



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“WLRN positively impacts the youth in our community and I’m privileged to see this each time I take students on a station tour. It’s rewarding for me and an invaluable experience for them since this could affect their future career decisions.”

Judith Traum, Volunteer
(with 5th grade students from Village Green ES)

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 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 2013, WLRN provided these key local services:

WLRN participated in a statewide Martha Speaks Reading Buddies (MSRB) study to measure the impact of public broadcasting’s educational content and materials in the classroom.

WLRN Ready To Learn hosted a Science Day Event at Fairchild Tropical Botanic Garden for 420 M-DCPS pre-K/K students and their teachers and parents.

The WLRN Speakers Series presents original documentary productions to local groups, schools, and civic organizations.

WLRN is South Florida’s largest public media conglomerate with two radio stations, two TV broadcast channels and 12 closed-circuit education channels.

Our public radio and TV programming reaches over half-a-million people each 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.



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 2012-13 fiscal year:

➤ **Dunbar K-8 Center Technology Donation Event**

WLRN hosted a school-site technology donation event at Paul Dunbar K-8 Center as part of PBS' 2013 Annual Meeting. WLRN donated a 55" LED flat screen and a laptop computer to the school Media Center.

The event included a screening of PBS Kids *Super Why*, a book giveaway for the students, and a 'surprise visit' from Whyatt and Princess Presto. After the big event, the teachers were given a mini PD session on how to enhance curriculum using PBS LearningMedia and the new equipment.



➤ **Key West Free Museum Weekend**



WLRN and the Monroe County Tourist Development Council held its 2nd Annual Florida Keys Museum Event on Labor Day weekend. South Florida residents and visitors to the Keys were able to download cultural passes to experience the rich history of the Florida Keys and Key West, an offer of free or discounted admission to 16 museums and attractions. WLRN manned a tent in front of Custom House on Front Street in Key West to greet members and visitors.



2013 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

➤ **WLRN Speakers Series**

Original television documentary productions are presented to local groups, schools, and civic organizations. The Speakers Series hosted presentations for the following list of organizations:

- Miami Shores Friendly Villagers
- Parkway Middle School (Broward County)
- St. Anthony Cancer Support Ministry (Ft. Lauderdale, FL)
- Junior Girl Scout Troop 10794 (Hollywood, FL)
- Baptist Health Bosom Buddies Cancer Support Group

➤ **Screening Event Premieres:** As South Florida's storyteller, WLRN takes pride in sharing its original documentaries with the community. Audiences were invited to WLRN's television studios to enjoy premiere screenings, followed by a Q & A session with the producer and a complimentary station tour.

- ***Hialeah Speedway No Guts No Glory***
WLRN-TV held a premiere event for the new original documentary *Hialeah Speedway: No Guts No Glory* on August 21, 2012. This documentary generated much excitement in the community and filled seats quickly in the WLRN studios. The large crowd consisted of ex-car drivers, family, friends and anyone that experienced a Saturday night at the Speedway. Following the screening, producer Debra Hall Greene participated in a Q&A session with guests.
- ***Rising Tide: A Story of Miami Artists***
On November 13, 2012, WLRN-TV held a screening for *Rising Tide: Story of Miami Artists* in the television studios. It was a full house with approximately 100 guests attending. Producer Andrew Hevia, along with highlighted artists held Q & A session following the screening. *Rising Tide: A Story of Miami Artists* was partially funded through a grant from the Knight Arts Challenge.
- ***Weird Florida: On the Road Again***
WLRN's premiere screening party for *Weird Florida: On the Road Again* was held in the television studios on December 11, 2012. In attendance were fans, friends, guests from the show who came as far away as Tampa, and of course WLRN members. Prior to the screening, an exciting knife-throwing performance entertained a full house by the Great Cindini!



WLRN Speakers Series

Presented in cooperation with the WLRN Community Advisory Board, WLRN screens original television documentaries to local groups, schools, and civic organizations. Producers 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. Station information about programming and services is shared with the community.



WLRN Ready To Learn Science Day

WLRN Ready To Learn (RTL) hosted a free Science Day event at Fairchild Tropical Botanic Garden on October 3, 2012. 420 children and 50 teachers and chaperones from eight (8) Miami-Dade elementary schools participated in the field study trip. Most of the students were from Title 1 schools and had never been on a class field trip. The goal for the Science Day event was to encourage exploration, discovery and science readiness. Science is FUN!



WLRN Station Tours

WLRN provides station tours for schools and community organizations. Tour groups included students from Riviera Middle School, Coconut Palm K-8 and Village Green Elementary School; Cub Scout Pack 280/South Miami/North Kendall area; Cub Scouts/The Church of Jesus Christ Latter-Day Saints Troop 270-Hurricane District; the Activity Day Girls Club; and reporters from Denmark and International Cayman College.





Martha Speaks Reading Buddies Project

WLRN has provided educational resources and programming to South Florida communities for more than 40 years.

In January 2013, WLRN-TV participated in a statewide learning gains study to provide information to the Florida Department of Education and Florida Legislature to show the positive impact of public television content on young viewers.

Martha Speaks Reading Buddies (MSRB) is a 10-week literacy enrichment program in which kindergarten students are paired with 4th grade students as reading buddies.

WLRN implemented the project at two Miami-Dade County Public Schools:

- Auburndale Elementary
- Lillie C. Evans K-8 Center

Partnerships/Outcomes:

WLRN collaborated with the Florida Department of Education; FPBS, the association of Public Media in Florida; the Florida Center for Reading Research; thirteen (13) public television stations; and twenty-four (24) school districts on this project.

The resulting research and quantitative data collected from the Martha Speaks Reading Buddies initiative positively supports the value of utilizing public broadcasting's educational materials in the classroom.



"It's a wonderful partnership that's encouraging our 4th graders to get excited about reading. They're feeling responsible for the kindergarten students, and the little ones look forward to reading with their big buddies."

Wanda R. Heidelberg
Principal
Lillie C. Evans K-8 Center

"I like coming to work with the little buddies...so that when they get to be my age, they will know a lot more than I do. In the future, they will be smarter and able to get better careers when they're adults."

4th grade student
Auburndale Elementary School



WLRN's "Shelter Me" Community Screening Tuesday, April 16, 2013

WLRN held a community screening event at the station for **Shelter Me**, an inspiring two-part PBS documentary series that shines the spotlight on shelter pets with positive, uplifting stories. Event guests were represented by over 12 animal welfare groups from Miami-Dade, Broward and Palm Beach counties.



Representatives from each organization were invited to share information about their mission, community impact and challenges. As the dialogue progressed, it was apparent that interaction amongst the groups turned to support for each other and a promise to communicate and collaborate in the future.

Organizations had the opportunity to display handout literature for guests. WLRN received support from the animal welfare groups to promote the broadcast schedule of **Shelter Me** on their websites and email lists.

WLRN provided a supporting web post that included maps to locate both dog and cat rescues and shelters in South Florida.

WLRN 2013 STATION STATS...

Viewership on WLRN-TV in the Miami/Ft. Lauderdale area for an average week is 389,185 people.

Over an entire month, that figure rises to 880,878. The weekly average for kids tuning to Channel 17's daytime schedule is 73,870, and in a month that grows to 130,845.

WLRN had 139 volunteers donate over 2,124 hours of their time to assist with station activities, programs, tours and community events.



"WLRN researched all of the groups in the community, and I mean all...who help companion animals and brought them all together under their roof to unveil a groundbreaking show. The WLRN staff and volunteers showed they truly care."

Susan Hargreaves
Animal advocate and
Animal Hero Kids Founder

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