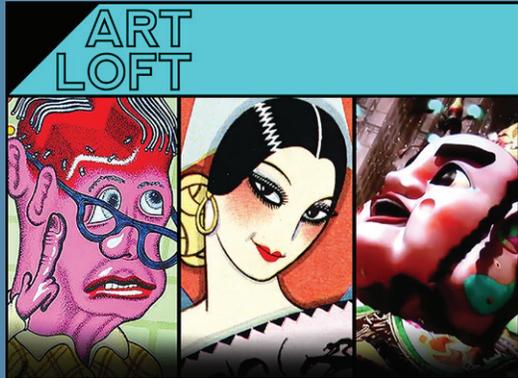




# 2019 Local Content and Service Report to the Community



*"Art Loft is our ally in reaching everyone, young and old, from all backgrounds, allowing us to create opportunities for dialogue about becoming change-makers because art transforms lives."*

*Miriam Machado  
Curator of Education  
FROST ART MUSEUM*

**South Florida PBS** is a vibrant force in the community that entertains, enlightens, and educates. We provide content from PBS, from other partners, and of our own creation – programs and services that change lives, inspire trust, and make a difference. We are community supported and take pride in reflecting the diversity of the region in which we live and work.



South Florida PBS is a vital part of South Florida's advancement. In its role as a trusted source for high-quality, non-commercial content, South Florida PBS addresses needs not served by commercial media.

As a resource for lifelong learning, it is our duty to provide educational services to the children, adults and families in our community.

We believe living in a multicultural community gives us the responsibility to mirror the cultural diversity and variety of voices in our world.

In 2019, South Florida PBS provided these vital local services:

KidVision educational resources for teachers, parents, care-givers and pre-schoolers;

Public Affairs programming with coverage of local issues for South Florida's diverse communities;

Local arts and culture content, including ongoing support of humanities and history programs;

A new 24/7 Health Channel and award-winning environmental programs offer viewers essential and credible information.

South Florida PBS's local services had deep impact in the South Florida area:

A 24/7 digital Kids Channel offers high-quality educational programming around the clock.

KidVision Pre-K serves over 70,000 registered users, offering access and opportunity to prepare children for success in kindergarten and beyond.

Innovative Arts & Culture programs provide a platform for diverse voices in the community, from artists to filmmakers

**South Florida PBS** is committed to creating and presenting unique programming that promotes arts and culture, health and environmental education, civic engagement, and lifelong learning.

## **ARTS & CULTURE:**

- **Art Loft** is a signature series that focuses on the emerging local art scene. In seven seasons, **Art Loft** has produced well over 200 episodes with over 450 local segments featuring the best in visual, performing, and literary arts. The accessible nature of the stories provides an educational and creative portal for any and every type of viewer, regardless of their socio-economic background. Local artists see Art Loft as a powerful tool for sharing their work and vision with the world.
- **film•maker** is an initiative that highlights and supports the region's storytellers. Co-directed by South Florida PBS staffers, this series connects talented local filmmakers with a major new audience. The series currently is comprised of over 66 unique and diverse short films that are made in South Florida. It also offers much-needed opportunity to a talented community of storytellers, including exposure to new and larger audiences, as well as mentorship.
- **Check, Please! South Florida** is another long-running series. A foodie's dream, both on-air and online, the series is hosted by renowned local chef Michelle Bernstein, who offers recipes and tips on enjoying a multicultural South Florida dining experience. In addition, walking and tasting tours are held throughout South Florida's communities to offer viewers a chance to come together and share in the dining experience.
- **On the Town in The Palm Beaches** takes viewers on a high-spirited journey for an encounter with the people and places that create Florida's vibrant culture, diversity and quality of life. Host Frank Licari explores a series of neighborhoods and communities. He speaks with historians to uncover the stories of the past, as well as what it means to people today. Each episode highlights a dozen or more locations, as we meet artists and musicians, visit museums and attractions, and enjoy the local cuisine.
- **Between the Covers** is a program that gathers like-minded people together to read, discuss ideas, and meet some of the region's most celebrated authors. Host Ann Bocock provides insight and context as she interviews notable authors and personalities, such as Mitch Albom, Suze Orman, Lisa See and Brad Meltzer about their story-telling techniques and inspirations. Each program is recorded in front of an enthusiastic studio audience.

## **HEALTH & ENVIRONMENT:**

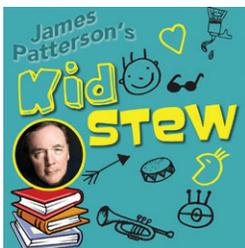
- For over a decade, the award-winning series **Changing Seas** has offered a unique convergence of traditional and new media with important marine science and environmental content. Four episodes are produced on a yearly basis, with additional online and social media STEM content available on multiple platforms. The series also engages the South Florida community through public screenings, free of charge attracting hundreds of people annually to engage with producers and scientists.
- **Health Insiders** is a daily half-hour magazine show featuring health and wellness experts who want to help viewers live a healthier, happier life. They discuss groundbreaking research and lifesaving medical breakthroughs, and they spotlight powerful stories about how patients achieved better health. They are experts on the heart, orthopedics, maternity care, mental health, nutrition and much more.
- **SmartLife** is a series of fast-paced two-hour programs highlighting candid and entertaining conversations with health experts and with patients sharing real life stories. An "Ask the Expert" segment connects viewers with doctors and other medical professionals to answer their questions and speak to the topics that directly impact their lives.

## LIFELONG LEARNING:

- **Kid Stew** is a fun, educational series that's by kids, about kids and for kids, encouraging their interest in art, music and reading – and filled with plenty of laughs! Created by author James Patterson, the series celebrates imagination and fun as well as encourages exploration of books and learning. The program includes interviews with authors and visits to local museums, attractions, schools, and businesses.
- **KidVision PreK** field trips are filmed in locations throughout South Florida and are accompanied by lesson plans and standards assessments to help ensure preschoolers learn the skills needed to succeed in kindergarten and beyond. **KidVision** is active in community engagements and events with Miss Penny, the program's host, appearing regularly with PBS characters at local events such as *A Day for Children at Nova Southeastern University* and the *Miami International Book Fair's Children's Alley*. The **KidVision New Words** is a series of vocabulary-focused interstitials developed from each field trip broadcast daily during the kids' programming block. **KidVision Music Time** is a new series of one-minute spots that introduces children to orchestral musicians and their instruments, produced in partnership with the New World Symphony.
- **Star Gazers** is the world's only weekly television series on naked eye astronomy. Each episode educates viewers about astronomical events for the upcoming week, including key constellations, stars and planets, lunar eclipses and conjunctions as well as historical and scientific information about these events. This series continues to build upon the legacy of Jack Horkheimer's award-winning series about what's happening in the night sky, encouraging viewers to "Keep looking up!"
- **Bird's Eye View** is a series of twelve videos produced for broadcast and social media distribution targeting teens and young adults on the topic of aviation, including the history of flight, explanations of how airplanes work and the types of careers available. It also includes inspiring interviews with young, aspiring pilots, as well as the first African American and first Asian American female pilots to fly around the world.

## CIVIC ENGAGEMENT:

- **Your South Florida** brings monthly reports that go beyond the surface, delving into the issues that matter most to South Florida residents. This Emmy-award winning program also offers viewers – and journalism students- the chance to be a critical part of the conversation. Hosted by veteran journalist, Pam Giganti, each episode brings together diverse voices offering fresh perspectives on current events and community concerns, such as sea level rise, homelessness, and quality of education. Through partnerships with local schools, student journalists receive mentorship and opportunities to contribute their own reports.
- **Your Story** is a digital series that highlights some of the unique people and organizations in South Florida. Through fast-paced short-form videos, viewers can meet all sorts of residents, from a descendant of South Florida's first midwife, to a firefighter who helps manage wildfires, and hear about their own personal history and passion.



## INDEPENDENT PRODUCTIONS FROM THE COMMUNITY:

- **Send Me** is a 30-minute documentary that follows Matt Eversmann, a US Army Ranger who led the rescue of downed airmen in the Battle of Mogadishu that came to be known as the “Black Hawk Down” mission, as he returns to the war theater in Iraq.
- **Dock & Dine** is a half-hour program that follows chef and boater Jason Pereira on his quest to discover the best dockside dining in South Florida. Whether by paddle board, fishing charter or mega yacht, Jason takes hungry viewers on a delicious adventure in search of culture, flavor and fascinating stories.
- **A Call to Remember** is a 30-minute documentary which highlights the journey of David Schaecter, who was just a young boy when the Nazi regime rose to power in Germany. He is the only member of his family to survive the Holocaust.
- In this half-hour special, **Life is Magic**, host and close-up magician Mio Rodriguez explores the science behind seemingly magical everyday occurrences.

## COMMUNITY EVENTS:

**South Florida PBS** executes dozens of screenings and community outreach events centered around our local productions (*Art Loft*, *Changing Seas*, *Battleground Everglades*, *On The Town In The Palm Beaches*, etc.) as well as around national PBS and local independent productions. These events often include panel discussions to engage the community and create dialogue around the different issues highlighted in our South Florida PBS programs. A 10th Anniversary celebration for *KidVision Pre-K* took place at Marando Farms and Ranch where over 1,000 families enjoyed educational activities, entertaining performances, a petting zoo and of course, pictures with Miss Penny, host of *KidVision Pre-K*. Screenings of *Changing Seas* and *Battleground Everglades* provided important discussions about our environment. *On the Town in The Palm Beaches* screenings gathered viewers on a quarterly basis to celebrate The Palm Beaches' art, culture, popular food and entertainment. South Florida PBS continues to partner with local universities on a number of screenings and educational initiatives, such as Broward College where we held a series of screenings for *Finding Your Roots*; Nova University where we hold our annual *Changing Seas Dive-In Screening Series*; and Palm Beach State College where we held a screening of one of the Latino Public Broadcasting VOCES documentary series. A premiere screening for children for *Xavier Riddle and the Secret Museum* took place at the David Posnack JCC, which also gave children the opportunity to meet the creator and author Brad Meltzer. Surveys are disseminated and collected following most screenings and opportunities for life-long learning, and they offer important feedback that helps shape future programs and initiatives.



## IMPROVING COMMUNITY HEALTH

Created in partnership with Baptist Health, the newly-launched 24/7 **Health Channel** offers unique content on-air and online with the mission of empowering people to make educated decisions and be inspired to live a happy and healthy life. Viewers can interact directly with doctors in “Ask the Experts” segments, and a searchable video library provides trustworthy information on hundreds of vital topics, such as health insurance, mental health resources, and the latest medical research efforts.

*“We look forward to continuing the Health Channel partnership...we recognize the value of providing all members of our local community with the most up-to-date health information, enabling residents of all ages to live a healthier life.”* **Bernie Fernandez, Jr., MD, CEO, Baptist Health Medical Group**

*“I was able to get help and guidance and therapy for myself on how to handle and deal with the tragedy that occurred in my life.”* **Nancy Adams, viewer**

*“It’s a way for physicians such as myself to...close that gap of the unknown and fear that often clouds medicine and doctors.”* **Deepa Sharma, MD**

## HIGHLIGHTING DIVERSE VOICES

South Florida PBS continues to invest in the diverse storytellers of South Florida, offering them a new platform and mentorship opportunities. Thus far, the film-maker series has profiled 66 local filmmakers, with 2/3 of the films led by female and minority Directors (including those of Hispanic, African-American, Indian and Asian descent). The result is a stunning melting pot of stories that have intrigued viewers and received critical acclaim, including 8 Emmy nominations and 2 Suncoast Emmy Awards. In addition, through partnerships with the Newshour Student Reporting Labs, University of Miami and the UM-NSU Center for Autism and Related Disabilities, SFPBS has mentored young journalists and content creators, including those with special needs. Their work has been featured on the public affairs program, **Your South Florida** and the **SFPBS YouTube channel**.

*“South Florida PBS definitely changed my life for the better.”*

**Lauren McGarrett, film-maker participant PBS Student Reporting Labs**

@reportinglabs @YourSouthFL @austinpbs @wtvi @KQED @WXELTV  
Thanks for working with our talented student journalists to help build the next generation of public media professionals. #IAmSRL



*“Since 2016, South Florida PBS has...truly been partners with UM-NSU CARD in their dedication to providing a positive employment experience to individuals with ASD with an interest in broadcasting and communication. South Florida PBS creates a welcoming environment for their interns.”*

**UM-NSU CARD Business Partner of the Year award announcement**

## PIONEERING NEW MEDIA

In 2016, South Florida PBS began experimenting with virtual reality and 360-degree video production in an effort to engage new audiences and provide more meaningful learning experiences. With a library of fifteen 360-videos available on its YouTube channel, SFPBS provides headsets at station events to offer participants the full experience of this Next Gen media technology. Immersive videos transport viewers to some of the state's environmental gems – from a scuba experience in the Florida Keys to the tranquil Florida Wildlife Corridor. From the awe-inspiring visuals at Art Basel Miami Beach to the gripping stories of moms who lost children to gun violence to the I Spy videos that focus on teaching vocabulary and early reading skills, these videos can spark change and inspire lifelong learning in a variety of ways. South Florida PBS also provides workshops on 360 video production to local organizations and at national conferences.

*“...pioneering stations are increasingly looking for ways to incorporate immersive media into their missions.”*

**CURRENT article featuring SFPBS, Experiments with 360 video prepare stations for next wave of innovation, March 2019**

## KIDVISION PRE-K:

For over a decade, **KidVision** has served teachers, parents, grandparents, and caretakers through the production of 'virtual' field trips and other educational resources with the goal of preparing children for success in school and in life. With over 70,000 registered users, **KidVision PreK** continues to offer standards-based lesson plans for teachers (now available in English and Spanish) and standards assessments for children up to four years old. This year, **KidVision PreK** celebrated its 100th virtual field trip and its 10th Anniversary with an event attended by hundreds of families and partners. In addition, **KidVision** is exploring educational opportunities using NextGen media with the goal of teaching vocabulary through a new series of videos called **KidVision iSpy 360**, which are widely accessible on YouTube. KidVision YouTube videos have amassed over 7.3 million views and continues its exponential growth.

## REACH IN THE COMMUNITY:

**Kidvision Pre-K** maintains a presence at educational events across the region, as well as teacher conferences, offering appearances by "Miss Penny," as well as Teacher Trainings. The website now retains active registered users in all Florida counties and all 50 states.

## PARTNERSHIPS:

**South Florida PBS** partners with the Florida Association of Child Care Management (FAACM) to provide certified CEU's and with the Children's Services Council of Broward County, who is part of the Broward Literacy Coalition, for distribution of DVDs to the 600-plus Pre-K centers and for the production of *KidVision New Words* interstitials. A new partnership with the New World Symphony provided an opportunity to launch *KidVision Music*, a series of music education spots for broadcast and online distribution.



*"I love the way Miss Penny brings a cross-section of the South Florida community to our children."*

*Cindy Arenberg Seltzer,  
President/CEO, Children's Services  
Council of Broward County*

*"Teaching students with special needs, I have found that the field trips serve as an amazing visual for my students."*

*Desiree Jomant, Educator*

*"KidVision teaches science, social studies, literacy and math concepts while introducing our children to a wide variety of locations."*

*Alexandra Lazo, Educator*



South Florida PBS, Florida's largest media company, serves diverse communities from Key West to the Sebastian Inlet and from the Atlantic Ocean west to Lake Okeechobee. We serve as a model for telling unique local stories across a variety of digital media platforms.

The South Florida PBS website properties attracted over 700,000 visitors last year; they viewed over 2.5 million pages; and spent on average two minutes per visit.

Through our YouTube channel, Arts & Cultural content, and Public Affairs program, we work with more than 75 local arts and cultural organizations on a regular basis.

**Over the decades South Florida PBS has provided millions of hours of commercial free broadcasting in our community for ALL ages and ALL audiences. Thanks primarily to local philanthropy.**



**We envision a South Florida that thrives in this rapidly changing global society – an innovative community that values relevant information and vital conversations. To support this vision, South Florida PBS will be a leader in providing information the community needs to better understand South Florida and the world. We will be South Florida's most widely available, trusted and valuable resource for: documenting and preserving the region's history and culture; showcasing its dynamic cultural, educational and economic life; encouraging conversations that transcend geographic, political, and socio-economic boundaries.**