

SOUTH
FLORIDA



2023 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



"Through our wonderful partnership with South Florida PBS, Palm Beach Symphony is able to introduce millions of young people to orchestral music and expand our efforts to engage, entertain and educate the next generation in classical music."

David McClymont,
Palm Beach Symphony CEO

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 2023, 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** Since its premiere in 2012, Art Loft has featured 525 local arts stories across 230 episodes, 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.
- **Check, Please! South Florida** the series is hosted by renowned local chef Michelle Bernstein, who offers recipes and tips on enjoying a multicultural South Florida dining experience.
- **On the Town in the Palm Beaches with Frank Licari** 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 enjoy the local cuisine.
- **Between the Covers** is a program that provides in-depth interviews with some of the country's most prolific best-selling authors. Host Ann Bocock provides insight and context with literary personalities, such as James Grippando, Linsa Unger and Alka Joshi. **Between the Covers Summer Series** is a digital companion to the broadcast, featuring notable authors in the South Florida region.
- **The Florida Keys: 200 Years of Paradise** takes viewers on a historic journey to one of the most fascinating and exotic places in the country. Beginning with the planting of the U.S. flag on Key West in 1822, the documentary uncovers two centuries of booms and busts, shipwrecks, pirates, engineering feats, natural disasters, artistic and literary achievement, restoration and renewal.
- **Birthingright** follows Cuban American electro-funk musicians, Cristy 'Cuci' Garcia and Tony 'Smurphio' Laurencio on their first trip to Cuba. In desperate straits, sixty years prior, their parents had left the island as political exiles.

HEALTH & ENVIRONMENT:

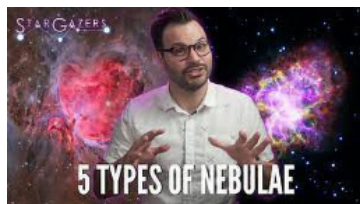
- For the last 15 years, the award-winning series **Changing Seas** has offered a unique convergence of traditional and new media with important marine science and environmental content. Four episodes are produced on a yearly basis for local and national distribution, with additional online and social media STEM content available on multiple platforms. Over ninety-six original reels were released this year alone, garnering up to 14,000 views per reel and increasing the series' reach on Instagram by nearly 30%.
- **Hope is Here** features inspiring and uplifting, relevant and refreshing, personal stories of inspiration. Host Carla Hill interviews a variety of people who have faced alarming medical diagnoses, 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."
- **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 Town Hall topics include: "*Finding Answers to Cancer*," "*Exposing the Fentanyl Crisis*," and "*Confronting the Suicide Epidemic*."
- **Research Detectives** is a visionary program in collaboration with the Wertheim UF Scripps Institute. By harnessing the power of advanced technology, and a relentless pursuit of knowledge, the program aims to discover groundbreaking treatments and medications.
- **Menopause Makeover** is a groundbreaking 4-part health series which sets out to bust the myth of menopause and provide a natural roadmap for women to feel better than they can remember from midlife onwards.
- **We're All Plastic People Now** follows several storylines which suggest that our plastic addiction is taking a huge toll on human health.

LIFELONG LEARNING:

- **KidVision Pre-K Field Trips** are filmed at locations throughout South Florida to educate, entertain and inspire young children to learn about our community. Each field trip is accompanied with standards-based lesson plans and student assessments, that are weaved into the field trips as natural lessons during the experience. These after-the-field-trip activities help ensure preschoolers learn the skills needed to succeed in kindergarten and beyond. **KidVision** is active in the community engagements and events with Miss Penny, the program's host, and writer, appearing regularly with PBS characters at local events such as A Day for Children at the Nova Southeastern University Alvin Sherman Library and the International Miami Book Fair in the Children's Alley. **KidVision New Words** are vocabulary interstitials developed from each field trip and broadcast daily during our PBS Kid's programming block. **KidVision Music Time** are one-minute interstitials that introduce children to 12 different musical genres. One previews each month on broadcast and on You-Tube making a year-long series. These interstitials invite children to listen to music critically and discern the type of music it is. Opening a new world of musical knowledge and vocabulary. It was followed with a live band event where kids played "Name that Genre". **KidVision Full STEAM Ahead** is our summer learning series. It features seven weeks of Science, Technology, Engineering, Art, and Math activities that kids can do along with Miss Penny at home, keeping their learning skills and curiosity intact for the school year ahead. These one-minute interstitials air each week of the summer break. Followed by an event at the end of the summer where kids came and do the STEAM activities, they did during the summer at home watching Miss Penny, live with Miss Penny. **KidVision Mission** is in its second year of production. It is a half-hour TV show for kids that combines two of our KidVision field trips and some KidVision Playroom Time to explore topics of interest to kids, like animals, transportation, sports, books, and nature. This show has 10 episodes and runs for the whole year. This year KidVision also produced a second APP called **KidVision Early Learning**. This APP is free and features all the content that KidVision has ever produced easily presented in sections of interest to the audience, there is a section for kids, one for parents, and one for teachers. In each section are videos, interviews, helpful tips, and links to our website, **KidVisionPreK.org**, which is a teacher development training, and to our first APP for Kids, KidVision Games, where kids learn vocabulary and reading by playing iSPY games in our imaginary KidVision City or go to the arcade to play STEAM interactive games. And last but certainly not least, KidVision has produced a 360-degree video for a new concept called IglooVision as part of an overall project being created by South Florida PBS to provide our community with immersive interactive experiences, KidVision IglooVision's first experience was filmed with West African storytellers and dancers. It involves the audience in call and repeat storytelling, songs, and music to dance to.
- **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** Hosted by Emmy award winning journalist, Pam Giganti, brings together diverse voices with fresh perspectives on community concerns, such as developments in Alzheimer's care, affordable options for higher education, the challenges facing our older adult population, and career opportunities for young adults on the spectrum.



INDEPENDENT PRODUCTIONS FROM THE COMMUNITY:

- **Crossing Overtown** examines the integral role Miami would play in the national civil rights movement and the long narrative of racial conflict that still resonates in the national conversation. .
- **Pictures at an Exhibition** is an innovative, multi-media version of Mussorgsky/Ravel's "Pictures at an Exhibition," enhancing the music of Mussorgsky with accompanying artwork of the ages. Produced by the Frost School of Music at the University of Miami, in cooperation with the Lowe Art Museum.
- **Perfect House Magic City: The World of Alfred Browning** is a documentary portrait of architect and inventor Alfred Browning Parker. Told from the filmmaker's perspective growing up in a Parker designed home, audiences will fall in love with the famed architect through examples from his remarkable career.
- **We Hear You** is a groundbreaking documentary about hearing loss, the invisible disability that impacts 400 million people worldwide, including 48 million in the United States alone.
- **The Carl Eskine Story** is a feel-good, Americana story of Carl Eskine, the last player remaining of the Brooklyn Dodgers' fabled "Boys of Summer."
- **Flip My Florida Yard** (season 3) 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. 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.
- **Video Art from the Crossroads of the Americas** is a survey of boundary-pushing video art and experimental short films from the Caribbean, Latin-America, and South Florida. The program brings 21st-century video works from the Pérez Art Museum Miami (PAMM) straight to audience's homes, exploring what video art looks like in the age of streaming.
- **Fantastical Speculations** is a compilation of Miami's own Third Horizon Film Festival with the selection of four critically -acclaimed short films: "Wolves Dream of the Lord's Land" by Carlos Garcia (Dominican Republic); "Katherine" by Esery Mondesir (Canada); "Huella" by Gabriela Ortega (United States); and "Pickney" by Michael Jenkins (United Kingdom).
- **Emotionally Wounded Students** - The COVID-19 pandemic substantially increased the number of bereaved children in the United States. Child advocates and bereavement experts say educators need to rethink their approach to school safety and ensure students get the support they need to avoid slipping into a severe depression or spiraling out of control.
- **A New Dawn** is a documentary featuring recollections from Cuban exiles of their former lives in Cuba and their experiences leaving the country.

COMMUNITY EVENTS:

In 2024, South Florida PBS hosted over 100 events reaching diverse audiences through arts, culture, civic engagement, health, environment, and kids & education programming. **Kids & Education** events included the *KidVision Mission* Summer Premiere Party, Local Author's Fair, Countdown to Kindergarten, Broward Library Children's Bookfest, and multiple KidVision activations bringing STEAM education to families. **Arts & Culture** events featured the *Filmmaker Flip the Script* Premiere, *Art Loft* Finale Screening & Talk Back, *On the Town* screenings, the Whitney Houston Cover Party, and Art Prevails Literacy Event. In the area of **Environment & Science**, South Florida PBS featured several screenings of their original award-winning series, *Changing Seas*, focused on marine biology conservation.

The **Health Channel** hosted 48+ live social media interviews with medical experts on current health topics as well as town halls on Alzheimer's, cancer, fentanyl, veteran healthcare and more. Additional events included mental health walks, heart health walks, and lifestyle expos. With high-quality content and community engagement reaching kids, families, professionals, and underserved groups, South Florida PBS continues its mission to strengthen local culture and discussion of issues relevant to South Florida.



ADDRESSING THE MENTAL HEALTH CRISIS

In response to the escalating mental health crisis left in the wake of the pandemic, South Florida PBS utilized its extensive media network—including WPBT and WXEL, the 24/7 Health Channel, and social media—to offer crucial information and support. A standout initiative, the **Your South Florida** Town Hall on the *Youth Mental Health Crisis*, convened experts before a live audience to share valuable insights and resources for parents and guardians. Complementing this, a major awareness campaign was launched, advocating the message: “It’s OK NOT to be OK, and it’s OK to ask for help. Call or text 988 today.” This campaign spanned digital billboards, bus shelters, radio, online ads, and broadcast promotions. Further, the Health Channel hosted two **Hope & Healing** Town Halls, tackling veteran suicide and the broader suicide epidemic, and spearheaded six Instagram Live sessions addressing mental health from various community perspectives.

CELEBRATING DIVERSE VOICES

South Florida PBS has been a champion for diversity, amplifying the voices of local storytellers through its **film-maker** series. Over five seasons, this initiative has showcased a rich array of stories, earning regional Emmy awards and widespread acclaim. Collaborating with the Community Foundation of Broward, SFPBS has extended its mentorship to high school students in underserved communities through the **film-maker: Flip the Script** program. This endeavor paired students with professional filmmakers to explore pressing social issues, culminating in a public screening at the Ft. Lauderdale International Film Festival. Participants gained invaluable skills and confidence, using film as a medium for impactful storytelling.

LEVERAGING SOCIAL MEDIA FOR BROADER REACH

Adapting to changing content consumption trends, South Florida PBS has significantly expanded its digital footprint. The **Your Story** digital series celebrates notable contributions across the region, from profiles of inspirational centenarians, to a local university lab working to restore the populations of the Queen Conch, to artists attempting to bridge the gap in arts education. Meanwhile, the **Star Gazers** digital series has captivated nearly 130,000 viewers, earning an Emmy nomination this year. **Between the Covers Summer Series** focused on local authors and engaged audiences with summer reading themes, and **Kidvision** content continues to delight families, amassing nearly 200,000 views this year. The Health Channel produced 48 Instagram Live events covering diverse topics such as the importance of stress management, the rising interest in Ozempic, and a look at Pilates and the benefits of breath work. The organization’s continued focus on YouTube, Facebook, TikTok and Instagram keep South Florida PBS at the forefront of digital media, serving and expanding its audience with original, innovative content.



Many viewers wrote in to express their appreciation for these initiatives:

“Thank you so much for doing the live talk about suicide... I am a teacher and suicide is becoming more prevalent among younger and younger kids.”

– Michelle

“Thank you so much. I now want to get training to help others in crisis.”

– Pamela

“Thanks so much for shining so much light on this issue.”

– My Ascension

“I’m so thankful for the unique opportunity the PBS mentorship has provided me. This is a big step for me, in the right direction, in making a career out of film production.”

– Brianna, high school senior



KIDVISION PRE-K IMPACT NUMBERS

For over a decade KidVision programming, KidVision PreK, KidVision New Words, KidVision Music Time, KidVision Full STEAM Ahead, KidVision Mission, and KidVision APPs, have served teachers, parents, grandparents, caretakers, and children learn and grow. Our numbers have proven our worthiness, to date the KidVision Teacher's Association has 29,300 members and our website, KidVisionPreK.org, has an additional 83,512 members. On YouTube our collective videos have 25,474,504 views, with our top three field trips leading the way, the Doctor's Office with 8,872,285, the Animal Farm 1,784,917 and our field trip to the Children's Hospital with 1,188,043 views. We are proud to say we have 12,000 Facebook followers and 2,132 Instagram followers. Our APPs are doing well too with the Games APP downloaded 3,054 times and our new Early Learning App, just released on October 16, 2023 with 164 downloads. We will continue to create content that is valuable to our youngest children, families, and teachers.

KidVision PreK's YouTube channel provided easy access for families to find over 100 virtual field trips and the platform grew exponentially achieving over 25 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 (FACCM) to provide certified Continuing Education Units (CEU) for our Teacher Development website, www.KidVisionPreK.org. South Florida PBS partners with the Children's Services Council of Broward to produce KidVision field trips, New Words, and KidVision Mission. They also distribute each season of 10 field trips and lesson plans in a thumb drive to 600 preschools in Broward County. We partner with the Frost School of Music at the University of Miami to bring KidVision Music Time to the public, and with the Cox Science Center and Aquarium to produce KidVision Full STEAM Ahead. Additional partnerships with local organizations include the Broward Family Life Magazine, South Florida Parenting Magazine, Nova Southeastern University, The Museum of Discovery and Science, and the Miami Book Fair.



"It was a delight to work with this incredible group of educators. KidVision offers a perfect opportunity for me to connect with my students while guiding me to become a better educator myself."

– Noella Kaufman,
Central Park Elementary

"Great community partners that provide outstanding educational resources. Their outreach efforts and filming partnership has helped our guests become more interactive and hands-on with science!"

– Cox Science Center and Aquarium,
Nicole Afanador, Special Events Manager

"I love watching the KidVision field trips with Miss Penny!"

– Piper, Age 5

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.

