



# **Annual Programming Report**

**WLRN Public Media  
Fiscal Year 2018 – 2019**

Presented to:

Alberto Carvalho  
Superintendent of Schools  
Miami-Dade County Public Schools

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## **INTRODUCTION**

The 2018-2019 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 WLRN 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 14 members, including two appointees from the Miami-Dade School Board, two appointees from the Friends of WLRN, Inc., and one appointee from the South Florida Chapter of the Society of Professional Journalists (SPJ). The School Board members currently serving are Dr. Dorothy Bendross-Mindingall and Dr. Martin Karp. The Friends of WLRN members currently serving are Ms. Calene Candela and Mr. Dwight Hill.

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 2018-2019 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.

## **WLRN PUBLIC RADIO**

As South Florida's only source for NPR News, 91.3 WLRN, and 91.5 WKWM in the Florida Keys plus 101.9FM and 90.7 WFLV 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 has successfully filled the gap in classical music programming in South Florida, created when Classical South Florida's three station network was sold to religious broadcaster Educational Media Foundation in 2015. Listeners are treated to 24 hours a day of beautifully programmed classical music via their HD-capable radios and digital devices.

Each week, more than 350,000 listeners tune in to WLRN/WKWM/101.9FM. More than 70,000 visitors on average listen each month to WLRN's broadcasts via its live web stream. The station remains the most-listened to public radio station in the state. The mission of WLRN News states that "News is Our Future." As such, WLRN News is now the prime mover of local-originating news content on WLRN. As news services across Florida continue to decline, WLRN continues as the radio news station of record in South Florida.

## **NATIONAL PROGRAMMING**

Programming from national distributors, including National Public Radio (NPR), American Public Media (APM) and PRI/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*, and our *Latin America Report*, in concert with our flagship music programs, *Evenin' Jazz*, *Folk and Acoustic Music*, and *The Night Train* emanate from and directly serve our own community.

## **WLRN LOCAL RADIO PRODUCTIONS**

WLRN continues to serve the diverse South Florida Community with 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, produced from WLRN's studios. Programs include:

### ***The Florida Roundup***

Broadcast statewide in collaboration with Jacksonville station WJCT, The Florida Roundup is a weekly discussion of topics relevant to our state. Hosted by Tom Hudson of WLRN and Melissa Ross of WJCT, this program features journalists, experts, legislators and professionals weighing in on a wide array of topics and responding to listener calls and tweets. Heard Fridays at noon.

### ***The South Florida Roundup***

Much like *The Florida Roundup*, Tom Hudson hosts a weekly discussion focused on the issues facing Palm Beach, Broward, Miami-Dade, and Monroe Counties. Guests include local business owners, lawmakers, and journalists, and government officials, among others, with panel discussions and live calls. Heard Fridays at 1pm, and Saturdays at 6am.

### ***Sundial***

South Florida is unlike anywhere else in the country. The region's ethnic communities, biodiversity, socio-economic challenges and academic institutions provide for great conversation. *Sundial* host Luis Hernandez examines the critical issues to our listeners through passionate and intelligent conversation. Whether it's the future of the Everglades, the changing shape of Florida politics or the intersection of music and activism, the program takes a unique approach to South Florida stories with guests that challenge and enhance our understanding of life here. Each day, the one-hour show is divided into 3 or 4 segments that lead with the harder news and transition into conversations with artists, authors and musicians.

The program has dedicated the full show to in-depth explorations of contemporary issues. It had a teacher panel with educators across South Florida with varying levels of experience, school financing and language barriers. It co-moderated a primary debate with the Democratic candidates for governor. And it has partnered with national programs like 1A and PBS Newshour, focused on major political stories.

*Sundial* also started the Sundial Book Club, which highlights a South Florida author or a book that takes place in Florida. It features conversations with readers and the author on air and online, through a Facebook group that has hundreds of members. Also, soon to launch is Season 3 of "Live from the 305," a bi-monthly music series that highlights the musicians that shape our region. Tune in to *Sundial*, Mondays through Thursdays 1-2pm and rebroadcasts from 8-9pm.

### ***Evenin' Jazz***

A constant stream of appreciative emails lauding host Tracy Fields is but one indicator of the popularity of WLRN's weeknight *Evenin' Jazz* program. Ms. Fields' warm, intimate on-air persona, plus her decades of experience and exquisite taste in jazz provide a rich listening experience for jazz novices and old hands alike. Each Monday night, Tracy features interviews with and the music of South Florida jazz artists. Listen to *Evenin' Jazz* weeknights from 10pm to 1am.

### ***The Night Train***

WLRN's longest running jazz program continues as part of the station's long history of jazz programming. Ted Grossman's *The Night Train* pulls into the station Sunday evenings from 8pm 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 a history of the banjo, or where to find the best house concert, Michael Stock makes an intimate and informative appearance each Sunday from 2-5pm 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 CD's 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.

### ***A Word on Food***

Renowned chef, Norman Van Aken offers a combination of recipe, whimsy, reminiscence, food education and history in storytelling style each week, as part of WLRN's Saturday Weekend Edition program. Norman Van Aken is chef/owner/partner at several restaurants, runs a cooking school, and has authored several books. Saturdays at 8:35am.

## **WLRN NEWS**

### ***WLRN News***

Two dozen times, each weekday, our news team reports on the stories that affect all of us living in South Florida. This multiple-award-winning team is led by Vice President of News Tom Hudson, News Director Terence Shepherd, Editorial Director Alicia Zuckerman and Digital Director Teresa Frontado. WLRN continues to partner with *The Miami Herald* news organization.

### ***The Florida News Exchange***

Founded and managed by WLRN, this cloud-based exchange platform continues to serve as a nexus for Florida news: partner public radio stations across the state share their coverage with each other, broadening Florida listener's knowledge and awareness.

## **ONGOING PROGRAMS**

### ***The Florida Roundup (formerly the Florida Roundup Statewide Edition)***

<https://www.wlrn.org/programs/florida-roundup>

Each week [Tom Hudson of WLRN](#) in Miami and [Melissa Ross of WJCT](#) in Jacksonville, along with a panel of journalists from around the state, discuss the week in news from around the state. The hour-long program is broadcast Fridays at 12 noon. The program is shared with other Florida public broadcasting stations.

Listeners can join the conversation by telephone, email, posting to our Facebook page or via Twitter at #FLroundup. The program also is available as a podcast.

**Recent Topics include:**

- 6/28/19 [Analyzing Miami's Democratic Presidential Debates](#) 49:00
- 6/21/19 [Eyeing 2020: Will Florida Go For Trump Again?](#) 49:00
- 6/14/19 Talking LGBTQ Rights And Guns 3 Years After Pulse Shooting 49:00
- [6/7/19 What The 2020 Census Might Mean For Florida](#) 49:00
- 5/31/19 [Politicians At 'War' Over Highways; Public Wants High-Speed Rail](#) 49:00
- 5/24/19 [An Investment Expert Says Florida Homeowners Should Sell Property Now As Climate Impacts Worsen](#) 49:00
- 5/17/19 Florida Election Hacking; Movement To Restrict Abortions 50:00
- 5/10/19 President Trump's Visit [To The Panhandle; Securing Florida's Elections](#) 50:00
- 5/3/19 School Vouchers; Implementation Of Amendment Four 50:00

***The South Florida Roundup (formerly the Florida Roundup)***

<https://www.wlrn.org/programs/south-florida-roundup>

Each week a panel of journalists and occasionally newsmakers from South Florida and around the state discuss the week in news. Broadcast Fridays at 1pm and rebroadcast Saturday mornings at 6am, the hour-long program is hosted by WLRN Vice President of News, Tom Hudson, and periodically by anchors and reporters. Listeners can join the conversation by telephone, email, posting to our Facebook page or tweeting @WLRN.

**Recent Topics include:**

- 6/24/19 [Should Cuban Artists Get To Perform in South Florida?](#) 37:47
- 6/14/19 [South Florida Emergency Officials Turn To Drones, Mapping Data For 2019 Hurricane Season](#) 50:45
- 6/7/19 [Scot Peterson Charges Should Have 'Gone Further,' Says Broward County Lawmaker](#) 50:53
- 5/31/19 [How Far Does Gov. DeSantis' Environmental Policy Go?](#) 51:01
- 5/24/19 [2020 Democratic Candidates Visit South Florida Ahead Of Debate](#) 49:45
- 5/17/19 [Palm Beach County Mayor Prepares For Potential Migrants' Arrival](#) 49:43
- 5/12/19 [City Of Miami Wants To Develop Thousands Of Affordable Housing Units](#) 49:20
- 5/3/19 [State Lawmakers Vote To Do Away With MDX Toll Roads Agency](#) 50:02

### ***The Sunshine Economy***

<http://wlrn.org/programs/sunshine-economy>

Each week, VP of News Tom Hudson hosts *The Sunshine Economy*, which takes a fresh look at the 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. *The Sunshine Economy* is on hiatus over the summer months. The rest of the year this hour-long program airs Mondays at 9am and 7pm on WLRN.

#### **Recent Topics include:**

- 5/21/19 [Trulieve In The Sunshine Economy: Medical Marijuana And Money](#) 48:00
- 5/14/19 [The Business of Cannabis In The Sunshine Economy](#) 47:59
- 5/7/19 [State Spending In The Sunshine Economy](#) 49:15
- 4/30/19 [The Sunshine Economy: Building Boat Sharing Company Boatsetter](#) 48:00

### ***The Latin America Report***

<http://wlrn.org/programs/latin-america-report>

WLRN's coverage of the region is headed by Americas editor [Tim Padgett](#), a 23-year veteran of *TIME* and *Newsweek Magazine*. 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.

#### **Recent Topics include:**

- 6/24/19 [Brasileiros Divided: Did Moro Bust Brazil's Corruption—Or Betray Its Democracy?](#) 4:45
- 6/17/19 [Expats Want To Fix Haiti's Food Crisis By Buying Its Food. It Actually Makes Sense](#) 4:44
- 6/10/19 [Is U.S.-Cuba Engagement Dead? Normalization Promoters Say They Can Wait Out Trump](#) 4:45
- 6/3/19 [Cuba Hopes A Catfish Will Solve Its Food Crisis. But Is It Wrecking The Island's Ecosystem?](#) 4:45
- 5/20/19 [Guaidó Colleague: Venezuela Talks Likely To Fail – But They're Proof Maduro Is Spooked](#) 4:40
- 5/13/19 [Guatemalan Girl Power: A Maya Baby Makes It To South Florida – And Life-Giving Surgery](#) 7:42
- 5/6/19 [Caracas Quandary: After April 30 Debacle, What Do Guaidó And U.S. Do Now?](#) 4:52

## **SPECIALS & PROJECTS**

### ***ZipOdes: O, Miami Poetry (April 2019)***

<http://wlrn.org/write-ode-your-zip-code>

April is National Poetry month and each year WLRN partners with O, Miami to encourage our audience to create and share original poetry focused on South Florida. We invite the audience, to pay tribute to the least poetic definition of where they live by writing "Zip Odes!" (A #zipode is a poem about where you live, written in the form of your zip code.) The rules are simple: Every ZipOde is five lines long. Each digit determines how many words per line. If a zip code has a 0: that's a WILD CARD! Leave that line blank, use a punctuation mark, or otherwise surprise us. Each week, we choose around 10 #zipodes to feature on air and on social media. Each "zip odist" who has their poem selected is invited to read their poem live at our celebratory closing event at the historic waterfront mansion, Vizcaya Museum and Gardens. Poets of all ages responded and submitted more than 2,300 Zip Odes.

### ***PriceCheck (Ongoing)***

<http://wlrn.org/pricecheck>

The rising cost of healthcare is one of the biggest problems we face as a nation. One major issue: it's often impossible for consumers to easily find out the cost of tests, treatments and services. Health News Florida, WLRN and WUSF teamed up with ClearHealthCosts.com, a health cost transparency company, to report on and collect prices of common health-care procedures with the members of our communities. The project is a crowd sourced searchable online database to make it easier to share and find prices for common procedures. Since patients also want high quality health care at a fair price, the site also offers links to several resources that measure quality in health care.

### ***Interns (Ongoing)***

<http://wlrn.org/term/wlrn-interns>

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. The group of interns working at WLRN From July 1, 2018 to June 30, 2019 include:

Sophia Cai - Princeton

Aaron Sanchez Guerra - North Carolina State

Gerardo Albert III - Florida International University

Sherrilyn Cabrera - Florida International University

Jaime Dolittle - Florida Atlantic University

Terrisa Mark - University of Miami

Lily Oppenheimer - Missouri School of Journalism

Sam Turken - Duke University  
Andrea Perdomo - Florida International University  
Leslie Ovalle - Florida International University  
Roshan Nebhrajani - Florida International University, Medical School  
Riane Roldan - Emerson College  
Claire Thornton - Princeton

## **SPECIAL COVERAGE**

Over the past twelve months, WLRN News produced and aired extensive and thorough reports about the ongoing effects of a horrific school shooting, the tragic loss of young lives and the concurrent effects of gun violence, plus continuing coverage of climate change and the political scene. Lighter stories and features were encouraged and featured. The following special coverage topics describe some of WLRN's past year of special news coverage.

### ***Stoneman Douglas Stronger (Ongoing)***

<https://www.wlrn.org/stonemandouglasstronger>

February 14, 2019 was the one-year anniversary of the horrifying tragedy at Marjory Stoneman Douglas High School. How is the Parkland community dealing with the aftermath? For some, it was activism. Others, music. Horses. Dogs. Even a pig. Many of those affected have found sources of comfort and healing since 17 people were murdered at the high school. This series chronicles the long-term recovery of the students, teachers, parents and others changed by the tragedy — their journey from strong to stronger. WLRN also continues to post [where to find mental health and trauma support for those hurting from the Marjory Stoneman Douglas tragedy](#).

### ***In Their Own Words (Ongoing)***

<https://www.wlrn.org/ownwords>

It's a pain that never heals. That's how parents and family members describe losing school-aged children and teenagers to gun violence. Nearly 1,300 children ages 0 to 17 died from gunshot wounds in the United States each year. According to The American Academy of Pediatrics, firearms rank in the top three causes of death for American children. In South Florida, after the shootings and funerals, families struggle to make sense of young lives cut short by bullets. WLRN explores this loss through the voices of family members and parents impacted by youth gun violence in this series.

### ***The Invading Sea (Ongoing)***

<https://www.wlrn.org/term/invading-sea>

Climate change is the story of Florida's future. No other state has as much at risk. That's why six of the leading news organizations in Florida have formed a partnership to share stories and work together to report on the complex challenges of climate change. The founding members include *The Miami Herald*, the *South*

*Florida Sun Sentinel, the Tampa Bay Times, The Palm Beach Post, the Orlando Sentinel and WLRN Public Media.*

Additional media outlets have since joined this collaboration. From reporting and visually documenting King Tides effects on sunny days, to hour long programs, to town halls and week-long climate conferences, WLRN continuous to be at the forefront of covering the impacts, responses, and the threat of climate change to our community.

### ***Hurricane Ready (Ongoing)***

<https://www.wlrn.org/term/hurricane-preparedness-0>

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 continues to 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 [weather page](#), powered by [Florida Storms](#).

### **Democratic Presidential Candidate Debate (June 2019)**

Miami's Adrienne Arsht Center hosted two nights of Democratic debates in Miami, June 26 and 27, 2019 featuring 20 qualifying candidates. The Center is catty-corner from WLRN: we covered locally important issues leading up to the debates, what it took for the Arts Center to host the debates, covered the candidates campaigning in the area, transportation challenges to attend the debates, and broadcast live the national debates themselves. In their aftermath, we reported reaction to the lack of attention to both immigration and Latin American policy (hot topics in South Florida), a local mayor's failure to qualify and Spanish language television's broadcast translation of the debates.

## **WLRN NEWS AND DIGITAL AWARDS**

WLRN consistently produces award-winning content recognized on national, regional and statewide levels in both digital and broadcast categories. The awards below are for work completed in 2017. We rose to the top in a variety of areas including politics, arts, sports, investigations, public affairs, continuing coverage, newscasts and breaking news.

### **NATIONAL AWARDS**

#### ***SIGMA DELTA CHI AWARDS*** (Society of Professional Journalists)

SPJ promotes the free flow of information vital to a well-informed citizenry; works to inspire and educate the next generation of journalists; and protects First

Amendment guarantees of freedom of speech and press. Dating back to 1932, the awards originally honored six individuals for contributions to journalism.

➤ **Editorial Writing (Daily Circulation of 100,001+)**

The Invading Sea - by *The Palm Beach Post*, South Florida *Sun-Sentinel*, *The Miami Herald*, and WLRN Public Radio

**AMERICAN SOCIETY OF NEWS EDITORS**

➤ **Burl Osborne Award for Editorial Leadership**

The Invading Sea project, a partnership between *The Miami Herald*, South Florida *Sun-Sentinel*, *The Palm Beach Post* and WLRN Public Radio - April 2, 2019

**NATIONAL HEADLINER AWARDS**

This program is one of the oldest and largest annual contests. WLRN competes against public and commercial media outlets across the country.

➤ **Third Place - Radio Stations, Newcast, all markets**

“WLRN Covers The Marjory Stoneman Douglas Shooting”  
WLRN News, Miami, Florida

➤ **Third Place - Radio Stations feature and human-interest story, all markets**

How Songwriting Helped Two Parkland Students Find and Share – “Hope for the Future” Jessica Bakeman

➤ **Second Place - Radio Stations Documentary or Public Affairs - “Samples of WLRN's Sundial Show”**

WLRN News staff WLRN News, Miami, Florida

➤ **Third Place - News Series**

“Vote Already! WLRN's Guide to the 2018 Florida Ballot”  
WLRN News, Miami, Florida

**PUBLIC RADIO NEWS DIRECTORS, INC. (PRNDI)**

PRNDI awards honor the best in local public radio

➤ **Nationally Edited Continuing Coverage First Place**

“WLRN: Continuing Coverage of the Parkland Shooting”

➤ **Newscast First Place - WLRN News**

“WLRN Covers the Marjory Stoneman Douglas Shooting”

### **NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS Ñ Award**

NAHJ will announce the winners and present the awards during the Ñ Awards Luncheon at the Excellence in Journalism Conference Friday, September 6, 2019

- **Finalist** - Latino Issues – Radio/Online Audio Journalism category  
Escape from Venezuela" Tim Padgett, WLRN News

### **NATIONAL ASSOCIATION OF BLACK JOURNALISTS (NABJ - for 2018 coverage)**

#### ➤ **Radio - Top 15 Markets – Public Affairs: Segment**

*The Florida Roundup: How Racism Persists In Latin American Communities*  
Jessica Bakeman, Nadege Green, Brenda Medina, Bridget O'Brien  
WLRN News, Miami, Florida

### **EDUCATION WRITERS ASSOCIATION (EWA)**

The National Awards for Education Reporting is now in its seventh decade of honoring distinguished journalism, furthering the association's mission of increasing the quantity and quality of education coverage to create a better-informed public and underscore the importance of excellent coverage and storytelling as a cornerstone of democracy and education.

- **Beat Reporting:** Small Staff (<25 FTE newsroom employees) Winner-  
[WLRN News](#), Jessica Bakeman

### **ASSOCIATION OF HEALTH CARE JOURNALISTS (AHCJ)**

[Awards for Excellence in Health Care Journalism](#) recognize the best health reporting in print, broadcast and online.

- **Beat Reporting:** Second Place: [2018 Body of Work](#); Sammy Mack, WLRN

## **REGIONAL AWARDS**

### **EDWARD R. MURROW REGION 13 AWARDS**

Radio Television Digital News Association (RTDNA). WLRN is in Region 13, which is comprised of Florida, Georgia, Puerto Rico and the U.S. Virgin Islands. WLRN won 11 of the 13 award categories.

#### **Large Market Radio Station:**

- **Overall Excellence:** WLRN News

- **Breaking News:** [The Marjory Stoneman Douglas School Shooting](#)
- **Continuing Coverage:** [Stoneman Douglas Shooting](#)
- **Excellence in Sound:** [Amendment 9 in Two Acts: We Unbundle Arguments Around the Drilling and Vaping Ban](#)
- **Feature Reporting:** How Songwriting Helped Two Parkland Students Find and Share - “Hope for the Future”
- **Hard News:** [A Parkland Shooting Survivor and Her Mom Talk Surviving and Healing](#)
- **MultiMedia:** [WLRN-FM](#)
- **News Documentary:** [Audio Diary: Marjory Stoneman Douglas Senior Leonor Muñoz Documents Life After the Shooting](#)
- **News Series:** [Escape From Venezuela](#)
- **Newscast:** [The Marjory Stoneman Douglas School Shooting](#)
- **Sports Reporting:** [Why Pickleball Is Taking Over a Broward Hockey Rink Near You](#)

### **GREEN EYESHADE AWARDS**

The competition is open to journalists in these Southeastern States: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and West Virginia.

#### **Radio:**

- **Best Newscast / Radio First Place:** WLRN News – Staff, *WLRN Covers the Marjory Stoneman Douglas School Shooting*
- **Public Service In Radio Journalism** Third Place: WLRN News – Daniel Rivero, Sammy Mack, Nadege Green & Caitie Switalski, *Selections From The WLRN News 2018 Election Series, Vote Already!*

#### **Online: (includes radio, TV and print websites)**

- **Non-Deadline Reporting / Online - First Place:** WLRN News – Tim Padgett, *Escape from Venezuela*

- **Specialized Site - First Place:** WLRN News – Teresa Frontado & Staff, *How To Find Your Way Through 105 Possible Questions In South Florida Ballots*

## **STATEWIDE AWARDS**

### **FLORIDA ASSOCIATED PRESS BROADCASTERS (FAPB)**

#### **Radio:**

- Feature / Light News: Second Place - Nancy Klingener, WLRN News "In the Keys, Politics Is Entertainment and Always Has Been"
- General Assignment: First Place - Caitie Switalski and Daniel Rivero, WLRN News, "Florida May Not Be Testing Drinking Water Correctly"
- Breaking News: First Place - WLRN News, "The Marjory Stoneman Douglas School Shooting"
- Investigative: First Place - Jessica Bakeman, WLRN News, "Stoneman Douglas Shooter Was Assigned To Controversial Broward Discipline Program Officials Now Say"
- Series / Franchise Reporting: WLRN News, Miami
- Mid-Term Elections Digital Performance: First Place - WLRN News, "How To Find Your Way Through 105 Possible Questions In South Florida Ballots"
- Weather Reporting: First Place - Tristram Korten and Alicia Zuckerman, WLRN News, Miami, "Final Flight Into Hurricane Michael Captured Rare Data On How Storms Intensify"
- Sports Feature: Second Place - Caitie Switalski, WLRN News, "Why Pickleball Is Taking Over A Broward Hockey Rink Near You"
- Use of Sound for Radio: First Place - Sammy Mack, WLRN News, Miami, "Amendment 9 In Two Acts: We Unbundle Arguments Around The Drilling And Vaping Ban"
- Website / Digital: First Place - Teresa Frontado, Jessica Weiss and Mihail Halatchev, WLRN News, Miami
- Digital Programming: First Place - Danny (In Ho) Hwang, Katherine Lepri and Teresa Frontado, WLRN News, Miami, "Live from the 305"

- News Anchor or News Team: Second Place - Luis Hernandez, WLRN News
- Radio Newscast: Second Place - Luis Hernandez, Tim Padgett and Jessica Bakeman, WLRN News, "The Marjory Stoneman Douglas Shooting"
- Overall | Station of the Year: First Place - WLRN News, Miami

### **SUNSHINE STATE AWARDS**

The Sunshine State Awards, in its 25th year, recognizes the best in Florida journalism.

**Special Categories:** all media types compete - newspaper, magazine, TV, radio, online

- **Anchor of the Year:** 1st Place - Luis Hernandez, WLRN News
- **Excellence In Disaster Reporting:** Finalist: WLRN News Staff WLRN Covers the Parkland Shooting
- **Editor of the Year:** Finalist: Teresa Frontado, WLRN Digital Director

### **Radio:**

- **Best Newscast:** 1st Place: WLRN News Staff, WLRN Covers The Marjory Stoneman Douglas School Shooting
- **General Coverage:** 2nd Place: WLRN News Staff, WLRN: The Marjory Stoneman Douglas Shooting
- **Investigative Reporting:** 2nd Place - Jessica Bakeman, When A Hurricane Closes Schools, No Work Means No Pay For Thousands Of Hourly Workers
- **Feature Reporting:**
  - 1st Place– Alexander Gonzalez, This Is Epic: Florida High School Creates A Musical About Publix Founder George Jenkins
  - 2nd Place – Tim Padgett, Caribbean Christmas Classic: Black Cake A Piquant Feature Of South Florida Holidays
- **Public Affairs:**
  - 2nd Place: WJCT and WLRN – Melissa Ross, Tom Hudson, Florida Roundup: Florida Faces Hotter Days, Stronger Hurricanes And Storm Surges

- 3rd Place: WLRN News – Luis Hernandez, Chris Remington & Alejandra Martinez, Meet Three Residents Helping Rebuild The Florida Keys One Year After Hurricane Irma

#### **Digital:**

- **Online Breaking News** - 1st Place: WLRN News Staff, *WLRN: The Marjory Stoneman Douglas Shooting*
- **Podcast:** 1st Place: WLRN News Staff, Vote Already!
- **Social Media Package:** 2nd Place: WLRN News Staff, King Tide Gives South Florida A Taste Of Life Underwater

#### **Student:**

- **Best News Photo:** 1st Place: WLRN News – Leslie Ovalle, West Boca High School Students Walk Out of School to Protest Gun Violence

### **WLRN DIGITAL**

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. In fact, this year we surpassed the two million digital users mark on our website.

The overall number of users on our website grew 31.83 percent to 2,534,039 for the 2018 - 2019 period. Our efforts to take WLRN's content to new digital audiences yielded a 32.94 percent increase in just new users.

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 24 percent to 3,533,748 sessions. Our overall page views grew by 22.59 percent to 5,081,214.

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 48.7 percent of all visits. The number of users reaching us by direct search -- meaning that they type WLRN.ORG or have us bookmarked on their browsers -- remains around 21 percent. Those numbers show we have a strong digital brand and we don't depend on third parties like Facebook or Twitter to reach audiences.

Attention to details, like how to better present our content on mobile platforms, has led to growth of 31.85 percent among mobile users in 2018-2019. The largest

share of users (42.66 percent) still come to us from IOS platforms (iPhones and Apple tablets).

We have grown exponentially our use of Groundsource, an interface that allows us to interact with our audience via text messages. We have conducted more than 1,000 queries in that platform, asking our audience to text us back answering questions, sending us pictures or giving us feedback. We have used Groundsource to find sources for joint projects with WLRN TV, such as the 50th Anniversary of the landing on the moon. We also used this platform to launch an environmental newsletter via text. That newsletter reaches more than 200 followers once a week. The model has been so successful that an email newsletter with environment content is also in the works for later this year.

WLRN's social media accounts continue to experience healthy growth across all platforms. We surpassed the 20,000 followers mark on Facebook and increased our Twitter followers around 8 percent. Our Instagram account grew 30 percent in the last 12 months, something we attribute to a new strategy using the popular Instagram stories to drive attention to our content.

We wanted to highlight the sustained growth in the Sundial program accounts. A consistent digital strategy has yielded almost 50 percent growth in followers for their Facebook and Twitter accounts. The Facebook page of the *Sundial* Book Club has grown 299 percent since it started in late 2018.

## **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 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.

Viewer favorites on Channel 17 continue to be a diverse mix of local and national content as well as independent documentaries and children's shows. The mix of genres and day parts in our top ten titles illustrates that viewers are finding programs to watch on WLRN at all times of the day and they like the variety of programs available.

## **PROGRAMMING HIGHLIGHTS**

WLRN-TV kicked off the summer of 2018 with the addition of a *Friday Night Movie*. Classic cinema done South Florida Style. Every Friday night at 9, viewers experienced a theatrical front row seat in the comfort of their own living room. Titles included *McClintock* starring John “The Duke” Wayne, *Charade* starring Cary Grant and Audrey Hepburn and Ol’ Blue Eyes himself, Frank Sinatra in *The Man with a Golden Arm*.

The addition of movies to the programming slate was an experiment that audiences received warmly. Later in the year, movies were repeated over the weekend to even greater success.

August brought the late summer fundraising drive. With great titles like *Joe Bonnamassa: British Blues Explosion* and *Food: What the Heck Should I Eat!*, the airwaves were full of the best of music, travel and self-help programming. By striving to localize fundraising drives, WLRN viewers were treated to programming that was more congruent to its regularly scheduled broadcasts. For example, an exploration of the role that Jewish Americans played in World War II called *G! Jews* was broadcast on WLRN’s Monday night “Stories of Conflict,” a night dedicated to the significance that global conflicts have had on our history.

In September, WLRN lived up to its mission as “South Florida’s Storyteller” when two new original productions premiered. The first titled *Cat’s Cradle* featured a retired couple living in Central Florida who had turned their property into a hospice for elderly cats. The second film focused on the beautiful Macaws that grace the South Florida skies and the woman at the center of the battle to keep them safe. Both *Parrots in Peril* and *Cat’s Cradle* aired as part of WLRN’s strong Thursday night nature lineup.

WLRN’s new primetime schedule took over in October. While most stations tend to overhaul their broadcast schedule from year to year, WLRN-TV stayed with the old adage “...if it ain’t broke, don’t fix it!” With a few minor programming teaks, the programming schedule was kept intact. One major addition, however, was *Frontline* on Sunday nights. Building on the reputation of WLRN News on the radio side, WLRN premiered one of the strongest and most reputable current affairs programs on broadcast television. With a wide range of topics, *Frontline* takes an unflinching and compelling look at complex, vital and often controversial subjects.

The November schedule celebrated the heart of what makes WLRN unique with multiple encore presentations of WLRN’s original documentaries throughout the month. The station also premiered the PBS stalwart *Independent Lens*. A weekly series that celebrates the art form of documentary storytelling with a “film festival” style appeal. Topics ranged from hula dancing to crossword mania and *Independent Lens* felt like a perfect fit alongside WLRN’s original productions to reinforce the storyteller mission.

New Year, New WLRN! In January, WLRN doubled down on the drama with the return of *Doc Martin* to the regular schedule. Due to a unique production schedule, the Doc only returns with new episodes every other year. The eighth season kicked off in early January to an eager fanbase that waited patiently for more of the dubious doc with the questionable bedside manner.

World War II has long held a considerable amount of fascination for our WLRN audiences. Every Monday, WLRN's *Stories of Conflict* provides a variety of angles to the Great War. In February, programming introduced new documentaries along the same lines with the two-part series *Last Heroes of D-Day with Dan Snow*, which examines how the allied forces gained a foothold in northern France. And *Camp X* told the true story of a secret agent training camp established in Canada during the war.

## **LOCAL/ORIGINAL TELEVISION PRODUCTION**

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 Local Presentation: [Cat's Cradle](#)*

Bruce and Terry Jenkins transformed their home into a hospice and senior living facility for cats. Produced by Jonathan Napolitano and Kaleigh Napolitano, this personal and emotional story about a retired couple living in Central Florida who spend their days nurturing and loving elderly cats that are left by owners who cannot take care of them anymore.

### *WLRN Local Presentation: [Parrots in Peril: Miami's Wild Macaws](#)*

Parrot lover and conservationist Daria Feinstein is on a mission to protect one of Miami's most spectacular wild residents: The Blue-and-Yellow Macaw. Produced by Neil Losin and Nate Dapen, this film short shares both Daria's love for the parrots that live in Miami and her fear of losing them to poaching.

### *WLRN Local Production: [Martin Luther King, Jr. Day](#)*

On Monday, January 21, 2019, 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.

### *WLRN Local Production: [The 2019 Silver Knight Awards](#)*

*The 2019 Silver Knight Awards* was broadcasted on Tuesday, June 11, 2019. This one-hour award show highlights the honoring of 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 National Distribution:* A WLRN original production, [\*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. This film was distributed nationally on February 5, 2019. To date, the film has achieved 262 airings with over 50% coverage nationally.

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:

### ***South Florida Crime to Crime Series***

[\*Museum of Murder and Mayhem\*](#) – A unique kind of history lesson, this true crime museum has floor to ceiling displays that give you an insight as to how South Florida rose to fame through the many illegal activities that took place.

[\*Predictions of an Assassination\*](#) – The little-known story that reveals two weeks before President John F. Kennedy was assassinated, an undercover Miami police informant met with Joseph Milteer who predicted the whole conspiracy in perfect detail.

[\*Case of the Clinking Brassieres\*](#) – The story of A 1950's theft ring in which women who worked for Miami's Southern Bell Telephone Company would stash rolls of quarters in their bra and almost got away with it.

[\*The 305 Goes 007\*](#) - Find out how South Florida has been the perfect place for suburban secret agents to hide out since WWII.

In addition, here is a list of locally produced programs that have made WLRN-TV Channel 17 must-see television for loyal South Florida viewers:

### **Miami-Dade School Board Meetings (Live, Monthly)**

*Our School Board in Action* is gavel to gavel coverage of the nation's fourth largest school, including pre-records of Proclamations and Resolutions and non-Agenda items which play back immediately following the close of the regular meeting.

## Weekly Spanish Language Programs:

- The weekly Sunday line-up begins at 3pm with *Temas de Mujer*, hosted by Vilma Petrash. This talk show is dedicated to highlighting the participation of the Hispanic woman in the professional world, and what she thinks about current local, national and international issues. It is a program for the entire family with a focus on the Hispanic woman and their topics.
- At 3:30pm, *Ante Usted*, hosted by Dr. Luis Fernandez (a currently practicing attorney). This show is dedicated to the discussion of issues related to criminal justice, consumer protection, immigration, drug abuse, and other issues related to the judicial system. An informative program for all interested in a deeper understanding of this system as laws are updated and changed throughout the year, it is important to stay current.
- *Colombia al Dia*, hosted by Enrique Cordoba, the shows starts at 4pm. This program deals with economic, political and social issues in Colombia and the Colombian community in South Florida (as well as worldwide). This dynamic program brings you the relevant information not often seen on commercial television.
- *Cuba y su Historia* begins at 4:30pm and is hosted by Jose Antonio Albertini. This talk show deals with historical issues and the current political and socio-cultural situations in Cuba reaching to other Latin countries around the globe.
- *El Show de Pedro Roman* starts at 5pm and is hosted by Pedro Roman (International Latin Entertainer). The talk show consists of interviews with a variety of artist and musical entertainers.
- At 5:30pm, *Opiniones*, which is hosted by Pedro Corzo, addresses political, economic and national issues as well as international information. Corzo tackles broad, global issues that go beyond the headlines.
- *Comentando* is hosted by Carlos Cabezas at 6pm. This talk show is dedicated to exploring mystical, paranormal, scientific and medical topics.
- *Foro 17*, hosted by Luis G. Diaz rounds out the Sunday line-up at 6:30pm. This interview program deals with economic, political and social issues in South Florida as well as national discussions that effect our community.

## **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.

### **WLRN HIGH SCHOOL INTERNSHIP PROGRAM 2018 - 2019**

The WLRN High School Internship Program provides students the opportunity to experience real-life professional roles in an award-winning media enterprise. Four professional positions were created to include; Television Production Assistant, TV Promotions Assistant, Graphic Design Assistant, Newscast Reporter/Producer and Public Affairs Production Assistant. Students were vetted for these specific internship positions and were required to deliver their resume and attend a “job” interview with their assigned WLRN internship supervisor. Nine interns successfully qualified and completed a full year with credits.

### **WLRN STATION TOURS**

WLRN provides stations tours for community groups and non-profit organizations. Station staff made the tour experience educational and enjoyable for our visitors. The station conducted tours for the following groups:

- Coral Gables Senior High
- Booker T. Washington
- Christina Eve Elementary School
- Eagle Ridge Elementary School
- Everglades City Elementary
- Florida City Elementary School
- José Martí MAST Academy
- Miami Lakes Educational Center
- Miami International University of Arts and Design
- Take Your Daughters and Sons to Work Day
- Temple Beth Am
- UNILATINA International College
- University of Miami Summer High School Scholars
- University of Miami School of Communications

## **WLRN COMMUNITY EVENTS AND OUTREACH**

### **8th Annual Florida Keys Museum and Attractions Weekend**

**August 3 – 5, 2018 | Florida Keys**

WLRN presents its 8th year of this three-day event, sponsored by the Monroe Tourism Council, providing free and discounted admission to museums and galleries throughout Key West and the Florida Keys.

### ***The Florida Roundup: Life at the Edge in the Florida Keys* August 3, 2018 | The Studios of Key West**

WLRN hosted a live radio broadcast of its weekly series, *The Florida Roundup* with host Tom Hudson. Living in the Florida Keys is paradise, but it comes at a cost. Keys residents joined the conversation as panelists discussing everything from affordability challenges to threats from hurricanes and higher sea levels to mental health issues. WLRN staff welcomed guests, encouraged membership support and concluded the event with a complimentary reception.

### **Community Foundation of Broward Legacy Luncheon with Diane Rehm February 20 | Broward Center for the Performing Arts**

WLRN/Friends partnered with the Community Foundation for the second consecutive year on their Annual Legacy Luncheon which celebrates the Foundations 142 Legacy Society members whose \$200 million in current and future gifts focus on making Broward a greater place. NPR's Susan Stamberg was the guest speaker. Community Foundation of Broward made two tables available to WLRN for our own invitees.

### **211 Broward Nonprofits Awards Luncheon**

**February 22 | Signature Grand**

The event recognizes the efforts of Broward County non-profits and the accomplishments of non-profit leaders are collectively recognized at the Awards ceremony and luncheon. WLRN sponsored the event with partial monetary contribution and partial trade agreement. The partnership also includes a membership for their Club 211.

### **Broward County Library Foundation Literary Feast Author Dinner**

**March 2 | Wild Oyster Sea Bar & Grille**

WLRN partnered with the Broward County Library Foundation for the second consecutive year to host a dinner with an Author as part of their Literary Feast event. WLRN coordinated and sponsored an intimate dinner at the Wild Oyster Sea Bar & Grille for Library Foundation members with open dialogue with Author of *Parkland*, Dave Cullen. The event was hosted by Joseph Goldstein a WLRN Board member who is also on the Board of the Library Foundation.

**Careers in Media Panel Discussions and Tour – Broward Social Network  
March 14 | WLRN studios**

For the second consecutive year, WLRN hosted a career day for the Broward Social Network, whose purpose to allow all young people, particularly the marginalized youth, to experience the spectrum of the professional world. WLRN hosted a career day for 34 students from two Broward Schools (middle schools), where several panels were organized by department: Radio, Television, News, Administration/Friends. Each panel was approximately 20 minutes, and various careers were discussed, and students were engaged through interactive dialogue and Q&A sessions. After Lunch, students received an in-depth tour of the studios where they were able to see and apply everything they learned from the morning panel discussions in “real life experience.” This event represents true community engagement and receives so much positive feedback both from the students and WLRN staff alike. I would love to increase the frequency of these events as they are both community engagement and expose our youth to broadcast journalism at a pivotal age.

**Miami Corporate Run  
April 25 | Biscayne Bay**

WLRN participated with a team at the Miami Corporate Run. The purpose of the Corporate Run Series is to promote running and walking as a means to a fit, healthy lifestyle for people from all walks of corporate life. Media sponsors such as WLRN help foster community interest in the benefits of fitness and camaraderie in the workplace and encourage public participation throughout a diverse community.

**WLRN *Sundial* Presents: Life After College  
May 7, 2019 | Florida International University**

*Sundial* broadcasted live from The Graham Center at FIU. Luis Hernandez, along with guests from the college, spoke about life after college and the job market. Friends of WLRN was present to set up an information booth, establish a report with potential/future members, answer questions about the station and its mission, direct guests to the live broadcast, and gather emails for our newsletter.

**The Power of the Purse Annual Luncheon by the Women’s Fund  
May 23 | Hilton Miami Downtown**

WLRN sponsored a table at the Annual Power of the Purse luncheon, the annual event celebrates and showcases the power of women and girls to change our community and make it better for everyone. The event honored female community leaders.

**Broward College Speaker Series  
January - April | Broward Center**

WLRN was a proud sponsor of the Broward College Speaker Series for the second consecutive year. Members were invited to be EDUCATED-ENLIGHTENED-ENTERTAINED. Broward College Speaker Series featured notable speakers from

a variety of backgrounds to educate and enlighten the community on a variety of topics. From current events in our nation, to the study behind character traits that determine success, this year's selected speakers brought their personal perspectives on the world around us.