



Public Radio and Television for South Florida

2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WLRN's on-air programs and online resources are invaluable curriculum support and learning tools for our teachers and young students."

Dr. Cyd Heyliger-Browne
Office of Early Childhood Programs
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 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 2012, WLRN provided these key local services:

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

WLRN was designated the American Graduate media hub for South Florida. This initiative focuses on dropout prevention and increasing high school graduation rates.

WLRN hosted its first Town Hall Meeting to discuss the issues surrounding The Florida Legislative Session 2012.

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.



2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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 2011-12 fiscal year:

➤ **Key West Free Museum Weekend**

WLRN and the Monroe County Tourist Development Council held its first annual Key West Museum Weekend on August 20 and 21, 2011. The event provided a free cultural pass for South Florida residents and visitors to experience the rich history of Key West by offering free admission to eleven participating museums.

➤ **School Open House Presentations**

Immunization: A Dose of Reality is a documentary that looks at the impact vaccines have had on public health and the science of vaccine safety. WLRN was at 10 M-DCPS school open houses to present information about the documentary air dates and distributed brochures in three languages about the importance of immunizations.

➤ **American Graduate Community Forum**

WLRN held the American Graduate Community Forum to kick-off the local dropout prevention campaign sponsored by the Corporation for Public Broadcasting, in partnership with America's Promise Alliance and the Bill & Melinda Gates Foundation. Community stakeholders from Miami-Dade's education, business and civic arenas attended the event which was held at the WLRN studios in downtown Miami. Miami-Dade Schools Superintendent Alberto Carvalho was the keynote speaker.

➤ **Sesame Street Community Screening**

WLRN Ready To Learn held a special community preview screening of *Sesame Workshop's Growing Hope Against Hunger* documentary to a captive audience of 150 preK-2nd grade children, their teachers and parents at Fairchild Tropical Gardens. The event raised awareness of widespread issues concerning hunger in the United States.



2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

➤ **2012 Student Journalism Forum**

WLRN was one of four media partners who participated in the 2012 Student Journalism Forum held at the M-DCPS SBAB Auditorium. More than 200 journalism students attended as guest speaker WLRN State Impact reporter Sarah Gonzalez spoke about her role covering education issues across the state of Florida.

➤ **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.

○ ***Out of Darkness, Into Light***

This documentary delves into the lives of three adult survivors of child sexual abuse (CSA). Featured are their personal stories that shed light on this critical, highly emotional topic. A premiere event and post-screening conversation was held at O Cinema in the Wynwood district of Miami. CSA survivors were in attendance at the event as well as M-DCPS Superintendent Alberto M. Carvalho, mental health counselors and members of law enforcement. The program was also broadcast statewide on Florida PBS stations with a live, online webinar/chat.

○ ***Prohibition and the South Florida Connection***

WLRN screened its new film *Prohibition and the South Florida Connection* at the Cinema Paradiso in Ft. Lauderdale. A Q&A session with producer Steve Waxman was held after the screening. The event was well attended with 200 guests and one gangster in costume.

○ ***Scissors and Glue: The Miami Project***

WLRN held a screening at O Cinema in the Wynwood Art District in Miami. This intimate event featured the film's exploration about art in real time in the vibrant city of Miami as it takes an intimate look at a young city with an old soul.

➤ **WLRN Speakers Series**

Original television documentary productions are presented to local groups, schools, and civic organizations. For its pilot year, the Speakers Series hosted ten presentations to the following list of organizations:

- Boy Scout Troop 20, Thunderbird District of South Florida
- SFL Council of Boy Scouts/Venturing Roundtable
- Miami-Dade NAACP Youth Group
- Southeast Professionals in Travel
- St. Thomas University (2)
- Nova Southeastern University
- Coconut Grove Sailing Club
- Miami Women's Club
- South Miami Senior High School



2012 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

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 Cinema Day 2012

April is Earth Month and WLRN celebrated with a special screening of its new eco-friendly children's television series called *Enertips* for RTL Cinema Day. The M-DCPS Primary Learning Center (PLC) students, parents, teachers, "green" partners, and the media were invited to the WLRN studios. Miami-Dade County Public Schools Superintendent Alberto M. Carvalho was the keynote speaker, and other community leaders concerned about the environment attended this lively event.



Screening Event – Ralph Munroe's Barnacle: Centerpiece of a Legacy

WLRN provided an outdoor screening reception on the front lawn of the Barnacle State Historic Park. Three hundred guests gathered on blankets and chairs to watch this half-hour documentary about Ralph Munroe and the legacy that helped shape South Florida forever. At the center of his legacy is The Barnacle, a home he built in what was to become the heartbeat of Coconut Grove.





2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

American Graduate: Let's Make It Happen!

WLRN Public Radio & Television was selected by the Corporation for Public Broadcasting (CPB) to be the American Graduate public media hub station for Miami-Dade County. The American Graduate is a national initiative to help local communities find solutions to address the dropout crisis in the United States.

The initiative builds on the station's long-standing commitment to education by convening conversations and strengthening partnerships with Miami-Dade County Public Schools (M-DCPS), local businesses and community organizations to help students stay on the path to a high school diploma.

In January and May, WLRN conducted school site outreach visits as part of the American Graduate initiative promoting dropout prevention and increasing graduation rates. Four M-DCPS middle schools were selected for extended outreach and engagement activities. The school visits included motivational speakers and a video presentation. The four target middle schools are:

- Nautilus Middle School
- North Dade Middle School
- Hialeah Gardens Middle School
- Mandarin Lakes K-8 Academy

Partnerships:

WLRN engaged multiple partners including City Year, Americorps, the U.S. Army (March 2 Success), Take Stock in Children, Job Corps, College Summit, and other regional inspirational speakers.

These partners all agree that WLRN's organizing role provided community organizations with a direct link and an open channel to ongoing work with schools and students, and the opportunity for more sustained and systemic impact on pressing issues.



"Thank you very much. This is AWESOME! I truly appreciate everything that you have done for our students, and I am a firm believer that this program is extremely important. Once again thank you for all of your support."

**Mrs. Maritza Jimenez,
Principal
Hialeah Gardens Middle**

"I learned that it's not a good idea to drop out of high school. I also learned that friendship is very important. I learned that if you drop out of high school you will have a less chance for a better future."

**6th grade student
Hialeah Gardens Middle**



Key West Museum Weekend August 20-21, 2011

This event provided a free cultural pass for South Florida residents and visitors to experience the rich history of Key West by offering free admission to eleven participating museums. More than 2000 viewers/listeners downloaded the admissions pass good for up to 6 people. Station staff and members of the WLRN Community Advisory Board manned a tent in front of the Key West Customs House to greet members and visitors.

Event Impact

All the participating attractions are now underwriters.

Right before the BIG weekend, three more museums joined the event.

The next annual event weekend is growing with an additional six participating museums and attractions.

WLRN 2012 STATION STATS...

Over 260,000 people tuned in to WLRN 91.3 FM/WKWM in an average week. The station is the most-listened to in the state of Florida.

In an average week, WLRN-TV was viewed by 290,960 people in the Miami area. In entire month, the number climbs to approximately 839,023. WLRN continues to serve more children (2-11) in the Miami market reaching 90,106 kids in an average week.

220 volunteers donated over 834.5 hours of their time to assist WLRN at 63 station activities and community events.



“This is a wonderful end of the summer promotion by the local museums, attractions and WLRN. We represent historic cultural influences here in the Florida Keys, and a real sightseeing, educational adventure for everyone.”

Thomas Lockyear
Director
History of Diving Museum

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