



Annual Programming Report

Fiscal Year 2024

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 FY 2024 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 South Florida Public Media Group, Inc., 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 Ms. Lucia Baez-Geller and Mr. Danny Espino. The Friends of WLRN member currently serving is Mr. Joseph Goldstein with one open appointment.

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 2024 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 275,000 listeners tuned in to WLRN/WKWM/101.9FM broadcasts. Listeners tuned into WLRN's via live web stream on more than 7,694,398 occasions during this fiscal year. Listeners tuned into WLRN's Classical HD2 stream on more than 361,901 occasions. According to Nielsen-defined audience data, from July 2023 through June 2024, WLRN's listener composition averaged 14% Black and 22% Hispanic, with 64% "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 3% of the crowded market tuned into WLRN during this time period. WLRN is now ranked 5th in the market overall and 3rd during morning drive time. WLRN's nearest (news) competitor is now 21 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, as well as Monday through Friday from 9:00am to 10:00am. However, WLRN's own productions such as *The Florida Roundup*, *The South Florida Roundup*, in concert with our flagship music programs, *Folk and Acoustic Music* and *The Night Train* emanated from and directly served our own community. WLRN's 24-hour Classical HD music programming serves an audience deprived of this art form elsewhere on the air.

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, host Tom Hudson 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 all major 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.

[The Night Train](#)

WLRN's longest running, locally produced 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 47 years.

[Folk and Acoustic Music](#)

Michael Stock makes an intimate and informative appearance each Sunday from 3-5 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".

WLRN NEWS

Two dozen times each weekday — and also on weekends, as needed — our journalists report the stories that affect South Floridians, from the Palm Beaches to the Florida Keys. This multiple-award-winning team was led this year by 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 radio producers and digital editors. WLRN partners with a long list of other media outlets to share our award-winning stories. Partners include:

Miami Times. The oldest Black-owned newspaper in South Florida.

The Miami Herald. We publish stories from their arts & culture reporter and climate change reporters.

Key Biscayne Independent. A digital startup by former AP correspondent Tony Winton. The Independent does watchdog reporting on Key Biscayne, and is expanding to cover Liberty City.

MediaLab@FAU. A student-driven digital news outlet produced by Florida Atlantic University communications students and edited by FAU professor Ilene Prusher, a former Middle East correspondent for the Christian Science Monitor

Caplin News Service. The news service produced by Florida International University's Caplin School of Journalism.

University of Miami. Working with UM's communications school students who cover specific cities in Miami-Dade and produce three-four in-depth enterprise stories per semester.

Florida Climate Change Network. A consortium of Florida media outlets that share climate change/environmental coverage.

University of Florida. WLRN is among several media outlets that publish "Fresh Take Florida," a news service producing top-caliber investigative and political content by journalism students at the University of Florida. It is edited by former Associated Press Investigations Editor Ted Bridis.

The Conversation. Republishing stories specifically by FIU professors on The Conversation, "a nonprofit, independent news organization dedicated to unlocking the knowledge of experts for the public good."

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:

Role Call

Former WLRN intern and now freelancer Yvonne zum Tobel received an \$8,000 fellowship grant from the Education Writers Association, to complete a series of stories exclusively for WLRN. Enterprise Editor Jessica Bakeman edited the series, which ran in multiple parts in May and June 2024. In WLRN's monthslong statewide project Role Call, reporter Yvonne zum Tobel spent time in classrooms throughout Florida to examine government-funded incentive programs that aim to mitigate the ongoing and pervasive shortage. She found that the programs are successful or promising — but too small to solve the problem.

[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's newly created investigations team produced its first project in March 2023 on the Guardianship Program of Miami-Dade. On April 5, 2024, the [Investigative Reporters & Editors organization](#), one of the nation's most prestigious in journalism, honored WLRN and its [investigations team](#) for its reporting on the Guardianship Program of Miami-Dade.

It also landed a top local award for investigative journalism, the 2024 Esserman-Knight Journalism Awards. [Unguarded](#) delved into the Guardianship Program of Dade County's repeated sales of incapacitated people's homes to a politically connected company, which then resold the properties for profit.

In addition to Unguarded, 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 2023.

Sunshine State Awards

The 2024 Sunshine State Awards on June 20 announced a list of finalists that includes WLRN staffers in 11 categories. Final winners and runners-up will be announced at a ceremony on Saturday, Aug. 17 in Hollywood, Fla. The entries were judged by dozens of out-of-state professional journalists.

Public Media Journalism Association

The Public Media Journalists Association announced its 2024 [award winners](#) on June 6. WLRN is taking several recognitions home. Four first place wins and four 2nd place wins. These are prestigious awards for the public radio industry. WLRN is Division D (16 to 29 newsroom staff).

Florida Association of Broadcast Journalists 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 newsroom staffers on Saturday night took home a dozen top [awards](#) — including Palm Beach reporter Wilkine Brutus winning reporter of the year — at the [Annual Florida Association of Broadcast Journalists awards dinner](#) in Orlando. WLRN newsroom staff were named “winners” in eight categories and named as “finalists” in four categories.

Edward R. Murrow Regional Awards

WLRN’s environment editor Jenny Staletovich won a prestigious national Edward R. Murrow award for revealing how researchers used radio trackers and sex pheromones to hunt a record-breaking Burmese python. In a feature titled “[It takes a python to find a python: How researchers bagged the heaviest snake in Florida history](#),” she detailed the scientists’ new secret weapon in the effort to control the invasive species: amorous male snakes. The story caught the imagination of judges, landing Jenny the prize for [‘Excellence in Writing.’](#) The Murrow awards were created in 1971 by the Radio Television Digital News Association and are named in honor of Edward R. Murrow, a pioneer who set the standard for the highest quality of broadcast journalism. WLRN competed in RTDNA Region 13, which is comprised of Florida, Georgia, Puerto Rico and the U.S. Virgin Islands.

Sunshine State Awards

WLRN won big at the Sunshine State/SPJ Awards on Friday, August 25, 2024. Our digital and radio audiences took home 12 first place statewide recognitions, as well as four more finalist recognitions. The awards included Jessica Bakeman as Florida’s Editor of the Year and Christine DiMattei as Florida’s Anchor of the Year. Bravo to them both and our other winners. Big shout to Jessica for coordinating our entries and making sure your hard work gets noticed. See the list below for our first place and finalist awards. On June 20, The 2024 Sunshine State Awards announced a list of finalists that includes WLRN staffers in 11 categories. Final winners and runners-up will be announced at a ceremony on Saturday, Aug. 17 in Hollywood, Fla. The entries were judged by dozens of out-of-state professional journalists.

Americans for Immigrant Justice

WLRN Investigative Reporter Danny Rivero was recognized Saturday, February 24, 2024, for his “compelling and informative” podcast series “[Detention by Design](#)” by Americans for Immigrant Justice, a non-profit law firm that advocates for the rights of immigrants. “In recognition of this impactful work, it is an honor to extend to you a very heartfelt invitation to be the recipient of our 2024 Holly Skolnick Human Rights Award,” wrote the AIJ Board of Directors. “This award is given in recognition of an individual’s significant contribution to advancing the cause of human rights.”

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 184,048 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 2024), audiences tuning to WLRN-TV are approximately 51% female and 46% male. The daytime children's programming reaches an audience between the ages of 2 – 11 years of age and accounts for 3% 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 2024 sweep, WLRN reached 11.7% of white TV households, 7.2% of Hispanic TV households, and 6.8% of Black TV households.

WLRN is South Florida's PBS Ready-to-Learn station airing 35 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: *Donkey Hodie*, *Wild Kratts*, *Curious George*, *Let's Go Luna*, and *Work it Out Wombats*.
- PBS Classics: *NOVA*, *Finding Your Roots*, *Nature*, and *American Experience*.
- Mystery and Drama Series: *Death in Paradise*, *Father Brown*, *Agatha Christie's Poirot*, and *Midsomer Murders*.
- Blockbuster Movies: *The Birdcage*, *Chinatown*, *The School of Rock*, *Four Weddings and a Funeral* and *Love Story*.
- History, Arts, and Culture Programming: *American Experience*, *The Great American Recipe*, *Epic Train Journeys from Above*, *Rick Steves' Europe*, and *This Old House*.

WLRN-TV is expanding its digital footprint. Our broadcast signal can be livestreamed via 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 Hulu+. 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.

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-seven 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 2024, WLRN released its original production [Never Drop the Ball](#) that takes audiences on an extraordinary journey to show how black baseball players built a brand of baseball out of segregation into a worldwide pastime. This documentary premiered simultaneously through a unique statewide partnership on seven Florida public television stations on February 2nd, 2024. It was also accompanied by a film study guide designed for Florida middle and high school classrooms. On August 1, 2024, the film will be released to PBS stations nationwide, with a schedule commitment from 313 PBS affiliates which equates to 95% national coverage.

In collaboration with International Media and Dreamtime Entertainment, WLRN nationally released *Flamenco: Spirit of Seville* on February 22nd, 2024. This one-hour public television special was filmed on and around Easter celebration in Seville in conjunction with Seville's premiere Flamenco Theatre. Producer Gustavo Sagastume, former Vice President of PBS, has produced many "hits" to PBS including *Andre Rieu*, *Celtic Woman*, *Yanni*, *David Garrett*, *The Gipsy Kings* and many others music and culture specials from locations around the world.

WLRN joined efforts with producer and environmental journalist, Sarah Curry, with Seria Films, to present a series of short interstitials titled [Eating Out: The Hunt for Sustainable Seafood](#). From farm to table, energy consumption and innovative ways of feeding fish, the 11 interstitials focus on helping viewers navigate the often-complex world of the aquaculture industry. WLRN shared the interstitials through its broadcast, digital and streaming platforms.

In partnership with Florida International University (FIU) and film producer Tim Long, WLRN released [Everglades Restoration Project](#), which reveals how FIU researchers, scientists, and students have collaborated and led the science behind the Everglades restoration. The Everglades Restoration Project is the largest wetlands restoration project in the world. WLRN has distributed this story through its broadcast, digital and streaming platforms.

Other on-going productions include:

Annual Dr. Martin Luther King, Jr. Day Parade

WLRN's yearly production celebration started the new year with the *47th Annual Martin*

Luther King, Jr. Day Parade in Liberty City on Monday, January 15th, 2024. Paradegoers gathered to watch the three-hour parade and then tuned to WLRN-TV the next night to enjoy a hosted one-hour highlight of the day's events.

The 66th Annual Silver Knight Awards Ceremony

Presented by The Herald/El Nuevo Herald, WLRN broadcasted a one-hour awards highlight on Tuesday, June 11th, 2024, 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 24, the Suncoast Chapter of The National Academy of Television Arts and Sciences honored WLRN with a Suncoast Regional Emmy Award for its original production of [When We Were Shuttle](#). This two-hour documentary 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 was recognized in the category of Historical Documentary. This marks 31 Regional Emmy's for WLRN since 2012. Submissions come from all over the region including Alabama, Louisiana, Florida, Georgia and Puerto Rico.

WLRN COMMUNITY EVENTS

University of Miami Rosenstiel School Climate Café Series

Climate Café is designed to be an informative, casual gathering that encourages conversations focused on groundbreaking climate science. The discussions highlight related research underway at the Rosenstiel School so that ideally, these innovations can be applied to help our community adapt to a changing climate. Moderated by [Jenny Staletovich](#), environment reporter for WLRN, each Climate Café featured Rosenstiel School and collaborating scientists, graduate students, and local stakeholders that explain different aspects of climate science, the local impacts as well as the challenges facing South Florida. The Climate Café Series was held on October 18, 2023, November 8, 2023, January 23, 2024, and April 24, 2024

WLRN's Community Premiere Screenings: Never Drop the Ball

WLRN held two community film screenings for its original production *Never Drop the Ball*. Following the screening, a moderated Q & A session followed providing audiences an opportunity to interact with the documentary filmmakers and film participants. The screenings were held on Thursday, January 18th, 2024, at The Historic Lyric Theater in Historic Overtown in Miami, and on Wednesday, January 24th, 2024, at the University Theatre on the campus of Florida Atlantic University (FAU) in Boca Raton.

FAU Frontiers in Science Panel: What's Happening to Water Quality in Florida?

On January 25, 2024, WLRN's Environment reporter, Jenny Staletovich participated in the panel discussion for the Frontiers in Science Public Lecture Series. Hosted by the Florida Atlantic University Charles E. Schmidt College of Science, in partnership with the new FAU School of Environmental, Coastal, and Ocean Sustainability (ECOS). WLRN also tabled during the event to connect and engage with the community.

O, Miami and WLRN Present: Zip Odes Finale

On April 24, 2024, WLRN in partnership with O, Miami Poetry Festival hosted an evening to celebrate 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 will air on radio in July 2024.

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.

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.