



2021 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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.

Additionally, WLRN is the PBS Learning Media provider for Miami-Dade and Broward counties. This online, digital library has thousands of classroom-ready resources that transform learning by providing the innovative tools needed to succeed in the 21st century classroom.

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

WLRN consistently produces award-winning content recognized on national, regional and statewide levels in both digital and broadcast categories. WLRN rose to the top in a variety of areas including politics, arts, sports, investigations, public affairs, continuing coverage, newscasts and breaking news.

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 312,000 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.

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WLRN Presents Documentary: *I Danced for the Angel of Death*

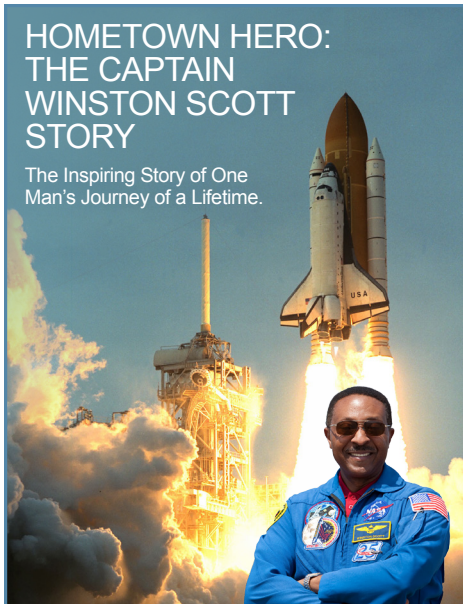
Presented exclusively by WLRN and in partnership with the Holocaust Education Film Foundation, *I Danced for the Angel of Death: The Dr. Edith Eva Eger Story* is a one-hour autobiographical film reveals an intimate first-person narrative from Auschwitz survivor Edith Eger and her personal journey of survival, forgiveness, and healing. The film premiered on WLRN-TV on Thursday, April 8th at 8:00 PM. WLRN hosted a virtual film discussion on Tuesday, March 23, 2021, with moderator Dr. Miriam Klein Kassenoff, Director of the Holocaust Teacher Education Institute at University of Miami and Curriculum Support Specialist for the school district's Holocaust Education Department of Social Sciences.

Panelists included:

- Dr. Edith Eva Eger, Psychologist and Holocaust Survivor
- Alan Moskin, WWII Veteran and Concentration Camp Liberator
- Ron Small, Film Director & Founder of The Holocaust Education Film Foundation

WLRN presented the film nationally to public television stations on April 1, 2021, for Holocaust Remembrance Day. To date, the film has been scheduled across 44 states, receiving over 83% national coverage. Accompanying the film is an extensive *I Danced for the Angel of Death: The Dr. Edith Eva Eger Story* Teacher Guide for grades 6 – 12. Both film and guide will be made accessible by WLRN to public school districts in South Florida for the 2021 – 2022 academic school year, utilizing Next Generation Sunshine State Standards.





Hometown Hero

WLRN Original Production: Hometown Heroes - Winston Scott
WLRN's latest original production highlighted former NASA Astronaut Captain Winston Scott, who talks about his challenges of growing up in segregated Coconut Grove. Even though his academic opportunities were limited, he found a way to achieve his dream of a career in science and technology. Logging over 24 days in space, the story of Winston Scott leaves audiences inspired and reminds all of us to never give up on our dreams and that through hard work, ingenuity and perseverance, anything is possible. Hometown Heroes - Winston Scott premiered on Thursday, June 17th at 9:00 PM.

WLRN continues to serve the diverse South Florida Community with rich local programming. WLRN radio programs have received numerous awards in recognition of their excellence in service and craft. Week after week, WLRN provides vital and stimulating news, information, and arts programming.

Programs include:



THE SUNSHINE ECONOMY

Each week, WLRN's Vice President of News, Tom Hudson, hosts The Sunshine Economy, which takes a fresh look at key industries transforming South Florida into a regional powerhouse. From investments in health care, storm preparedness, international trade, real estate and technology-based start-ups, listeners tune in to learn more about one of the world's most vibrant and diverse economies. This hour-long program airs Mondays at 9:00AM and 7:00PM



SUNDIAL

is the voice of South Florida. Each day, host Luis Hernandez explores the critical issues facing our region through passionate, empathetic and intelligent conversation. The show is eclectic by design, covering the important political, economic, healthcare, environmental, immigration and arts stories shaping South Florida through a diverse array of guests. Sundial Book Club features conversations with readers and the author on air and online, through a Facebook group that has hundreds of members. Tune into Sundial, Monday - Thursday 1-2PM and rebroadcast from 8-9PM.

PBS LEARNING MEDIA

WLRN is the PBS Learning Media provider for Miami-Dade and Broward counties. This online, digital library has thousands of classroom-ready resources that transform learning by providing the innovative tools needed to succeed in the 21st century classroom. With PBS Learning Media, educators and students across the country have access to a customizable resource designed to improve teacher effectiveness and student achievement.



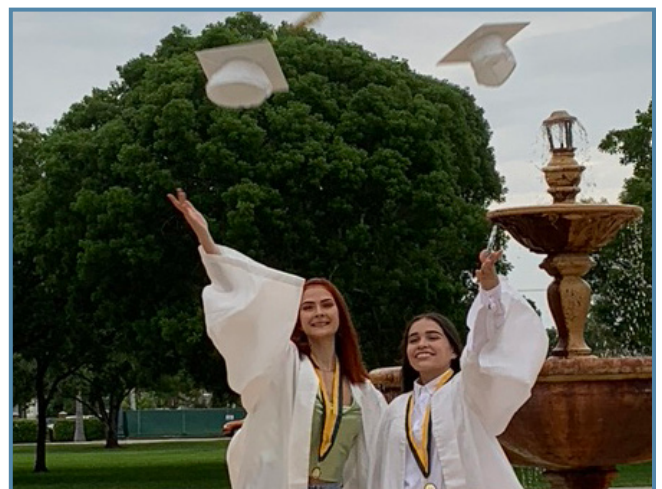
NEWSROOM INTERNSHIP PROGRAM

WLRN invests in developing young journalists throughout the year. We regularly interview and select a diverse array of current and recent college students interested in developing their skills in a newsroom that trains them to function as professional journalists. They are paid during their stint at the station and emerge from the experience with increased confidence, skill, knowledge and portfolios of their work.



WLRN HIGH SCHOOL INTERNSHIP PROGRAM

The WLRN High School Internship Program provides students the opportunity to experience real-life professional roles in an award-winning media enterprise. Positions included Television Production Assistant, Newscast Reporter/Producer and Public Affairs Production Assistant.



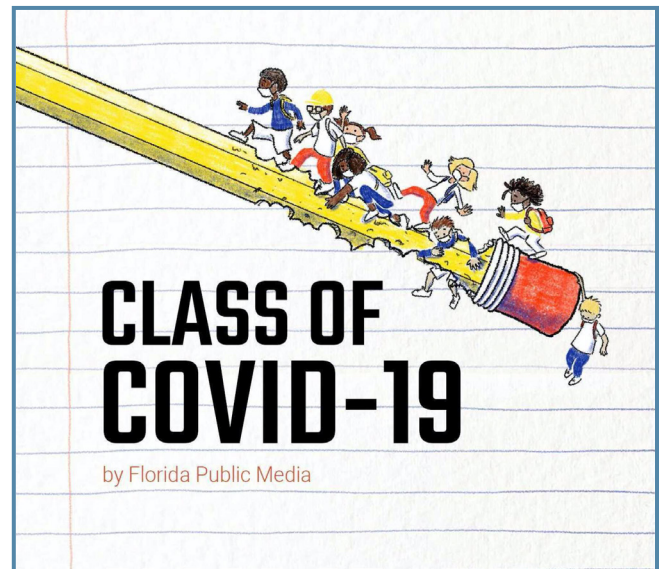
Coronavirus Response

Perhaps our greatest service to the community is throughout the Covid-19 pandemic, which engulfed hard hit South Florida and Latin America. We continued informing our audience across the broadcast, web and social media spectrum. We also launched a weekly email newsletter. As the latest variant, the Delta strain, spreads we continued covering measures to address and contain the virus' spread with lists of vaccination and testing sites and more.



Class of COVID-19: An Education Crisis for Florida's Vulnerable Students

Hundreds of thousands of Florida children have not been in a classroom for nearly a year. They've been learning through a screen — or not showing up for classes at all — because of the pandemic. In January, tens of thousands of parents got letters from Florida school district leaders practically begging them to send their kids back to school. Learning remotely just wasn't working for these students, and they were falling behind. Failing. The pandemic has been hard on nearly everyone, but it's worse for those who were already at a disadvantage. Without urgent solutions, COVID-19's toll could be catastrophic for Florida's most vulnerable students.



This project brought together the journalism resources from 10 public media organizations in Florida examining the pandemic for the most vulnerable school students in the state. The reporting appeared on local and statewide radio, TV and a dedicated website.

The great diversity of the peoples of South Florida, their beliefs, their cultures, and their lifestyles can either enrich the community or be a source of disagreement and conflict. WLRN will acquire, produce, broadcast, and distribute programming that will encourage South Floridians to seek an understanding and appreciation of other cultures.

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 Media is the premier choice for trusted journalism, quality program content, and resources & services that positively impact the South Florida community.
