



# **Annual Programming Report**

## **Fiscal Year 2023**

Presented to:

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Superintendent of 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 FY 2023 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 Friends of WLRN, the media manager company for WLRN Public Media, 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 17 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 CEO 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 FY 2023 officers of the CAB are: Diana Jordan Zamora, Chair, Dr. Marcela Moyano, Vice-Chair, and Cynthia D. Weems, Secretary.

The CAB is most appreciative of the hard work of the CEO 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 101.9 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 307,000 listeners tuned in to WLRN/WKWM/101.9FM broadcasts. Listeners tuned into WLRN's via live web stream on more than 8,338,750 occasions during this fiscal year. Listeners tuned into WLRN's Classical HD2 stream on more than 411,300 occasions. According to Nielsen-defined audience data, from July 2022 through June 2023, WLRN's listener composition averaged 25% Black and 24% Hispanic, with 51% "Other". 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.

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, with an unprecedented 7.2 % in Miami-Hollywood-Ft Lauderdale in February. WLRN is now ranked 7<sup>th</sup> in the market overall and 3<sup>rd</sup> during morning drive time. WLRN's nearest (news) competitor is now 17 ranking positions behind WLRN in the listening area.

Programming from national distributors, including National Public Radio (NPR), American Public Media (APM), New York Public Radio (WNYC) 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*, 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 Florida Roundup*

Each week, hosts Danny Rivero of WLRN in Miami and Melissa Ross of WJCT in Jacksonville, along with journalists and newsmakers from around the state, discuss the news of Florida over the past 7 days. The hour-long, call-in program is broadcast live Fridays at 12 noon and rebroadcast Saturdays at 7am and carried by seven other Florida public broadcasting stations.

### *The South Florida Roundup*

Each Friday at 1pm, a panel of journalists and newsmakers around the state discuss the week in news with listener/callers as it relates to South Florida. Rebroadcast Saturday mornings at 6 am, the hour-long program is hosted this year by WLRN Americas Editor Tim Padgett, and periodically by WLRN anchors and reporters.

### *Sundial*

Host Carlos Frias, a South Florida native and journalist of more than 25 years, has the Sundial team producing a show with rich and in-depth conversations with guests who help tell the story of South Florida life and culture. Sundial highlights the personalities behind the story — authors, filmmakers, trailblazers and newsmakers. Sundial airs Monday through Thursday 1-2 pm and rebroadcast from 8-9 pm.

### *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*

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". Included in the program is the weekly segment called *The Public Storyteller*, co-hosted by the director of the South Florida Storytelling project, Dr. Caren S. Neile. These segments feature "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 new Vice President for News Sergio Bustos, Caitie Switalski Muñoz, Director for Daily News and Original Live Programming, and Jessica Bakeman, Director of Enterprise Journalism. Bustos, Muñoz and Bakeman are supported by two dozen 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.

## **SPECIAL NEWS COVERAGE:**

### **Miami-Dade County's Guardianship Program**

WLRN's newly created investigations team produced its first project in March on the Guardianship Program of Miami-Dade. Within days of publication online and broadcast, Miami-Dade County Mayor Daniella Levine Cava directed the county administration to temporarily cease grant payments to the Guardianship Program and asked for an independent investigation of the agency's sales of properties of its clients.

The county's actions followed a March 7 WLRN investigative story that found the Guardianship Program, the biggest in Florida, had sold properties of people under its care to the same realty company since 2011. That company, Express Homes, then either quickly sold the homes for profit, renovated the homes to sell later, or kept the buildings as rental property. Gains collected from the subsequent sales did not go towards the care of the non-profit agency's "incapacitated" clients.

### **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**

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. The awards below are for work completed in 2022.

## **Florida News Award**

The Florida News Awards competition celebrates excellence in broadcast journalism from across Florida. More than 55 radio and television stations, including other public media stations in Florida, submitted more than 650 entries in the statewide competition.

WLRN earned 14 wins and four finalist honors in the [Florida News Awards competition for journalism produced in 2022](#), including two individual achievements for Producer of the Year and Reporter of the Year.

## **Edward R. Murrow Regional Awards**

Judges of the Radio Television Digital News Association (RTDNA) awarded WLRN News with five regional Edward R. Murrow Regional Awards, including overall excellence for large market radio stations. WLRN competed in RTDNA Region 13, which is comprised of Florida, Georgia, Puerto Rico and the U.S. Virgin Islands.

The journalistic work included:

- A narrative podcast, Detention by Design, tracing the roots of the U.S. immigration detention system to the shores of Florida a half century ago.
- An investigation into an out-of-step law enforcement policy. A creative tale about a horny python helping scientists solve a big environmental problem.
- An investigation on a new wave of opioid deaths is raising fears in Palm Beach County and families are urging the sheriff's office to carry Narcan.
- A compilation of reports on how South Florida has emerged as ground zero of a problem that has gripped the entire nation: The rise of housing costs.

## **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 194,048 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 (May 2023), audiences tuning to WLRN-TV are approximately 52% female and 44% 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 May 2023 sweep, WLRN reached 13% of white TV households, 9% of Hispanic TV households, and 8% 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,

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 *Work it Out Wombats*.
- PBS Classics: *NOVA*, *Finding Your Roots*, *Nature*, and *American Experience*.
- Mystery and Drama Series: *Death In Paradise*, *Vera*, *Doc Martin*, *Agatha Christie's Poirot*, 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*, *The Great American Recipe*, *Great American Railway Journeys*, *Rick Steves' Europe*, and *This Old House*.

WLRN-TV is expanding its digital footprint. Our broadcast signal can be livestreamed via [wlrn.org](http://wlrn.org) or via the WLRN and PBS Apps on smart devices allowing audiences to watch WLRN anywhere in the Miami-Ft. Lauderdale viewing area. WLRN-TV can also be seen on the streaming services Youtube TV, Direct TV Stream, Local Now and will be launching on Hulu+ in the fall of 2023. WLRN's on-demand library of PBS favorites and WLRN original productions, WLRN Passport, is available to WLRN-TV members and streamed through the PBS App and at [wlrn.org](http://wlrn.org).

## **TELEVISION PRODUCTIONS AND PARTNERSHIPS**

WLRN-TV has been producing and presenting local stories that showcase the people, places, and events that make our community special and unique. Sharing over forty-five 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>, providing an educational resource that reflects the diverse interests of the community that we call home.

In FY 2023, WLRN released its two-hour documentary *When We Were Shuttle*, exploring the Space Shuttle Program through the eyes of some of the exceptional men and women who worked behind-the-scenes to make it fly. This unique and intimate character-driven portrait of the Space Shuttle years premiered in November 2022, on WLRN-TV, and was accompanied by film study guides designed for Florida classrooms. *When We Were Shuttle* was release to PBS stations nationally in April 2023. To date, the documentary has been broadcasted in over 55% of the country.



### **Annual Dr. Martin Luther King, Jr. Day Parade**

WLRN's yearly production celebration started the new year with the *46th Annual Martin Luther King, Jr. Day Parade* in Liberty City on Monday, January 16th, 2023. Parade-goers gathered to watch the three-hour parade and then tuned to WLRN-TV at night to enjoy a hosted one-hour highlight of the day's events.

### **The 65th Annual Silver Knight Awards Ceremony**

Presented by The Herald/El Nuevo Herald, WLRN broadcasted a one-hour awards highlight on Tuesday, June 13th, 2023, to honor Miami-Dade and Broward County public school seniors for their academic excellence and passion for community service.

### **Sunday Afternoons: Spanish Programming**

WLRN provides airtime for community producers to record a variety of ongoing, half-hour discussion programs to cover relevant topics for Spanish-speaking audiences.

3:00 PM      Entre Mujeres

Highlights the participation of the Hispanic woman in the professional world, current, local, national and international issues. Hosted by Martha Gomez.

3:30 PM      Ante Usted

Discusses issues related to criminal justice, consumer protection, drug abuse, and other issues related to the judicial system. Hosted by Ana Fernández.

4:00 PM      Colombia al Día

Explores the economic, political, and social issues in Colombia and the Colombian community in South Florida. Hosted by Enrique Cordoba.

4:30 PM      Cuba y su Historia

Discusses historical issues, current events and socio-cultural situations in Cuba. Hosted by Alberto Muller.

5:00 PM      El Show de Pedro Roman

Shares multi-cultural music by featuring interviews with local performers, artists, and musicians. Hosted by Pedro Roman.

5:30 PM      Opiniones

Explores political and economic national issues on an international scale. Hosted by Pedro Corzo

6:00 PM      Comentando

Investigates mystical, paranormal, scientific, and medical related topics with special guests. Hosted by Emilio Sanchez

6:30 PM      Foro 17

Discusses economic, political, and social issues in our community. Hosted by Jose Ortiz.

## **WLRN TELEVISION AWARDS**

### **Suncoast Regional Emmy Awards**

WLRN is proud to be recognized for excellence in television and the region's leadership for its artistic, educational, and technical achievements within the commercial and non-commercial television industry.

In FY 23, the Suncoast Chapter of The National Academy of Television Arts and Sciences honored WLRN with two Suncoast Regional Emmy Awards for its presentation of *A Nervous Man Shouldn't Be Here in the First Place: The Life of Bill Baggs*. This half-hour documentary shines a light on Bill Baggs, who remains one of the most influential newspaper editors of the mid-20th century. The story captures the history of Miami, the community's geopolitical importance, and the loss of one of its greatest champions. This marks 30 Regional Emmy's for WLRN since 2012. Submissions come from all over the region including Alabama, Louisiana, Florida, Georgia and Puerto Rico.

WLRN was recognized for the following categories:

- Nostalgia Program Category: Long Form Content
- Editor: Long Form Content

## **WLRN COMMUNITY EVENTS**

### **WLRN's Premiere Screenings: When We Were Shuttle**

On Thursday, October 10, 2022, WLRN held the world premiere screening of its originally produced film *When We Were Shuttle* at Kennedy Space Center's IMAX Theater in Cape Canaveral, Florida. In collaboration with Orlando's WUCF PBS and WMFE NPR, guests included students from Blue Origins Club for the Future and the Society of Women Engineers Florida Polytechnic Chapter. Following the screening was a Q & A session moderated by Brendan Byrne, host of WMFE's space exploration program *Are We There Yet?* with the NASA workers who participated in the film. On Thursday, November 3, 2022, the South Florida premiere screening was held in the Planetarium at the Phillip and Patricia Frost Museum of Science in Miami. The film presentation was followed by a 15-minute discussion with NASA film participants.

### **O, Miami and WLRN Present: Zip Odes Finale**

On April 26, 2023, WLRN in partnership with O, Miami Poetry Festival hosted an evening to celebrate the return of in-person Zip Odes at Vizcaya Museum & Gardens. This is a South Florida wide call for Zip Odes, an original form invented by O, Miami and WLRN designed to transform zip codes into occasions for place-based, lyrical celebration. This event showcased a selection of spotlight poets who recited their poems and shared some of the inspiration behind them. Audio from the event was recorded and an excerpt of the evening aired on the radio in July 2023.

## **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. Students hailed from Northwestern University, Florida International University, Miami-Dade College, and University of Florida.

### **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.