



2020 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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Remembering The 50th Anniversary Apollo Moon Landing

WLRN-TV commemorated the 50th Anniversary of the Apollo 11 moon landing in July 2019 with week-long, themed programming that combined both acquired and originally produced content to celebrate the historic event.

The historic celebration was reinforced with PBS specials such as *Chasing the Moon: American Experience* and *NOVA: Back to the Moon*, along with WLRN's presentation of *When We Were Apollo*.

This 90-minute film gave viewers an intimate and personal look at the Apollo Space Program through the lives and experiences of some of its most inspiring behind-the-scenes figures: engineers, 13 technicians, builders and contractors who spent the better part of a decade working to get us to the moon and back. WLRN distributed the film to PBS affiliates on July 5, 2019, achieving 87% coverage in the US, with 1048 broadcasts scheduled in 153 markets, across 44 states.



To enrich the weeklong schedule, WLRN produced five additional short form documentaries that told the stories of South Floridians involved in space exploration.



Hometown Hero

With 24 days logged in space, Coconut Grove native and former astronaut Winston Scott gives a firsthand account of life on the final frontier.



Seamstress to the Stars

Jean Wright's passion for outer space and love of sewing helped her to outfit astronauts and space shuttles.



Stargazers

The term "staring into space" takes on a whole new definition. Meet a group of South Floridian amateur astronomers who gather to discuss all things space.



The Ties that Bind

Newlyweds Mary Beth and Danny Licata moved to the Space Coast in the 1960's to be a part of the space program and proved to be the adventure of a lifetime!



Moments in Time

South Floridians recall where they were, what they were doing and how they were impacted when Apollo 11 landed on the moon.

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.

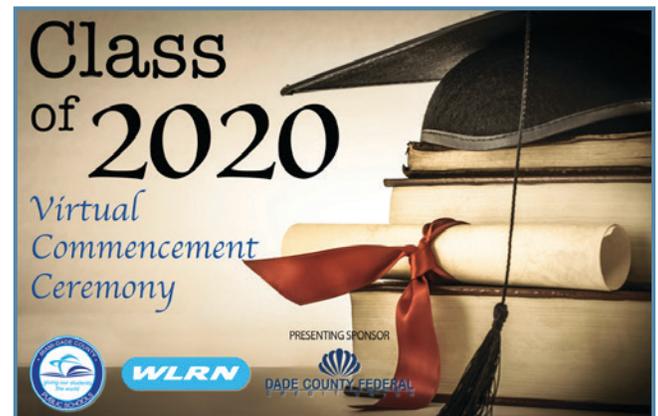
At-Home Learning

As Florida's school districts closed due to COVID-19, WLRN played an essential role and launched At-Home Learning on Monday, March 30th, 2020, in partnership with Miami-Dade County Public Schools. Regular daytime programming transitioned to a schedule specifically selected to target pre-K through 12th grade levels. Content covered subjects such as English language arts, social studies, science and math. Educators, parents and students were able to view and access supplemental lesson plans and curriculum materials via PBS Learning Media.



Virtual Graduation Ceremonies: Class of 2020

The Miami-Dade County Public Schools, like many educational institutions across the country, were faced with cancelling graduation ceremonies. WLRN provided a valuable community service by broadcasting the Class of 2020 graduation ceremonies for the fourth largest school district. Over 21,000 graduating seniors and their families from 63 different schools watched back-to-back celebrations for each school starting Monday, June 8, thru Tuesday, June 16, from 9 am – 6 pm.



Hurricane Ready

WLRN is part of the Florida Public Radio Emergency Network. It is activated during weather emergencies to provide residents with timely and accurate information. The Atlantic Hurricane Season runs from June 1st to November 30th. All Florida residents, new and otherwise, are encouraged to have an emergency plan and get supplies ready in case of a weather emergency.





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. 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 digital team launched two email newsletters. The environment newsletter, Changing Tides, was created out of WLRN's text newsletter that launched in 2018. The environment newsletter has approximately 18,000 subscribers and an average open rate of 27 percent. A second newsletter for the Florida Keys, The Timeline, launched in September 2019. It has 223 subscribers and an average open rate of 65 percent. On March 27, the once-a-week environment newsletter to start a twice-a-week COVID-19 newsletter.

WLRN's social media accounts continue to experience healthy growth across all platforms surpassing 24,000 followers on Facebook and increasing Twitter followers by approximately four percent. The Instagram account grew roughly 30 percent in the last 12 months, which is attribute to boosting a limited number of posts.

"WLRN's success is confirmation of community spirit. South Floridians realize that their actions matter and that they, in partnership with institutions such as WLRN, can change their communities for the better."

– Lydia Harrison, Miami WLRN's Member
Excerpt from The Palm Beach Post

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.
