Miami-Dade County Public Schools comprised of over 400 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 2015 fiscal year:

In June, WLRN broadcast the Silver Knight Awards. This program recognizes outstanding students who maintain good grades and contribute significant service to their school and community. Miami-Dade and Broward County Public School students were recognized. The Silver Knight Awards was presented by The Herald/El Nuevo Herald.

In August WLRN and the Monroe County Tourist Development Council held its 4th Annual Florida Keys Museum Weekend. The event provided a cultural pass for South Florida residents and visitors to experience the rich history of the Florida Keys and Key West by offering free admission at 20 Museums and Attractions through the Florida Keys. WLRN manned a tent in front of Custom House on Front Street in Key West to greet members and visitors.

Also in August, *Aftermath: Beyond the Bullets in Liberty City* - Fourteen months after one of the worst mass shootings in Miami-Dade County, WLRN examined the Liberty City neighborhood where the shooting took place. The series spoke with faith leaders, law enforcement, political leaders and those most closely affected by the tragedy – family members of those shot and killed. The series included radio reports and a special Internet landing page.

September brought music to South Florida's ears with the premiere of Emmy award-winning *Deep City: Birth of the Miami Sound* - WLRN's one-hour documentary tells the story of how two musical geniuses Willie Clarke and Johnny Pearsall created the first black-owned record label in Florida called Deep City Records. Both from the streets of Miami, Clarke and Pearsall honed their business and musical skills learned in college and then from the back room of Johnny's Record Store located in Liberty City, they went on to change the sound of soul music in Miami and eventually the country.

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

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

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

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

In November, WLRN launched original documentary Journey to the Macy's Parade. This this one hour program gives an uplifting and exclusive behind-the-scenes look at what it takes to be a part of one of the largest events of the year. Our story begins when the Macy's Parade committee selects Florida's Tarpon Springs Marching Band, one of only ten marching bands selected to perform in the 2013 parade. From practice to performance and everything in between, viewers will watch their journey as they prepare for their biggest event yet. WLRN held a film screening for Journey to the Macy's Parade.

In January WLRN celebrated Martin Luther King Day. The WLRN production team taped its annual MLK Parade in Liberty City and broadcasted the highlights as a one hour program on the same evening.

Throughout the year WLRN produces film shorts ranging from 8 - 14 minutes in length. These short stories, which are scheduled between regular programming, bring to light the unique history, culture and nature that make South Florida so special. Viewers can now enjoy highly produced Florida stories that will be integrated seamlessly into the schedule giving them uninterrupted, quality storytelling. Film shorts included:

The Man Who Built Miami Beach
The First Miamians
Unsolved Crime – "Leno and Louise"
Florida Panthers
Florida Deer

“Aftermath: Beyond the Bullets in Liberty City”

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



“Power of Price”

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



“Cuba: 90 Miles And... Getting Closer”

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



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

Reach in the Community:

The WLRN Speakers Series screened the following films:

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

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

Deep City: The Birth of the Miami Sound – Jewish Community Center, Miami Beach

Treblinka's Last Witness - Temple Beth Sholom, Miami Beach

All Shook Up: Miami's Glory Days of Music - Miami Shores Friendly Villagers Club

Partnerships:

WLRN Community Advisory Board
Miami-Dade County Public Schools
The Miami Herald

Impact and Community Feedback:

Created awareness of WLRN's original productions.



“...there is a certain perception of ownership and kinship with WLRN and a feeling like you’re part of the community. This is a huge community, and it’s very easy to feel disoriented and disconnected. So contributing to WLRN is a way for me to feel a little kinship with something. It’s my community, my radio station, and my TV station.”

Diana
WLRN Member



“...WLRN seems to be more South Florida focused because you can definitely see it in the fine programs they produce...” – Carlos, viewer

WLRN Public Media is committed to being the most trusted source of information and entertainment in South Florida's diverse community. Licensed to the school board of Dade County, WLRN is best known for its award winning public radio and television programs, but its services go well beyond the airwaves. It's a complex media enterprise consisting of radio and television stations and educational channels offering you a variety of high quality programming and advanced learning services making WLRN a valuable public media source.



This year WLRN produced a short video outlining its commitment and dedication to the South Florida community.

WLRN Public Radio & Television is the premier choice for quality program content, resources and services that positively impact the South Florida community.
