Annual Programming Report
Fiscal Year 2021 – 2022

Presented to: Dr. Jose L. Dotres
Superintendent of Schools
Miami-Dade County Public Schools
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WLRN GUIDING PRINCIPLES

The vision of WLRN is to be the most trusted, valued and supported Public Media enterprise in South Florida.

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

INTRODUCTION

The 2021-2022 Annual Programming Report for WLRN Public Media is respectfully submitted to the Miami-Dade County Superintendent of Schools by the WLRN Community Advisory Board (hereinafter referred to as the “CAB”) in cooperation with the General Manager and Senior Staff, pursuant to the provisions and spirit of the Editorial Integrity Policy and Advisory Mechanisms for WLRN-FM and WLRN-TV.

The CAB is a volunteer board composed of 16 members, including two appointees from the Miami-Dade School Board and two appointees from the Friends of WLRN, Inc. The School Board members currently serving are Dr. Dorothy Bendross-Mindingall and Ms. Lucia Baez-Geller. The Friends of WLRN members currently serving are Mr. Pat O’Connell and Mr. Joseph Goldstein.

The CAB holds public, bi-monthly meetings with the General Manager and station staff to consider WLRN’s program policies, and the appropriateness and responsiveness of programs produced and broadcast in response to community issues, concerns and interests, on an advisory basis.

The WLRN CAB has an emeritus board consisting of former members who have been term-limited having served two (2) three-year terms. Members of the emeritus board are still welcome to attend the bi-monthly meetings and receive all CAB correspondence. However, they no longer have voting rights on the board.

The 2021-2022 officers of the CAB are: Kearey O. Wan, Chair, Barry Schwartz, Vice-Chair, and Diana Jordan Zamora, Secretary.

The CAB is most appreciative of the hard work of the General Manager and staff in connection with the preparation of this report; in providing vital information and reports to the CAB throughout the year; and in responding to the suggestions and issues raised by the CAB.
As South Florida’s only source for NPR News, 91.3 WLRN, and 91.5 WKWM in the Florida Keys plus 101.9 FM and 105.5 WOLL HD-2 in Palm Beach continue to serve a large swath of southeast Florida with award winning journalism, intelligent news, discussion and entertainment programming twenty-four hours per day, seven-days per week all year round. WLRN’s Classical HD-2 radio service continues to offer listeners beautifully programmed classical music 24 hours-per-day via HD-capable radios and digital devices.

Each week, more than 350,000 listeners tuned in to WLRN/WKWM/101.9FM. Listeners tuned into WLRN’s broadcasts via live web stream on more than 770,000 occasions each month, on average, an increase of more than 87,000 from the year before. From July 2021 through June 2022, WLRN’s listener composition averaged 22% Black and 22% Hispanic. The station remains the most listened to public radio station in the state. As such, WLRN News is the prime mover of originating local news content on WLRN. While news services across Florida continue to decline, WLRN continues as the radio news station of record in South Florida.

While operating in an environment still clouded with the COVID pandemic, WLRN continued to serve as a vital source for South Florida residents. WLRN’s audience remained steady over the last year, as did market share. Morning Drive time (6am to 10am) continues to generate high numbers of listeners and market share, with close to 5% of the market tuned into WLRN during this time period. Historically in a statistical tie or slightly ahead of WLRN in the rankings, the nearest (news) competitor dropped and is now 16 ranking positions behind WLRN in the listening area.

Programming from national distributors, including National Public Radio (NPR), American Public Media (APM), and Public Radio Exchange (PRX) form the core of WLRN’s broadcast service. Programs such as NPR’s Morning Edition and All Things Considered draw tens of thousands of listeners each week, from Palm Beach to Key West. BBC World Service can be heard in the overnight hours, 7 days per week. However, WLRN’s own productions such as Sundial, The Florida Roundup, The South Florida Roundup, The Sunshine Economy, WLRN Connects, and our Latin America Report, in concert with our flagship music programs, Folk and Acoustic Music and The Night Train emanated from and directly served our own community.

WLRN LOCAL RADIO PRODUCTIONS

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 during this year, WLRN’s Vice President of News, Tom Hudson, hosted The Sunshine Economy, which takes a fresh look at key industries transforming South Florida into a regional powerhouse. From investments in healthcare, storm preparedness, international trade, real estate, and technology-based start-ups, listeners tuned in to learn more about one of the world's most vibrant and diverse economies. This hour-long program aired Mondays at 9:00 am and 7:00 pm.

The Florida Roundup
Tom Hudson of WLRN in Miami and Melissa Ross of WJCT in Jacksonville, along with journalists and newsmakers from around the state, discussed the news of Florida over the past 7 days, during this past year. The hour-long program is broadcast Fridays at 12 noon and shared with other Florida public broadcasting stations.

The South Florida Roundup
Each week, a panel of journalists and newsmakers from South Florida and around the state discuss the week in news. Broadcast Fridays at 1 pm and rebroadcast Saturday mornings at 6 am, the hour-long program was hosted this year by WLRN Vice President of News, Tom Hudson, and periodically by WLRN anchors and reporters.

Sundial
Each day, host Luis Hernandez explored the critical issues facing our region through passionate, empathetic, and intelligent conversation. Sundial 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 featured conversations with readers and the author on air and online, through a Facebook group that has hundreds of members. Sundial airs Monday through Thursday 1-2pm and rebroadcast from 8-9pm.

The Latin America Report
WLRN’s coverage of the region is headed by Americas Editor Tim Padgett, a 23-year veteran of TIME and Newsweek magazines. He joins a team of reporters and editors at the Miami Herald, El Nuevo Herald, and NPR to cover a region whose cultural wealth, environmental complexity, vast agricultural output, and massive oil reserves offer no shortage of important and fascinating stories to tell. The Latin America Report airs each Tuesday on WLRN.

Evenin’ Jazz
During this past year host Tracy Fields continued her reign as one of the most popular jazz hosts in the country on WLRN’s weeknight Evenin’ Jazz program. Ms. Fields’ warm, intimate on-air persona, plus her decades of experience and exquisite taste in jazz, provided a rich listening experience for jazz novices and old hands alike. Each Monday night, Tracy featured interviews with and the music of South Florida jazz artists, Monday through Friday nights from 9:30pm to 1:00am.

The Night Train
WLRN’s longest running jazz program continues as part of the station’s long history of jazz programming. Ted Grossman’s Night Train pulls into the station Sunday evenings from 8 pm until midnight. With Ted’s enthusiasm and erudition, the show has been irresistible to a wide cross-section of the South Florida community for over 30 years.

**Folk and Acoustic Music**

Whether it’s history of the banjo, or where to find the best house concert, Michael Stock makes an intimate and informative appearance each Sunday from 2-5 pm with *Folk and Acoustic Music*. A mainstay on South Florida airwaves since 1981, Michael delights listeners with rich historical facts, live in-studio performances and interviews, the latest recordings, and an extensive calendar of events of all things “folk”. A weekly segment called *The Public Storyteller*, co-hosted by director of the South Florida Storytelling project, Dr. Caren S. Neile, features “everyday” Floridians telling tales of their own experiences as well as interviews with and performances by professional storytellers.

**WLRN NEWS**

Two dozen times each weekday - and also on weekends, as needed - our journalists report the stories that affect South Floridians. This multiple-award-winning team was led this year by Vice President of News Tom Hudson, News Director Terence Shepherd, and Editorial Director Alicia Zuckerman. They were supported by eighteen journalists including digital and engagement editors. WLRN continues to partner with the Miami Herald news organization as well as with other Florida public radio stations.

*The Florida News Exchange*, founded and managed by WLRN, is a cloud-based exchange platform that is a nexus for Florida news: partner public radio stations around the state share their coverage with each other, supplementing the scope of local and regional reporting and broadening Florida listeners’ knowledge and awareness.

Over the past twelve months, WLRN News produced and aired award-winning work, including but not limited to extensive and thorough reports about everything from continuing pandemic coverage focusing on education, politics, healthcare, the local economy and more. A statewide series was launched focusing on the effects on schools and school children of the pandemic shutdown and subsequent rise of virtual learning. The last group of surviving students of the shooting at Marjory Stoneman Douglas High School in Parkland were acknowledged as they graduated during a pandemic. Additionally, a podcast was created focusing on how the state of Florida has been usurping local government control – and concluded this fiscal year covering a deadly building collapse in Surfside and some of its ripple effects.

**WLRN NEWS SPECIAL COVERAGE**

*Coronavirus Response*

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 continued publishing a twice-a-week email newsletter that grew to more than 16,000 subscribers.

**Surfside Condo Collapse**
On June 24, 2021, a Surfside, Florida condo building collapsed in the early hours, killing 98 people. WLRN covered the immediate aftermath of the tragedy in the hours after the collapse, the search and recovery efforts, demolition of the remaining structure, creation of a memorial, and the searing pain felt by residents who lost loved ones and property. WLRN reporters continued covering every court hearing relating to litigation and sale of the property, focusing on the people directly affected by the catastrophe. WLRN News programs also hosted several discussions regarding the implications and questions for condominium owners and renters as the state government struggled to response to calls for reforms.

**Tallahassee Takeover - a WLRN podcast**
WLRN's continued producing new episodes of its podcast series, Tallahassee Takeover. The podcast explores the different ways Florida's GOP-controlled state government is concertedly stripping local control from cities, towns, and individuals, one law at a time. Six new episodes were producing during the time covered by this report.

Topics included exploring how Florida stopped local gun laws, the controversy over school districts and classroom mask mandates, how state action on a local minimum wage effort led to a constitutional amendment, state efforts to short-circuit local carbon emission goals, and how public health work has shifted from local control to the state government.

**Hurricane Ready**
WLRN is part of the Florida Public Radio Emergency Network (FPREN). It is activated as weather conditions of concern emerge, and FPREN content continues during weather emergencies to provide residents with timely and accurate information. The Atlantic hurricane season runs from June 1 to November 30 although named storms again have been cropping up before June. WLRN noted talk of moving the start of hurricane season to mid-May in its climate reporting and encourages all Florida residents, new and otherwise, to have an emergency plan plus obtain supplies to be ready in case of a weather emergency. We continue to broadcast and post information our audience needs to help keep themselves and their families safe before, during, and after a storm. Forecasts and interactive maps are available on our site’s weather page, powered by Florida Storms.

**WLRN NEWS AWARDS**
WLRN consistently produces award-winning content recognized on international, national, regional, statewide and local levels in both digital and broadcast categories. The awards below are for work completed in 2020. We consistently rise to the top in a
variety of areas including politics, arts, sports, investigations, public affairs, continuing coverage, newscasts, writing, use of sound, documentary, and features.

**Esserman-Knight Journalism Awards**
This award recognizes outstanding investigative and public service reporting from South Florida.

- Second Place – Tallahassee Takeover – Daniel Rivero

**National Headliner Awards**
This program is one of the oldest and largest annual contests. WLRN competes against public and commercial media outlets across the nation.

- Radio stations breaking news – third place – Selections from WLRN’s Surfside Condo Collapse Coverage – WLRN News
- Radio stations pandemic coverage/project – third place – COVID-19 Survivor: Corona is Real. It’s Not a Myth – Verónica Zaragovia
- Radio stations documentary or public affairs – second place – Class of COVID-19: An Education Crisis for Florida’s Vulnerable Students – Jessica Bakeman and WLRN

**PMJA – Public Media Journalists Association**
The awards recognize the best work in public media journalism from across the country. Stations compete against others with similar-sized newsrooms. Overall, judges reviewed nearly 1300 entries.

- Breaking News – Second Place WLRN News – Selections from WLRN’s Surfside Condo Collapse Coverage
- Continuing Coverage - Second Place WLRN News – Surfside Condo Collapse Continuing Coverage
- Short Documentary - First Place WLRN News – How Florida Put the Silencer on Changing Gun Laws

**Edward R. Murrow Regional Awards**
Radio Television Digital News Association (RTDNA). WLRN is in Region 13, which comprises Florida, Georgia, Puerto Rico, and the U.S. Virgin Islands.

- Digital - Class of COVID-19: An Education Crisis for Florida’s Vulnerable Students – Florida Public Media
- Excellence in Innovation Class of COVID-19 Field Trip to the South Florida Fair – Florida Public Media
- Feature Reporting – ‘Say Her Name.’ Paraguayans Make Sure Leidy Luna’s Story Isn’t Lost in Surfside Ruins – WLRN
- Hard News Parents of Kids with Disabilities, Severe Medical Conditions Push for Strict Mask Mandates in School – WLRN
• Investigative Reporting - Finding the Lost Children of Migrant Farmworkers – Florida Public Media

• News Documentary - Class of COVID-19: An Education Crisis for Florida’s Vulnerable Students – Florida Public Media

• News Series - Class of COVID-19: An Education Crisis for Florida’s Vulnerable Students – Florida Public Media

• Podcast – Tallahassee Takeover – WLRN

• Sports Reporting - Tokyo Olympics In Jeopardy: Taekwondo Athlete from Plantation May Lose Chance to Fight for Haiti – WLRN

**Society of Professional Journalists Mark of Excellence Award**
The Society of Professional Journalists presents the Mark of Excellence for Regional Awards, honoring the best in student journalism.

• Finalist, Radio Feature Reporting Category, Region 3 – The Traveling Child: How one Miami family is using their story to inspire through travel – Nadia Gordon, FAU

**Green Eyeshade Awards**
The Society of Professional Journalists regional awards covering Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and West Virginia.

• Radio Division - Tallahassee Takeover.

• Breaking News Reporting / Radio - First Place: WLRN News – Staff, Surfside Condo Collapses

• Public Service in Radio Journalism - First Place: WLRN News – Staff, Tallahassee Takeover

• Serious Commentary / Online - First Place: WLRN News – Tim Padgett, Selected Tim Padgett Commentaries

• Documentaries / Radio - Third Place: Florida Public Media – Jessica Bakeman & Staff, Class of COVID-19: An Education Crisis for Florida’s Vulnerable Students

• Investigative Reporting / Radio - First Place: WUSF Public Media – Kerry Sheridan, Finding the Lost Children of Migrant Farmworkers

**Florida Association of Broadcast Journalists**
Recognizes the outstanding work of professional and college-level broadcast journalists working in the sunshine state. The contest is open to employees and stations that fall into the following categories: Cable, Commercial Television, Public Television, Commercial Radio, Public Radio. More than forty radio and television stations submitted more than 550 entries in the contest. Winning categories include:

- Overall Station of the Year - WLRN News Team
- Breaking News – Winner – Surfside Condo Collapse - WLRN News Team
- General Assignment – Finalist – Bill Signing at ‘Exclusive’ Political Rally – Jessica Bakeman, Daniel Rivero
- Feature Reporting/Cultural and Historical – Her Prints Made Lilly Pulitzer Famous – Nancy Klingener
- Public Affairs – Winner – The Florida Roundup – Tom Hudson, Melissa Ross, WLRN & WJCT
- Political, Government, Election – Finalist – Tallahassee Takeover Selections – WLRN News
- Individual Achievement Producer – Leslie Ovalle

**WLRN PUBLIC TELEVISION**

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 a monthly audience of approximately 232,555 TV households in the Miami-Ft. Lauderdale area with a viewing audience in four South Florida counties from Palm Beach to Key West.

According to the latest Nielsen sweep data (June 2022), audiences tuning to WLRN-TV are approximately 51% female and 45% male. The daytime children’s programming reaches an audience between the ages of 2 – 11 years of age and accounts for 4% of the whole day viewing audience. WLRN-TV’s multi-genre primetime lineup reaches men and women of all ages, with a predominant amount in the age bracket of 55+. In the June sweep, WLRN reached 15% of white TV households, 12% of Hispanic TV households, and 13% of Black TV households.
WLRN is South Florida’s PBS Ready-to-Learn station airing 45 hours of award-winning children’s programming weekly. National distributors PBS, American Public Television, ACORN, and BBC provide the television primetime schedule featuring an eclectic array of programming to suit our diverse South Florida community, including:

- **Trusted Children’s Content**: *Sesame Street, Wild Kratts, Curious George, Daniel Tiger’s Neighborhood,* and *Clifford The Big Red Dog.*
- **Mystery and Drama Series**: *Death In Paradise, Vera, Doc Martin, Frankie Drake Mysteries,* and *Midsomer Murders.*
- **Classic Movies**: *Jane Eyre, Charade, Till the Clouds Roll By, Cyrano de Bergerac* and *The Santa Fe Trail.*
- **History, Arts, and Culture Programming**: *American Experience, Escape to the Chateau, The Great American Recipe, Great American Railway Journeys, Rick Steves’ Europe,* and *This Old House.*

An additional service brings more for PBS fans. WLRN Passport is an online service that provides an extensive library of public television programming and WLRN original productions, which can be streamed anytime and anywhere via wlrn.org or the free PBS Video App.

**TELEVISION PRODUCTIONS AND PARTNERSHIPS**

WLRN-TV is the public television station with the reputation of being South Florida’s storyteller. The station has been producing and presenting local stories that showcase the people, places, and events that make our community special and unique. Sharing over forty of its award-winning television productions with PBS affiliates across the country, WLRN’s award-winning documentaries and short stories are also made available online to Miami-Dade County Public School teachers and students. These unique South Florida stories range from history, nature, culture, and the arts, and can be accessed at WLRN’s video portal [https://video.wlrn.org](https://video.wlrn.org), providing an educational resource that reflects the diverse interests of the community that we call home.

**WLRN Original Presentation Documentary - When Liberty Burns**

WLRN’s original presentation *When Liberty Burns* is an in-depth analysis of Miami’s 1980 race riots in Liberty City. Remembered as the McDuffie riots, this two-hour film highlights the life and untimely death of Arthur Lee McDuffie at the hands of Miami Dade police officers. The documentary engages family members and friends of Arthur McDuffie, lead detectives, eyewitnesses, historians and contemporary community activists in interviews and it chronicles McDuffie’s life and his rich relationships with his
family and his community. When Liberty Burns also examines the context in which Miami developed during this country’s Jim Crow era and traces the dynamics of race relations in the City while also managing increasingly diverse ethnic populations, growth and change. WLRN-TV premiered *When Liberty Burns* on Wednesday, February 2, 2022, at 9:00 pm for Black History Month programming.

**WLRN Original Production Film Shorts: Poetry Segments**
In celebration of Black History Month, WLRN produced seven short form segments featuring local African American poets performing their own work at the Historic Hampton House in Miami. These original productions began airing on February 2, 2022, and continued throughout February in between regularly scheduled programming as well as being featured on WLRN’s YouTube channel.

**WLRN Original Presentation Documentary – The Life of Bill Baggs**
*The Life of Bill Baggs* traces writer Amy Paige Condon’s 13-year journey to tell the story of one of the most influential newspaper editors of the mid-20th century. This half-hour story captures the history of Miami, the community’s geopolitical importance, and the loss of one of its greatest champions. *The Life of Bill Baggs* premiered April 20, 2022, at 9:30pm.

**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 17, 2022, at 9:00 pm.

**WLRN TELEVISION AWARDS**

**Suncoast Regional Emmy Awards**
WLRN is proud to be recognized among the winners of the coveted Suncoast Regional Emmy Awards, which recognize excellence in television and the region’s leadership for their artistic, educational, and technical achievements within the television industry. Submissions came in from Alabama, Louisiana, Florida, Georgia, and Puerto Rico. The Suncoast Chapter of The National Academy of Television Arts and Sciences honored WLRN with four Suncoast Regional Emmy Awards including:

**WLRN Original Production: Hometown Hero: The Captain Winston Scott Story**
- Nostalgia Category: Program -Long Form Content – Mia Laurenzo & Michael Anderson
- Director Category: Program – Long Form Content (Post-Produced) - Michael Anderson
WLRN’s *Hometown Hero: The Captain Winston Scott Story* features former NASA Astronaut Captain Winston Scott as he talks about his challenges of growing up in segregated Coconut Grove and how he found a way to achieve his dream career, a dream that would land him the journey of a lifetime.

**WLRN Original Presentation:**
*I Danced for the Angel of Death: The Edith Eva Eger Story*
- Director Category: Program – Long Form Content – Ron Small

*I Danced for the Angel of Death: The Edith Eva Eger Story* reveals how Holocaust survivor Edith Eva Eger’s bravery kept her alive through three concentration camps during WWII. After years of suffering from flashbacks and survivor’s guilt, Edith was able to heal and forgive the one person she had been unable to forgive—herself.

**WLRN Original Presentation: Hero of a Thousand Faces- Chef Richard Ingraham**
- Editor Category: Program – Long Form Content – Michael Anderson

This half-hour story shares the journey of Chef Richard Ingraham. Born and raised in Miami, he became a culinary enthusiast at a young age. Today, Ingraham is an extremely accomplished chef in his own right and currently holds the position of Private Chef, for Dwyane and Gabrielle Wade.

**WLRN COMMUNITY EVENTS**

**WLRN’s Eco Fest**
On April 9, 2022, WLRN held its inaugural EcoFest at the Mizner Park Amphitheater. The event was free to the community and had over 1,000 attendees, with more than fifty eco-friendly vendors and community non-profit organizations from 4Ocean, to Gumbo Limbo Nature Center, to Community Greening. The community event brought conservationists and families alike to celebrate Earth month by learning through engaging activities and exhibits as well as special guests like Zoo Miami’s Ron Magill and presentations. The event included live music, a Junkanoo Band performance, free yoga class, and concluded with a premiere of WLRN’s original documentary *Troubled Waters: A Turtle’s Tale.*

**O, Miami and WLRN Present: Zip Odes Finale**
On April 27, 2022, WLRN partnered with O, Miami, to host “Ode to Your Zip Code” a Knight Foundation-funded poetry festival. This is a South Florida-wide poetry call created by WLRN and O, Miami, turns one’s zip code, into an occasion for poetry. This event showcased the finalist of this contest to share their poem and inspiration behind it. This event was streamed on Facebook live and recorded for future viewing.
WLRN EDUCATION SERVICES

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 provided 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.