



2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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



WLRN Public Media is the premier choice for trusted, quality programming that reflects the diversity of thought and expression of the community we serve.

We are “South Florida’s storyteller” — providing content in ways that no other media outlet does.

We operate as a public trust and exercise the highest ethical and professional standards.

We respect our audience’s intelligence and have a deep appreciation for public media’s role in shaping society.

WLRN-TV is the public television station with the reputation of being South Florida’s storyteller. We have been producing and presenting local stories that showcase the people, places and events that make our community special and unique.

Additionally, WLRN is the PBS Learning Media provider for Miami-Dade and Broward counties. This online, digital library has thousands of classroom-ready resources that transform learning by providing the innovative tools needed to succeed in the 21st century classroom.

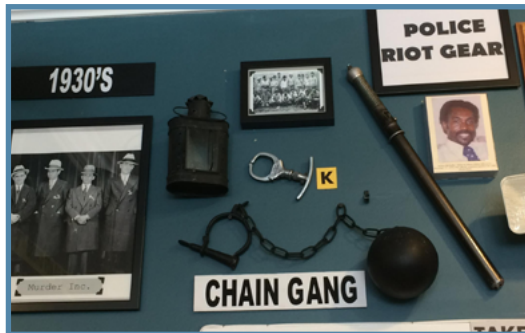
WLRN Public Media is South Florida’s largest public media conglomerate reaching almost 1-million people each week from Palm Beach to Key West.

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

WLRN-TV Channel 17 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.



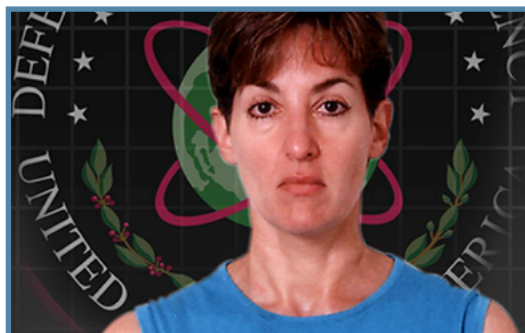
Predictions of an Assassination –

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.

WLRN HIGH SCHOOL INTERNSHIP PROGRAM

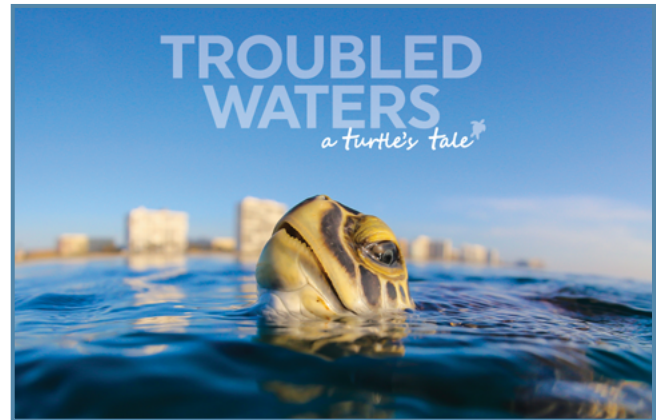


The WLRN High School Internship Program provides students the opportunity to experience real-life professional roles in an award-winning media enterprise. Four professional positions were created to include; Television Production Assistant, TV Promotions Assistant, Graphic Design Assistant, Newscast 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.

Troubled Waters: A Turtle's Tale

This one-hour WLRN documentary explores the impact of human behavior on our environment as seen through the lens of one of Florida's most beloved and fragile underwater creatures – the sea turtle.

WLRN conducted a five city premier tour of the film with outreach conducted by a number of experts that appeared in the film. Tour cities included: Key West, Marathon, Miami, Ft. Lauderdale and Boca Raton



The 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.



Hurricane Ready

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



WLRN Social Media and Engagement Tools

WLRN continues to expand its digital reach to better fulfill its mission to inform and entertain audiences in Palm Beach, Broward, Miami-Dade and Monroe counties. In fact, a strong multiplatform content distribution strategy was key during hurricane Irma, when we continued providing our audiences vital information on our website, social media and live stream even after our terrestrial signal went down.

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.

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 47.8 percent of all visits. The number of users that reach us by direct search - meaning that they type WLRN.ORG or have us bookmarked on their browsers-remains stable around 24 percent. Those numbers show that we have a strong digital brand and we don't depend on third parties like Facebook or Twitter, to reach our audiences.





"It will get part of its support from the Government. But it will be carefully guarded from Government or from party control. It will be free, and it will be independent - and it will belong to all our people."

- President Lyndon Johnson address to Congress announcing the creation of the Corporation for Public Broadcasting.

WLRN Public Media is committed to being the most trusted source of information and entertainment in South Florida's diverse community.

Licensed to the school board of Dade County, WLRN is best known for its award winning journalism, its original productions and its public radio and television programs.

But WLRN's services go well beyond the airwaves – WLRN is a South Florida treasure.



WLRN Public Radio & Television is the premier choice for quality program content, resources and services that positively impact the South Florida community.
