

SOUTH
FLORIDA



2022 Local Content and Service Report to the Community



"The stories we tell and the communities we lift matter. Over the past two years, our partnership with South Florida PBS has invited viewers to journey behind the scenes with local artists across the region."

Dehja Carrington
Co-founder, Commissioner

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 2022, South Florida PBS provided these vital local services:

KidVision educational resources for teachers, parents and pre-schoolers

Local arts, music and culture content, including support and mentorship for the region's diverse storytellers

A 24/7 Health Channel offering access to vital, trusted medical information from top experts

Award-winning environmental programs with science-based information about the natural world.

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

A 24/7 Health Channel provides credible health programming around the clock and direct access to expertise and trusted information.

KidVision Pre-K serves 80,000 registered users, offering access and opportunity to prepare children for success in kindergarten and beyond.

Innovative Arts, Music & 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, music and culture, health and environmental education, civic engagement, and lifelong learning.

ARTS, MUSIC & CULTURE:

- **Art Loft** is a signature series that focuses on the emerging local art scene. In nine seasons, **Art Loft** has produced well over 220 episodes with over 510 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 South Florida filmmakers. Co-directed by South Florida PBS staffers with support from local film commissions, film festivals and professional organizations, this series connects talented local filmmakers with a major new audience. Of the 99 filmmaker participants in the program, two-thirds represent ethnic minorities (of African American, Hispanic, Indian and Asian descent).
- **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 with Frank Licari** 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 David Baldacci, Kate Quinn and Zakiya Dalia Harris about their story-telling techniques and inspirations.
- **Movie Time** is an interstitial series that introduces and closes WPBT's Saturday night evening films providing historical context and interesting facts related to each of the films.

HEALTH & ENVIRONMENT:

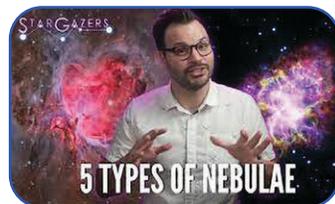
- For the last 14 years, the award-winning series **Changing Seas** has offered a unique convergence of traditional and new media with important marine science and environmental content. Four episodes are produced on a yearly basis for local and national distribution, with additional online and social media STEM content available on multiple platforms. Over fifty original reels were released this year alone, garnering up to 12,000 views per reel and increasing the series' reach on Instagram by nearly 800%.
- **Hope is Here** features inspiring and uplifting, relevant and refreshing, personal stories told by cancer survivors, their families, and the loved ones of those who lost the fight against this "emperor of all maladies" and sparked a movement that gives added meaning to their lives. Their moving stories show how the light of hope is salvaged from depths of despair. Each episode introduces inspirational people who have been touched by cancer, and their recollections are full of hope and survival, even amidst hardship and loss.
- **Sex Talk with Dr. Lia** is a lively, informative, and fun show featuring Dr. Lia Jiannine, Ph.D., Sexual Health Expert, and Associate Professor of Health and Human Performance at Nova Southeastern University. Dr. Lia answers the questions viewers always wanted to ask about sex and relationships with "a lot of the latest research and a little common sense."
- **Living Minute** is a series of daily one-minute interstitial reports featuring stories about new medical research and treatments, along with stories of hope and resilience as we emerge from a worldwide pandemic. Recently produced reports cover topics such as dangers of high cholesterol, what is eczema, the dangers of heart disease in women, why do you need to take Vitamin D, and social media & teenagers. These interstitials are also being shared on all corresponding social media platforms, the web and on YouTube. They are also made available through Wavelength – a free content sharing vehicle available to all PBS stations.
- **Virtual Town Halls** offer the public around the country opportunities to ask and get answers to their questions with medical experts from prestigious institutions shedding light on a variety of medical topics. Some of the topics covered: "*Armed Against Covid 19: Kids, Adults and Seniors,*" "*Breast Cancer in Women of Color,*" "*What's New with Medicare,*" "*Covid Now: The Facts,*" and "*Finding Hope: Managing the Mental Crisis.*"

LIFELONG LEARNING:

- **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. **KidVision Full STEAM Ahead** is a summer learning series produced in partnership with the Museum of Discovery and Science that educates children on Science, Technology, Engineering, Arts and Math with different virtual events featuring interactive, hands-on activities. The virtual events are accompanied by related broadcast interstitials that run for several consecutive weeks with a new activity introduced each week. **KidVision Art Room** seeks to inspire creativity and knowledge of art history and techniques through an introduction to a variety of artists and their works. This series of one-minute videos highlights famous artists and art techniques throughout history, offering kid-friendly art projects inspired by the likes of Van Gogh, Picasso, O'Keeffe, Pollack, and more. The series is broadcasted on our TV channels and posted on YouTube. **KidVision Mission** is a new broadcast series where Miss Penny and Shiny, an animated star, go on KidVision missions, where they embark on exciting adventures to accomplish different tasks. In every episode, Miss Penny and the KidVision kids learn about a career and the importance of helping others and, during their helpful adventure, they also learn new words. Shiny helps Miss Penny by giving the final clue to accomplish each mission. **KidVision iSpy 360** is a series of fun, interactive games for children that lay the groundwork for literacy. Accessed via YouTube, on Facebook, and on the KidVision mobile app, each 2-minute 360-degree video features 4 iSpy games. The activity aids in vocabulary, visual, and problem-solving development offering children the chance to connect the word in the context of a 360-degree experience.
- **The KidVision App** is a mobile app for iPhones and iPads. It transports children to KidVision City, where they can visit a variety of locations shot in 360 degrees, including an art museum, a zoo, a ballpark, a turtle rescue center, and a police station. At each location, kids play immersive iSpy games that teach vocabulary and early reading skills. Pre- and post-tests at 3 reading levels allow parents to track their child's progress. While playing, kids learn social studies as they investigate locations, practice environmental awareness as they scan the scene looking for words, listening skills as they hear and understand the definitions, and math as they earn tickets to buy accessories for their avatars. Children feel the power of independent learning by playing games successfully, completing tests, finishing tasks, and receiving awards.
- **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. 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!"

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 unique program also offers viewers 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 diversity in tech, veterans, the Holocaust, and women's leadership. Through partnerships with local schools, student journalists receive mentorship and opportunities to contribute their own reports.



INDEPENDENT PRODUCTIONS FROM THE COMMUNITY:

- **Without Wings** is an inspirational program that uses equine therapy to connect with children whose parents suffer from substance abuse disorder.
- **The Grand Lady** is a documentary film that delves into the long history of the iconic Hollywood Beach Resort and explores its current plight as the area faces redevelopment.
- **Liberty City in Resonance** is a documentary film that explores the historic African-American neighborhood of Liberty City in Miami.
- **Cinema at the Crossroads** is a spotlight on the most cutting-edge cinema emerging from the Caribbean. Third Horizon Film Festival presented four acclaimed short films highlighting the stories and filmmakers of the region and its diaspora.
- **Finding Tyler** is a documentary which explores the core struggle of life of Tyler Johnson, as a fugitive wanted by the FBI, using his journal and interviews with those who knew him best.
- **Flip My Florida Yard** (season 2) is an engaging series that shows homeowners how they can create a landscape that is in tune with Florida's natural environment using drought-tolerant plants and water-saving techniques. Filmed in locations throughout Florida, the series showcases a variety of settings, including small urban developments, coastal and waterfront residences, multi-acre rural properties, and neighborhoods with Homeowner's Associations.
- **Eudora's Fable: The Shoe Bird** is a musical fable written for children's choir, narration, and orchestra. The work is based on the only children's book ever written by Pulitzer Prize winning author Eudora Welty, *The Shoe Bird*. The television broadcast features the Palm Beach Symphony joined by a 30-voice chorus from Young Singers of the Palm Beaches.

COMMUNITY EVENTS:

South Florida PBS held 109 events, consisting of in-person screenings and discussions, virtual productions, virtual town halls and screenings for our local productions as well as national PBS and independent productions (*The U.S. & The Holocaust*, *Sweet Dillard*, *Between the Covers*, *Star Gazers*, *Changing Seas*, *Wade in the Water*, *Que Pasa*, *USA?*, *Great Performances: The Conductor*, etc.) on social media and web-based platforms. These in-person and virtual events included panel discussions with experts to engage the community around dialogue concerning important issues. Throughout the year, **KidVision Pre-K** partnered with numerous organizations to create and promote virtual field trips and new initiatives such as **KidVision Art Room** and **KidVision Full Steam Ahead** as well as activities on KidVision's social media pages.

KidVision Art Room in-person events at the Perez Art Museum and Pinecrest Gardens in Miami brought approximately 300 families together to learn about and explore different art forms and the artists who mastered these. Additionally, it provided several opportunities for the children to immerse themselves in the art with hands-on activities reflective of the different art genres.

Additionally, South Florida PBS' **Health Channel** hosted 52 virtual events on its different social media platforms with topics ranging from plant-based diets, infant health and care, childhood diabetes, speech therapy, menopause, adult and youth mental health, monkeypox, and the triple threat: COVID, RSV and the Flu. These virtual events were broadcast LIVE on the Health Channel, AllHealthGo's Facebook, Instagram and YouTube pages, and livestreamed on AllHealthTV.com. Prominent health professionals such as **Dr. Anthony Fauci**, Former Director of the National Institute of Allergy and Infectious Diseases and Barbara Mahon, the Acting Director Coronavirus and Other Respiratory Viruses Division were featured. These virtual events generated a total number of 450,000 impressions and 210,000 video views across all platforms.



PROVIDING ACCESS TO HEALTH AND HOPE

As the coronavirus pandemic continued to upend our communities, it also left new concerns in its wake, both physical and psychological. The **24/7 Health Channel**, in partnership with Baptist Health, continued to provide trusted, relevant information to help viewers live healthier, happier lives. “Hope” became an underlying theme for the programming, offering viewers the encouragement and inspiration needed in uncertain times. The new original series, **Hope is Here**, features the uplifting personal stories told by cancer survivors and the loved ones of those who lost the fight against this “Emperor of all Maladies.” **Hope is Here-Episode Four Gina’s Story** was the winner of the prestigious **2022 Sharecare Award**. The Sharecare Awards promote and reward excellence for the best productions and programming in health and well-being. The original series, **Sex Talk with Dr. Lia**, also launched this year, offering viewers practical answers to their questions about sexual health and relationships. The daily **Living Minute** reports highlight new medical research and treatments, as well as stories of hope and resilience.

Virtual Town Hall events connected viewers directly to medical experts. Town Hall topics included Mental Health Concerns and Disease Prevention, along with Covid, Monkeypox, Flu and RSV. In addition, **48 Instagram Live** interviews provided information on topics such as Mindful Eating, Sun Safety, and the Oral Health & Mental Health connection. The Health Channel website and mobile app features a searchable library of over 5,000 videos providing information on hundreds of topics, such as health insurance, mental health resources, and the latest medical research efforts.

FEEDBACK FROM SOCIAL MEDIA:

“Thank you to these brave young people for sharing their stories and their experience finding hope.”

–APRIL

“I cannot thank you all enough. We need this straightforward, basic and intelligent information. Makes me feel more secure.”

–KAREN

FEEDBACK FROM OUR VIEWERS:

“I have been watching your show for a long time and am quite impressed with the work you are doing sharing knowledge and understanding.”

– DR. ROB

HIGHLIGHTING DIVERSE VOICES

South Florida PBS continues to invest in the diverse storytellers of South Florida, offering them a new platform and mentorship opportunities. After four seasons, the film-maker series has resulted in a stunning melting pot of local stories that have intrigued viewers and received critical acclaim. This year, an Emmy-award winning film from the series provided a unique opportunity to augment the conversation around social justice, public health, and swim safety. In partnership with the Florida Humanities Council and the L.A. Lee YMCA/Mizell Community Center in Ft. Lauderdale, SFPBS hosted a screening of the film, **Wade in the Water: Drowning in Racism**, followed by a community conversation. The panel included filmmaker Cathleen Dean, alongside historians and public health experts, who explored the reasons for racial disparities in drowning death rates and connected families with life-saving resources. On Facebook, the program garnered 32.8k views, and it received 29k impressions on YouTube.

“I greatly value South Florida PBS for supporting storytellers like myself...This new opportunity to partner with South Florida PBS to bring a viewing to underserved communities and to engage the audience with a panel discussion and links to swim resources for drowning prevention and water safety is aligned with my commitment to use this film as a tool for outreach and community engagement.”

– CATHLEEN DEAN – Emmy-award winning filmmaker



FOCUS ON DIGITAL

The pandemic changed the way viewers interact with content, and SFPBS was well-positioned to make an impact on multiple platforms. An increased focus on digital storytelling yielded a growing and engaged social media audience. The **Your Story** digital series highlights organizations and individuals making a difference, from the largest LGBTQ+ Archive/Library in the U.S. to a group of industrious urban gardeners. **The Minorities in Shark Sciences is Making Waves** series featured four black female marine scientists and was honored with a NATAS Emmy Award in the Diversity, Equity and Inclusion category. The **Between the Covers** digital series focused on summer reading, while the **Sky’s the Limit** series focused on careers in aviation. With 50,000 video views on TikTok, 20,000 views on YouTube Shorts and 200,000+ views on IG Reels, SFPBS is well-positioned to remain on the cutting edge of new media to engage and educate digital audiences.

KIDVISION PRE-K:

For over a decade, **KidVision Pre-K** has served teachers, parents, grandparents, and caretakers with ‘virtual’ field trips alongside lesson plans and other resources to prepare children for success in school and life. While families and teachers continued to navigate how to balance teaching with safety concerns, **KidVisionPreK.org** provided unique support through virtual events, parent chats, a new **Art Room** series, and the expansion of the **KidVision mobile app** to include more STEM content. These services supplemented the online professional development tools for preschool teachers that helps them learn and teach education standards for children 18-months to 4-years old through virtual field trips with standard-based lesson plans, student assessments, take home pages and vocabulary words. Outcomes are measured through the number of registered users – approx. 80,000 to date.

KidVision Pre-K’s YouTube channel provided easy access for families to find over 100 virtual field trips and the platform grew exponentially achieving over 14 million views to date. KidVision’s content is also easily accessible on PBS Learning Media, and its pages on that platform were viewed over 83,000 times this year alone.

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. KidVision produced or participated in 23 community events reaching well over 100,000 participants.

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 sample of additional key partnerships include Broward Family Life Magazine, Nova Southeastern University Library, Children’s Trust and Miami Book Fair.



“It was truly a pleasure to work with such a professional and super-capable group of educators. It is my greatest hope that we can continue to work together in our common aim of sharing the gift of art with our community.”

– Darwin Rodriguez, M.A.
Education Dept-Manager of Gallery
and Community Programs
Pérez Art Museum Miami (PAMM)

“KidVision offers an excellent opportunity to create dialogue between my son and I as we watch the various field trips and construct visuals based on the activities provided... The lessons provide a great avenue academically to stay on track for preparation for preschool.”

– Natalie

“Together we can help educate the children of today, the decision makers of tomorrow.”

– Education Dept., Flamingo Gardens



2022 LOCAL CONTENT AND SERVICE REPORT SUMMARY



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 600,000 visitors last year and received over 1.5 million page views.

Through our Arts, Music & Cultural content, Education initiatives, 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.