



## 2018 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



Leslie Ovalle / WLRN

*"When I was a boy and would see scary things in the news, my mother would say to me, 'Look for the helpers. You will always find people who are helping'."*

— Fred Rogers

**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.**

**WLRN-TV is the public television station with the reputation of being South Florida's storyteller. We have been producing and presenting local stories that showcase the people, places and events that make our community special and unique.**

**WLRN-TV highlighted the issue of Post-Traumatic Stress Disorder (PTSD) in our military with the local and national television premiere of Rudy and Neal Go Fishing. This South Florida story explores a nontraditional approach to helping veterans suffering from PTSD.**

**WLRN is South Florida's largest public media conglomerate reaching almost 1-million people each week from Palm Beach to Key West.**

**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. The film was nationally distributed by Public Broadcasting Services (PBS). To date, the film has broadcast across 41 states, reaching 75% coverage across the country.**

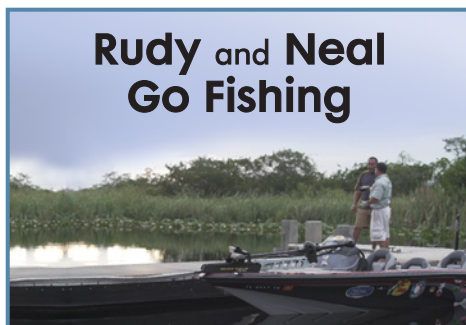
**WLRN-TV Channel 17** is a PBS (Public Broadcasting Service) member station licensed to the School Board of Miami-Dade County, Florida. During an average month, Channel 17 reaches approximately 530,000 TV households in the Miami - Ft. Lauderdale area with a viewing audience in four South Florida counties, from Palm Beach to Key West.

WLRN is South Florida's PBS Ready to Learn station airing 50-hours of award-winning children's programming weekly. WLRN-TV also presents the best of the PBS nationally recognized series to compliment locally produced and acquired content. Our primetime schedule features an eclectic array of nature, history, mystery, British programs, and WLRN original documentary specials to address the diverse interests of the South Florida community.



WLRN's original documentary **"Boca Raton: The Secret Weapon That Won World War II"** is a fascinating and little-known story that reveals how a small Florida town called Boca Raton and a tiny device turned the tide of World War Two. After the fall of France, England stood alone. Hitler's U-boats ruled the Atlantic, sinking American ships and openly patrolling the American coastline. As Britain prepared for a German invasion, Winston Churchill sent Britain's top scientist to America with the military secrets of England. A secret weapons laboratory is set up in Boston to design and test an invention that could alter the

course of the desperate conflict. The risky gamble Roosevelt and Churchill embarked on is also the story of South Florida's pivotal role in the conflict, one that made the small town of Boca Raton the new battle front that would prove decisive in winning the war.



**"Rudy and Neal Go Fishing"** This South Florida story explores a nontraditional approach to helping veterans suffering from PTSD. The 30-minute film features Neal Stark, a hairdresser working in Aventura, who is also a tournament fisherman. In his spare time, Neal takes veterans suffering from PTSD to fish as a form of recreational therapy after returning home from war. The documentary showcases this unlikely pairing of Neal and Army veteran, Rudy Watt, who fish together for the first time. While fishing together, Rudy begins to heal and open up to his guide Neal. WLRN-TV distributed the film through American Public Television (APT).

On Monday, January 15th, 2018, 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. The MLK parade is one of the most top viewed programs on Channel 17.

The 2018 Silver Knight Awards was broadcasted on Tuesday, June 12th, 2018. This one-hour award show highlighted the honoring of more than 1,300 high school seniors for their academic excellence and extraordinary passion for community service. Miami-Dade and Broward County Public School students were recognized. The Silver Knight Awards was presented by The Herald/El Nuevo Herald.

WLRN produces film shorts ranging from 1 – 10 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 enjoy highly produced Florida stories that will be integrated seamlessly into the schedule giving them uninterrupted, quality storytelling.

The following short films continues WLRN's storyteller mission:



**Rosie the Elephant** Carl Fisher cleared the mangrove thickets off Miami Beach to build his playground for the wealthy with the help of a pair of young elephants, Rosie and Carl. He boasted Rosie would bring him a million dollars worth of free publicity. She was photographed with presidents, with opera singers, cancan dancers, and at birthday parties. Rosie was so famous she had her own fan club. No one knows what happened to her.



**How Sweet It Is** Jackie Gleason first fell in love with Florida when he was invited to Lantana to play golf with friends. Hank Meyer, Miami Beach's public relations magnate, lured Jackie Gleason to Miami Beach with a sweet deal – film his weekly TV show in South Florida and play his favorite game year-round. In 1964, Gleason moved his show to Miami.



**See You Later, Alligator** Floridian's had a penchant at the turn of the last century to have their pictures taken posing with stuffed alligators. Families dressed up in their finest clothes for these portraits, but the cheeky bravado of the photographs revealed the profound unease Florida's pioneer settlers felt with their strange new environment.



**Baldo: Inside the Life of a Comic Book Creator** Inside The Mind of a Comic Creator features Carlos Castellanos, illustrator and co-creator of the comic strip Baldo, the first nationally syndicated strip to feature a Latino family.



The Marjory Stoneman Douglas School Shooting (February 2018 - ongoing) <http://wlrn.org/topic/stoneman> ■ <http://wlrn.org/post/anguish-and-activism-listen-students-stoneman-douglas-high>

For more than a year, WLRN reporters had been covering and dealing with the trauma of youth gun violence and other deadly disasters, talking with survivors as well as the families and friends of dead children. When a young gunman opened fire at Marjory Stoneman Douglas High School in Parkland, FL, our reporters were sadly well prepared.



## The Marjory Stoneman Douglas School Shooting – 2018

For more than a year, WLRN reporters had been covering and dealing with the trauma of youth gun violence and other deadly disasters, talking with survivors as well as the families and friends of dead children. When a young gunman opened fire at Stoneman Douglas high School in Parkland, FL, our reporters were sadly well prepared.

<http://wlrn.org/post/anguish-and-activism-listen-students-stoneman-douglas-high>



## Bridge Collapse at FIU – 2018

Suddenly on March 15th, 2018 the much-heralded new pedestrian bridge over busy S.W. 8th Street at Florida International University collapsed only days after its emplacement. WLRN's reporters scrambled to the scene and responsibly reported on the scene then and developments in the aftermath over the months following as revelations of reported and dismissed bridge cracks, lawsuits, the contracts and parties involved, and more became available.

<http://wlrn.org/term/fiu-bridge>



## Escape from Venezuela – 2018

WLRN's Americas Editor Tim Padgett traveled to the border between Venezuela and Columbia in May of 2018 for this three-part report from the front line about the plight of Venezuelan refugees and their Colombian neighbors. Initially broadcast and posted in English on the WLRN website in May, the series was translated into Spanish and posted in June as WLRN expands its service to our Hispanic audience.

<http://wlrn.org/escape-venezuela>



## WLRN Social Media and Engagement Tools

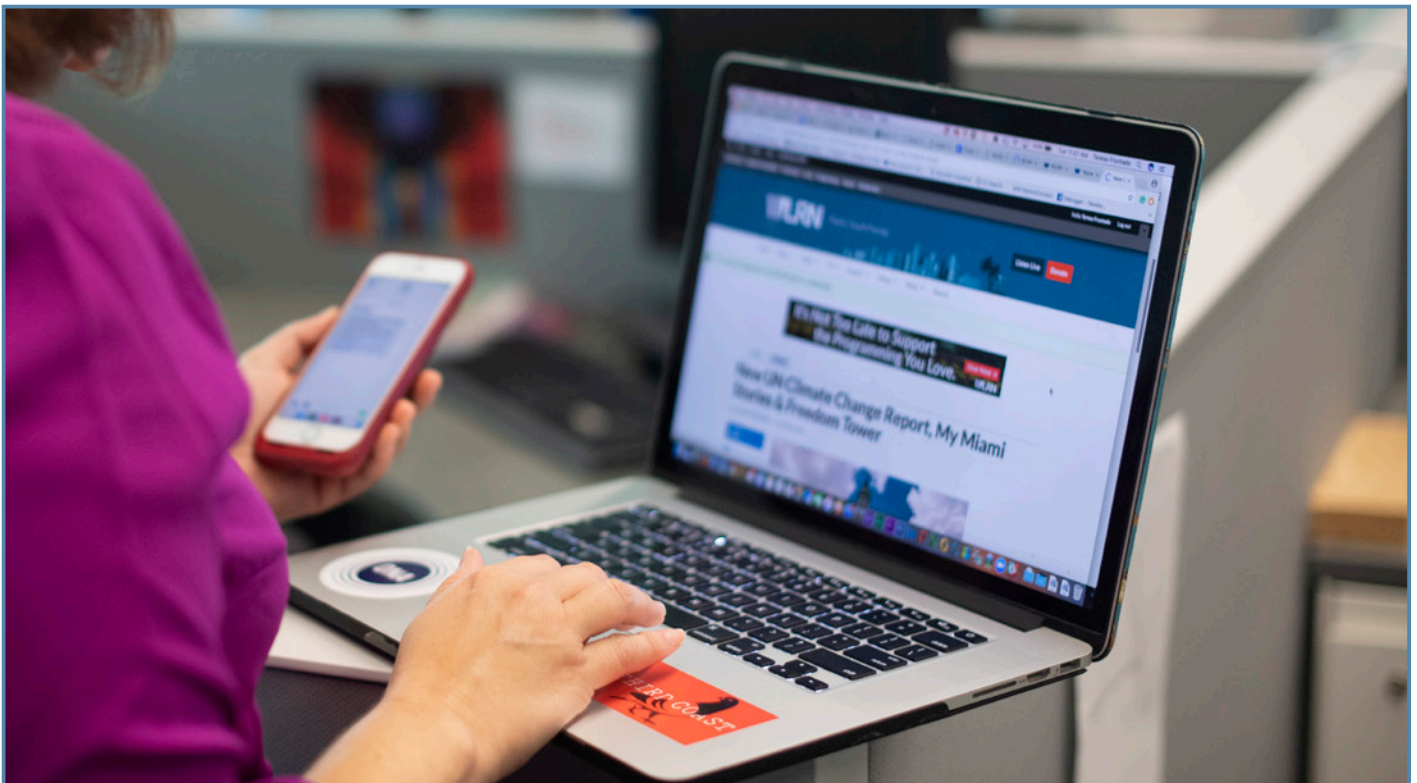
WLRN continues to expand its digital reach to better fulfill its mission to inform and entertain audiences in Palm Beach, Broward, Miami-Dade and Monroe counties. In fact, a strong multiplatform content distribution strategy was key during hurricane Irma, when we continued providing our audiences vital information on our website, social media and live stream even after our terrestrial signal went down.

Attention to user experience and efforts in a variety of digital storytelling techniques, from interactive maps to videos and photo galleries, have fueled the growth in traffic to WLRN.org.

The overall number of users on our website grew 31.36%, to 1,826,070 for the 2018 period. Our efforts to take WLRN's content to new digital audiences yielded a 30.31 percent increase just in new users on our site to 1,804,441.

WLRN.org's sessions, defined as periods of time when users are actively engaged with our digital content and not static on a page, grew 15.06 percent to 2,716,077 sessions. Our overall page views grew by 11.45 percent to 4,024,547.

WLRN continued to focus on building a direct relationship with our audiences to sustain our digital growth. Our efforts in Search Engine Optimization (SEO) on our stories yielded an increase in traffic from organic searches to 47.8 percent of all visits. The number of users that reach us by direct search - meaning that they type WLRN.ORG or have us bookmarked on their browsers-remains stable around 24 percent. Those numbers show that we have a strong digital brand and we don't depend on third parties like Facebook or Twitter, to reach our audiences.







*“For me, when I think of curiosity on television, a lot of times my childhood was shaped by shows on PBS that encouraged and embraced curiosity”.*

– Wyatt Cenac, comedian  
known for his work on “The Daily Show”

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 journalism, its original productions and its public radio and television programs.

But WLRN’s services go well beyond the airwaves – WLRN is a South Florida treasure.



---

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

---