

SOUTH  
FLORIDA



## 2020 Local Content and Service Report to the Community



*"We are proud to partner with South Florida PBS and KidVision PreK to bring innovative training and support materials to preschool teachers... There is no question that early learning is a key for academic and social success."*

Cindy Arenberg Seltzer  
President/CEO

Children's Services Council of Broward County

**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 2020, South Florida PBS provided these vital local services:

KidVision educational resources for teachers, parents and pre-schoolers

Local arts 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 & 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 eight 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 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 75 filmmaker participants in the program, two-thirds represent ethnic minorities (of African American, Hispanic, Indian and Asian descent). In the past 3 seasons, nine of the films have been nominated for regional Emmy awards, and three of them were awarded a Suncoast Emmy.
- **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 Lisa Unger, Nelson & Alex DeMille and Mamta Chaudry about their story-telling techniques and inspirations.

## 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.
- In February, 2020, the 24/7 Health Channel launched several Coronavirus-specific initiatives including **Coronavirus Updates**, a series of approximately 90 evergreen interstitials about testing, precautions and spread of the Coronavirus, as well as **Coronavirus In Real Time**, breaking news capsules in English and Spanish, and a **news crawl** on the Health Channel with timely 2 hour updates.
- **SmartLife** is a two-hour magazine program that offers compelling conversations about the issues most relevant to viewers, including topics focused on Covid-10, as well as mental health, parenting during the crisis, and diet and exercise. "Ask the Expert" segments give viewers the unique opportunity to engage directly with medical professionals.
- **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.

## 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 Emmy award-winning 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 an interstitial series that introduces children to orchestral musicians and their instruments, produced in partnership with the New World Symphony. **KidVision Healthy Habits** are short, interstitial spots that help children understand how to stay healthy. Launched in response to the coronavirus pandemic, these spots help children understand the importance of practices such as handwashing and eating healthy meals. **KidVision iSpy 360** is a series of fun, interactive games for children that lay the groundwork for literacy.
- **The KidVision mobile app** helps children progress at their own speed as they visit KidVision City and play games to learn vocabulary and reading skills at 3 levels.
- **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.



## INDEPENDENT PRODUCTIONS FROM THE COMMUNITY:

- **Sister** - This one-hour documentary highlights the work of death penalty abolitionist Sister Helen Prejean and delves into the evolving role of Catholic nuns in America.
- **Dock & Dine** - A half-hour program follows chef and boater Jason Pereira on his quest to discover the best dockside dining in South Florida.
- **Making it in America** - A one-hour documentary about the important contributions made by immigrant entrepreneurs to the economy of Florida and the United States.
- **Singular** - A program delving into the life of a talented young singer with a timeless voice, Cecile McLorin Salvant, winner of three Grammy Awards for best jazz vocals.
- **After Parkland: Healing a Community and a Nation** - A documentary that takes viewers behind the scenes of the Stoneman Douglas tragedy to witness the birth of the most powerful gun reform movement in U.S. history.
- **Spirit of the Florida Keys** - Host Chad Crawford provides a colorful look at the history and culture of the beautiful archipelago 15 miles south of Miami, the Florida Keys.
- **My Survivor** – This program explores the life-changing experiences of some of the five hundred University of Miami students who learned about the Holocaust through the intimate intergenerational relationships they forged with members of the remarkable survivor population.
- **Florida Keys: Protecting Paradise** explores Keys sustainability efforts and the people dedicated to protecting the island chain's unique natural environment.

## COMMUNITY EVENTS:

South Florida PBS held 89 in-person and virtual events, including screenings and community outreach for our local productions (**Changing Seas**, **Your South Florida**, **Between the Covers**, etc.) as well as around national PBS and independent productions (**Finding Your Roots**, **Sinking Cities**, etc.) These events included panel discussions to engage the community and create dialogue around various issues highlighted in our programs. In early 2020, we partnered with the *Miami Herald* on a **Making it in America** screening at the Miami Dade College Koubek Memorial Center (with over 200 attendees), followed by a discussion moderated by the producer and three successful women entrepreneurs. In March, due to the COVID-19 pandemic, screenings and outreach efforts shifted to virtual events. A **Finding Your Roots with Dr. Henry Louis Gates, Jr.** preview was screened in partnership with FIU's Casa Cuba and the Cuban Genealogy Society and drew over 500 participants. Other noteworthy virtual events included the **LGBTQ Town Hall** series which addressed the impact of social media on mental health, as well as depression, suicidal thoughts and grief. Additionally, we held a virtual screening of **Asian Americans** in partnership with Miami-Dade College, Asian American Federation of Florida, Florida Asian Services, Florida Asian Women Alliance, Miami-Dade County Asian American Advisory Board, Asian Pacific American Bar Association of South Florida, etc. and a virtual screening event for **The Gene: An Intimate History** featuring Barak Goodman, the program's producer. We held a virtual **2-day Film Festival** featuring ten local short films with an audience choice award each night. We implemented online surveys and polling tools during many of the virtual events, which offered important feedback that helps shape future programs and initiatives.

## IMPROVING COMMUNITY HEALTH

In partnership with Baptist Health, the 24/7 **Health Channel** offers unique content on-air and online with the mission of empowering people to make educated decisions. As the coronavirus pandemic brought health issues to the forefront, the Health Channel provided trusted, relevant information to viewers during a time of national crisis. Daily reports, entitled **Coronavirus Updates** and **Coronavirus in Real Time** (produced in English and Spanish), kept viewers informed on the virus and its impact on daily life. A series of **Virtual Town Hall** events connected viewers directly to medical experts who could answer their questions and provide valuable insight to promote public safety. A 24/7 news crawl updated every two hours offered access to breaking news and the latest headlines related to the coronavirus and its impact. Two original series, **Health Insiders** and **SmartLife**, continued to provide information on a variety of vital health topics, and “Ask the Experts” segments featured doctors answering viewer questions. In addition to the broadcast channel, a searchable library of over 5,000 online videos provides reliable medical information on hundreds of topics, such as health insurance, mental health resources, and the latest medical research efforts.

Ricardo, a viewer from South Miami wrote: “I want to congratulate you for such an important, informative TV program. I greatly appreciate your help and please keep your wonderful program going as it is the best around!” An anonymous veteran suffering from PTSD wrote: “I am now hopeful that I can finally overcome all the shame, remorse, and guilt I've felt all these years along with all the other things associated with my particular experiences.”

## 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 75 local films, most of which are led by minority and female 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 9 Emmy nominations and 3 Suncoast Emmy Awards. In addition, through partnerships with the PBS 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’ film-maker was and still is life-changing for me, and I will be forever thankful for providing my documentary with a louder, richer and more reachable voice; for listening, for caring this much and for giving me... wings.” Elaine Minionis – 2020 Emmy-award winner

## PIONEERING NEW MEDIA

With “Innovation” identified as a key value in South Florida PBS’ strategic plan, the organization has delved into the production of “Next Gen” media, experimenting with 360-degree video and virtual reality, and producing an Emmy Award-winning 360-degree segment this year, immersing viewers into the environment of Florida’s unique Wildlife Corridor. As the pandemic made traditional methods of content production and community engagement impossible, SFPBS was well-positioned to pivot to productions and events utilizing remote/virtual platforms and techniques. Important Health and Educational content continued to be delivered to viewers uninterrupted, and new opportunities to increase the interactivity and timeliness of the content were explored. From *KidVision’s Story Time* to the Health Channel’s interactive Town Halls, as well as additional virtual screening events, South Florida PBS engaged with over 300,000 people online in the 3rd and 4th quarters of the year – a 1,900% increase over the number of event attendees in the first two quarters. SFPBS is poised to remain on the cutting edge of new media and the increased opportunities to engage community that will be available as Next Gen TV becomes a reality.

## KIDVISION PRE-K:

For over a decade, **KidVision Pre-K** has served teachers, parents, grandparents, and caretakers through the production of 'virtual' field trips alongside curriculum-based lesson plans and other resources to prepare children for success in school and life.

This year, **KidVision PreK** explored new opportunities to serve the educational needs of children and families as the coronavirus disrupted lives, prompting stay-at-home orders and school closures. In addition to continued **Virtual Field Trip** and **New Words** production, a new series of **Healthy Habits** spots offered children information on their own level about Covid-19 and how to cope with the changes in their lives. A series of 10 virtual **KidVision Story Time** events offered parents and preschoolers a chance to connect with Miss Penny, hear a story and do an activity. KidVision PreK's **YouTube channel** provided easy access for families to find over 100 virtual field trips and views increased by nearly 50% this year to 9.5 million. A new **KidVision mobile app** brought lessons in literacy and vocabulary directly into the hands of children and parents through interactive "I Spy" games and fun quizzes. With approximately 75,000 registered users, KidVision PreK continues to provide preschool teacher training and offers CEU's for professional development in both English and Spanish and standard assessments for children up to 4 years of age.

## 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," and Teacher Trainings. The website now retains active registered users in all Florida counties and all 50 states. KidVision participated in 16 live community events reaching approximately 10,000 participants and, between March and June, produced 11 virtual events reaching an additional 30,000 viewers.

## 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.



*"KidVision has been an invaluable partner in offering teaching resources with beautifully presented videos and a wide range of CEU/In-Service offerings."*

Selena McNeely  
Director of Operations  
Florida Association for  
Childcare Management

*"Our school was fortunate enough to have a visit from Miss Penny for Career Day and once again, she was a big hit!"*

Jennifer Mehu  
Elementary School Educator

*"KidVision Pre-K is an amazing partner ... in reaching local families to provide entertaining, educational and culturally diverse programs to our community during the pandemic."*

Meagan Albright  
Youth Services Librarian III  
Alvin Sherman Library



2020 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 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.