



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Having shown enormous dedication, incomparable support for local artists, and consistent execution, Art Loft provides a valuable contribution to South Florida's cultural community. Their platform is accessible, far-reaching and democratic. By showcasing the special work being created in South Florida, Art Loft helps to foster a local sense of pride and appreciation."

Melody Santiago Cummings
O Miami

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.



In its role as the trusted source for high-quality, non-commercial content, South Florida PBS addresses community needs not served by commercial media.

South Florida PBS children's programs are acclaimed for their educational value.

We believe personal growth is a result of lifelong learning, so 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 of our world.

In 2016, WPBT2 provided these vital local services:

KidVision educational resources

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

Arts and culture content from across South Florida

Award-winning science and nature programming

Ongoing support of humanities and history programs across South Florida

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

Beyond our traditional broadcast schedule, Vme offered a full 24/7 Spanish language platform to serve our diverse audience.

KidVision Pre-K serves 50,000 registered users, including teachers and local families. The program offers access and opportunity to prepare children with the critical skills needed for success in kindergarten and beyond.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

South Florida PBS is committed to creating and presenting unique arts, education and cultural heritage programming, connecting organizations and institutions across our region and preserving South Florida's history.

- **Issues** and **Viewpoint** are long-running programs which look at important local issues from policy and religious perspectives respectively, exploring the same with depth not found in commercial news coverage.
- **Haiti Journal** was developed in response to community concerns about the lack of respectful and intelligent coverage of Haitian issues.
- **Issues Reports** provides deep investigative reporting into critical challenges facing the community. Topics range from the impact of Alzheimer's disease to local transit plans and solutions to the region's transportation crisis.
- **Changing Seas** is the unique convergence of traditional and new media with marine science and its impact on the environment. Four episodes are produced on a yearly basis, with additional online and social media STEM content available on multiple media platforms. In addition, the series also engages the South Florida community through public screenings, free of charge, geared at the general public as well as K-12 and college students.
- **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, where she offers recipes and tips on enjoying the 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.
- **Art Loft**, South Florida PBS's weekly arts programs, focuses on the emerging local arts scene. Part showcase, part classroom, the series promotes and analyzes the arts community with the intent to create greater awareness, bridge our various creative populations, and share South Florida's artistic side with the world. Throughout 2016 **Art Loft** collaborated with large-scale community organizations as well as smaller, startup groups. The series continues to offer content that cannot be found elsewhere, creating an opportunity for artists and art lovers to celebrate, educate, and relish creativity. The program also provides a platform for unknown and struggling artists, highlighting their artistic process in a manner that art critics and mainstream arts coverage cannot. **Art Loft** nurtures an environment where viewers from every socio-economic stratum can tune in and revel in the arts, learning something new and in turn becoming inspired. In 2016, our partner organizations include Miami-Dade College, Borscht Film Festival, MIA Animation Conference & Festival, 48-Hour Film Project, Fort Lauderdale International Film Festival, and FilmGate.
- **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!"
- **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 the authors about their storytelling techniques and inspirations. The program can also be streamed online, serving a growing audience that values literature and learning.

- ***Debra!*** offers up thoughtful conversations with South Florida residents. Host Debra Tornaben speaks with the rich and famous, as well as the people and organizations that are reaching out to improve the lives of South Floridians. Featuring guests from the worlds of entertainment, the arts, philanthropy, and beyond, Debra provides an opportunity for residents to hear positive stories about their neighbors, while promoting arts, education, and culture in the South Florida region.
- ***uVu***, an online community for local storytellers, continues to build a long list of community partners that work to create online content on arts, culture, community engagements, education and civic issues along with user-generated content. Major partnerships related to civic engagement include the Miami Today newspaper, the Forum Club of the Palm Beaches and Florida International University, while arts and education. Other partnerships on arts and education include the Miami-Dade College's International Book Fair, MIA Animation Conference and the University of Miami Rosenstiel School of Marine and Atmospheric Science.

Independent Productions from the Community:

- ***Sweet Dillard*** follows one of the most successful high school jazz bands in the country. Miami-based documentarian Jim Virga chronicles the 2014 school year of the Dillard Center for the Arts Jazz Ensemble, and their irrepressible bandleader, Christopher Dorsey.
- ***Blue Chip Kids***, based on the book "*Blue Chip Kids: What Every Child (and Parent) Should Know About Money, Investing, and the Stock Market*," this multi-episode short-form series provides a fun and easy-to-understand introduction to the world of money and investing for kids and parents. Written by David W. Bianchi -- an investor and lawyer with an economics degree from Tufts University -- this resource series demystifies the basic principles about money matters and shows what it takes to spend, save, and invest wisely. Each episode (literally) illustrates the new financial fundamental using simple examples, plain language and entertaining drawings. The episodes are one-minute long, which makes understanding and discussing money matters easy for kids (and their parents)!
- ***Ivy League Rumba*** is a one-hour documentary, which brings to life the history, rhythms and beats of the music genre, Rumba, through interviews with historians, public officials, and musicians and includes great musical performances by some of the best Latin Grammy nominated Cuban musicians. Richard Snyder, Cuban music aficionado, has used culture to bridge all sides of what has been for half a century, a thorny situation. Upon his first visit to Havana, he decides to re-familiarize American audiences with Cuban rhythms that originated from inside and outside the island.
- ***The Life of Jesus Christ 2016*** depicts the story of Jesus Christ in an uplifting musical stage drama. Incorporating a 300-voice choir, a 40-piece orchestra and a cast and crew of over 1400, this production is more than just a dramatic retelling of the story of Christ. It is a full-scale musical with elaborate costumes, original choreography, flying angles and live animals on a stage. Presented by the First Baptist Church of Ft. Lauderdale as part of its 32nd annual edition of the Fort Lauderdale Christmas Pageant, this magical program recaptures the holiday spirit with its compelling narration, spectacular musical performances, and inspiring message.
- ***The Unseen Everglades, Inside a Legendary Wilderness***, was dubbed "the single, most important documentary ever made of the plight, the successes, and the prospects for solutions to vexing problems on the Everglades restoration." The program introduces viewers to the people whose lives have been shaped by 'the Glades.' Host Charles J. Kropke travels through this vast ecosystem offering viewers a better understanding of the size, scale, and importance of Florida's unique *River of Grass*, one of the world's most precious natural resources.

Defying the Nazis

In partnership with the U.S. Holocaust Memorial Museum and The Miami Jewish Film Festival, South Florida PBS hosted the partial screening of *Defying the Nazis: Sharps' War* at the Aventura Arts & Cultural Center. The documentary is an account on how an American minister and his wife courageously risked their lives in 1939 to help refugees escape Nazi-occupied Europe. The film followed with a Q&A with producer Artemis Joukowsky via Skype and historian from the US Holocaust Memorial Museum.



Ivy League Rumba

A co-production with Royal Palm Films, South Florida PBS hosted a screening of *Ivy League Rumba* at the Actors' Playhouse at the Miracle Theater. The hour-long documentary was directed by local Cuban-American filmmakers, Joe Cardona and Ralf Gonzalez. Filmed in the last few months of 2015, the documentary highlights the music of renowned soloists and ensembles such as: Descemer Bueno, Pedrito Martinez, Dr. Ed Calle, Palo, Roman Diaz, Leslie Cartava, and Son Lokos.



Black in America since MLK: And Still I Rise

In partnership with Miami-Dade College, South Florida PBS hosted a screening of the documentary, *Black America since MLK: And Still I Rise* at the Miami Dade College North Screening Theater. This four-hour series hosted by Harvard professor Henry Louis Gates, Jr., takes an unprecedented journey through the soaring triumphs, bitter struggles and profound contradictions of the last fifty years of American history. Following the screening, panelists lead a meaningful discussion on the current racial divide and the history of South Florida's African American community.



KidVision

KidVision is the umbrella for several original productions targeting young children, their preschool teachers, and their parents as teachers. The educational programs are *KidVision* Pre-K, *KidVision* 1-2-3, *KidVision* New Words and the *KidVision* Teachers Association and they revolve around 8-minute entertaining and educational virtual field trips via www.kidvisionvpk.org website, YouTube, and DVD in the classroom or at home. Each field trip is accompanied with standards-based lesson plans and student standards assessments for four age groups: children 18-to-24-months old, 2-year olds, 3-year olds (*KidVision* 1-2-3) and 4-year olds (*KidVision* Pre-K). Each field trip also includes take home pages in English and Spanish. The *KidVision* New Words are vocabulary interstitials developed from each field trip, which broadcast around children's programming block and on the website. The *KidVision* Teachers Association is a certified professional development for preschool teachers to learn and teach education standards for preschoolers, while earning IACET (International Association of Continuing Education and Training) CEUs (Continuing Education Units) required for early childhood professional teaching certificates. .

Reach in the Community:

KidVision field trips are filmed in our community and the website has over 50,000 registered users. *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 website has grown beyond our community and now retains active registered users in all Florida's counties and in all 50 states.

Partnerships:

South Florida PBS partnered with the Florida Association for Child Care Management (FACCM) to provide certified CEUs, and with the Children's Services Council of Broward County, who is part of the Broward Literacy Coalition, for distribution of DVDs to 600 plus Pre-K centers and for the production of the *KidVision* New Words interstitials.



"Teachers throughout Broward County utilize the resource often and plan activities based on the themes presented on KidVision. The teachers can join the professional development community and receive CEU's for learning and implementing lessons based on the educational standards. The connection to the family is an added bonus. The families get to see what their children are learning about, share in their study, and become engaged. It is unique and should be celebrated and supported as it is appreciated by the children, families, and teachers who interact with the program often. ."

*Michelle Cabrera
Early Learning Coach
Family Central, Inc.*



"As a native Miamian, I have always had a passion for furthering the arts in our community and South Florida PBS certainly has made an impact. I have been a supporter and passionate viewer for many years and encourage friends and colleagues to join me with their support and leadership. We need to keep public television alive and well for years to come."

Richard Levine, AIA

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. South Florida PBS serves as a model for telling unique local stories across a variety of digital media platforms.

WPBT's website properties attracted over 250,000 visitors last year; they viewed over 600,000 pages; and spent on average two minutes per visit.

Through our *uVu* platform and our weekly series *art loft*, we are now working with more than 75 local arts and cultural organizations on a regular basis, including the education departments for the major performing arts center in all counties.



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

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 economic life; encouraging conversations that transcend geographic, political, and socio-economic boundaries.
