

## 2018 Local Content and Service Report to the Community



*"Public television remains a significant avenue for delivering culture to communities and we are proud to support and collaborate with South Florida PBS."*

**Dennis Scholl**  
ArtCenter South Florida

**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 2018, 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;

Award-winning science and nature programming, offering viewers credible information about the world around them.

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 programming offers a platform for dozens of local arts organizations and artists.

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

## **ARTS & CULTURE:**

- **Art Loft** is a signature series that focuses on the emerging local art scene. Throughout 2018, *Art Loft* collaborated with large-scale community organizations as well as smaller, startup groups to offer content that cannot be found elsewhere and creates opportunities for artists and art lovers to celebrate creativity. The program also takes part in a variety of community events, from Sunfest in West Palm Beach to Art Basel Miami Beach.
- **Road Trip to the Arts: The Florida Keys** explores the various districts in this island chain: Key Largo, Islamorada, Marathon, Big Pine Key, and Key West. Hosted by Brie Gabrielle, Miss Florida USA 2016, she takes viewers through these unique communities, soaking in the visual arts, theater, music, and so much more!
- **Film•maker** is a new initiative that highlights and supports South Florida filmmakers. Co-directed by three senior South Florida PBS staffers with support from local film commissions, philanthropists, film festivals and professional organizations, this series connects talented local filmmakers with a major new audience. These filmmakers also receive pivotal guidance and mentorship as they build careers from their passions.
- **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 communities and 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 Tim Dorsey, Stuart Woods, and Brad Meltzer about their storytelling techniques and inspirations.
- **The 35th Annual Ft. Lauderdale Christmas Pageant**, incorporating a 300-voice choir, a 40-piece orchestra and a cast and crew of over 1400, is a full-scale musical production with elaborate costumes, original choreography, flying angels and live animals on stage. Presented by First Baptist Church of Fort Lauderdale for its 35th anniversary edition, this magical program recaptures the holiday spirit with its spectacular musical performances and inspiring message.

## **HEALTH & ENVIRONMENT:**

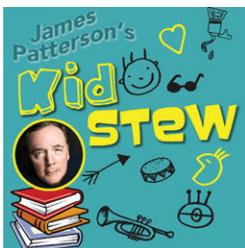
- For the past decade, the award-winning series **Changing Seas** has offered a unique convergence of traditional and new media with important marine science and environmental content. Four episodes are produced on a yearly basis, with additional online and social media STEM content available on multiple platforms. The series also engages the South Florida community through free public screenings, attracting hundreds of people annually to engage with producers and scientists.
- In addition, the six-part **Battleground Everglades** series explores the struggle to save one of the world's most revered wetlands: The Florida's Everglades. Devastated by a century of drainage and development, the entire Everglades watershed is suffering from man-made pollution, habitat destruction and species decline.

## LIFELONG LEARNING:

- **Kid Stew** is a fast-paced, educational series that's by kids, about kids and for kids, encouraging their interest in art, music, history and reading – and filled with plenty of laughs! Created by author James Patterson, the series celebrates imagination and fun while encouraging exploration of books and learning. The program includes interviews with authors and visits to local museums, attractions, schools, and businesses.
- **KidVision Pre-K** 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 are vocabulary interstitials developed from each field trip broadcast daily during the kids' programming block.
- **Star Gazers** is the world's only weekly television series on naked eye astronomy. Each weekly 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. Co-hosted by James Albury, coordinator of the Kika Silva Pla Planetarium and Dean Regas, Outreach Astronomer for the Cincinnati Observatory, the astronomy series builds on the legacy of Jack Horkheimer's award-winning series about what's happening in the night sky and encouraging their viewers to "Keep looking up!"

## CIVIC ENGAGEMENT:

- **Your South Florida** is a weekly public affairs program addressing the need for civil discourse on the issues that impact our South Florida communities, from the Keys to the Treasure Coast. This unique program also offers viewers – and journalism students – the chance to be a critical part of the conversation. Hosted by Emmy award winning 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.
- **Parkland: The Way Forward:** is a one-hour interactive Town Hall special moderated by veteran journalist Pam Giganti which focuses on solutions about three of the issues that rose to the forefront of public debate: mental health, gun policy, and school safety. The program was taped at WPBT studios and live streamed on Facebook, allowing viewers from across the region to submit questions and comments. A panel of guests included lawmakers, educators, law enforcement, mental health experts, and students who offered perspective and answered questions.
- **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 Vietnam veteran to an aspiring young ballet dancer, from a backyard beekeeper to a fish veterinarian, and hear about their own personal history and passion. The series also profiles people working to make a difference on local issues, such as food insecurity and environmental conservation.



## **INDEPENDENT PRODUCTIONS FROM THE COMMUNITY:**

- **A Call to Remember** tells the story of David Schaecter, the only member of his family to survive the Holocaust. David takes us on a journey, from his bucolic childhood where his family grew grapes for winemaking, to his and his brother Jakob's struggle for survival in Auschwitz, and finally, David's dramatic escape as the Allies invaded.
- **Taste the Islands with Chef Irie** is the first dedicated Caribbean cooking series and the first Jamaican-produced series to be aired nationally, adding new diversity to the network's culinary lineup. In each episode, Chef Irie creates mouthwatering fare inspired by his Jamaican upbringing, the wider Caribbean, and his travels around the world.
- **My Dear Children** follows one woman's quest to unravel a family mystery, in the process revealing a little-known humanitarian tragedy. This documentary tells the story of the pogroms using the rare memoir of a survivor, Feiga Shamis, interspersed with her granddaughter's journey to discover this under explored period of Jewish history. Commentary from historians and family members offer insight into what scholars now call "the holocaust of its day."
- **Sweet Dillard** follows the story of one of the most successful high school jazz bands in the country based in South Florida, just steps away from I-95. On this program, Miami-based documentarian Jim Virga chronicles the 2014 school year of the Dillard Center for the Arts Jazz Ensemble, and their irrepressible band-leader, Christopher Dorsey.

## **COMMUNITY EVENTS:**

**South Florida PBS** executes dozens of screenings and community outreach events centered around our local productions (*Art Loft*, *Changing Seas*, *Battleground Everglades*, *Between the Covers*, 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 tackled in our South Florida PBS programs. A 10th Anniversary celebration for the Emmy-award winning *Changing Seas* took place at WPBT studios, and episodes of the series are frequently screened at Nova Southeastern University's Oceanographic Center and the Deering Estate. Screenings of the *Battleground Everglades* series provided important discussions about this unique ecosystem in Delray Beach and at Deering Estate. *On the Town in The Palm Beaches* gathers viewers, on a quarterly basis, to celebrate community, including stops in Boca Raton, Boynton Beach, Belle Glade, and Palm Beach Gardens. South Florida PBS continues to work with local universities on a number of screenings and educational initiatives, such as Broward College where *The Chinese Exclusion Act* was screened and discussed, Lynn University where audiences previewed *The Great American Read* and voted for their favorite novels, and Palm Beach State College where veterans gathered to preview Ken Burns' *The Vietnam War*. A premiere party for tweens took place at the WXEL studios, where the children were able to enjoy a catered lunch, view an episode of *Kid Stew*, meet the cast, and interact with author James Patterson. Surveys are disseminated and collected following each screening and educational opportunity which offer important feedback that helps shape future programs and initiatives.

### SUPPORTING LOCAL FILMMAKERS:

With the loss of a tax incentive program for filming in Florida, **South Florida PBS** launched an initiative to support local storytellers. In partnership with local film commissions, film festivals, and other industry organizations, the film-maker initiative served 40 local filmmakers, offering mentorship, workshops, financial support and distribution for their films to a potential broadcast audience of over 2 million.

*"A dream opportunity to see your film on PBS. Way more than I could have ever imagined...I cannot recommend it enough."* – RICHARD JACKSON

*"To have my film air on local tv was surreal and really made me feel validated as a filmmaker. I met many more local filmmakers and made wonderful connections."*

– JULIET ROMEO



### OFFERING PERSPECTIVE DURING CRISIS:

In the aftermath of one of the community's most high-profile tragedies, **South Florida PBS** produced an interactive Town Hall, *Parkland: The Way Forward* to help quell the divisive rhetoric and focus on finding solutions. Hosted by veteran journalist, Pam Giganti, the forum included elected officials, mental health experts, as well as students, teachers and parents. The Live Stream reached 30,000 online participants and was shared statewide by public television stations (WFSU, WGCU, WUCF-TV, WJCT), the Sun Sentinel, and the Children's Bereavement Center.



### PROVIDING BALANCED INFORMATION:

The Restoration of the Florida Everglades has long been a hot button topic for South Floridians, with historic legislative battles, a constant blame game, and a wide variety of plans being sold as 'the solution'. From toxic algae, to invasive species, to the plight of Lake Okeechobee, this series, *Battleground Everglades* takes a deep dive into the challenges facing this ecosystem, as well as wetlands and waterways across the nation. Host and Author Charles Kropke joined scientists at several community screening events, from Delray Beach to South Miami, to offer additional insight. The series was subsequently broadcast in 72% of US markets.



## KIDVISION PRE-K:

Now serving 70,000 registered users, **Kidvision Pre-K** serves young children, their preschool teachers, and their parents with educational field trips, standards-based lesson plans, and standard assessments for children up to four years old. Each Field Trip also includes *Take Home Pages* in English and Spanish. The **Kidvision New Words** are vocabulary interstitials developed from each field trip, available online and on-air. The **KidVision Teacher's Association** is offers certified professional development for preschool teachers offering CEU's (Continuing Education Units) required for early childhood professional teaching certificates.

## 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** partnered 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 Word interstitials.



*"KidVision educates students on topics ranging from math to science that aligns with Florida Early Learning and Developmental Standards. KidVision has positively impacted our teaching community by offering lesson plans that conjoin with the virtual field trips. KidVision is a resourceful and valuable tool that is well received within the Eagles' family."*

**Leslie Campbell**  
**School Counselor**

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.

Additionally, our website properties attracted over 700,000 visitors last year; who 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.