

SOUTH
FLORIDA



2021 Local Content and Service Report to the Community



"During the pandemic, KidVision Pre-K's virtual field trips served as a lifeline for so many teachers and educators across school and afterschool communities who needed ways to take children on field trips safely."

Katie C. Hart, Ph.D.
Center for Children and Families
Florida International University

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 2021, 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 nine 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 88 filmmaker participants in the program, two-thirds represent ethnic minorities (of African American, Hispanic, Indian and Asian descent). In the past 4 seasons, nine participating filmmakers 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. During the pandemic, host Michelle Bernstein offered virtual events, providing 'sneak peeks' for each episode and offering an opportunity for viewers to connect and ask questions.
- **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 nation's most celebrated authors. Host Ann Bocock provides insight and context as she interviews notable authors and personalities, such as James Patterson, Alice Hoffman and Maria Hinojosa 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 2021, *Changing Seas* also produced 10 virtual Town Hall events which received over 26,500 views.
- In 2021, the 24/7 Health Channel launched a new series of daily reports, **Coping with Covid-19**. These news capsules provided access to the latest information on the coronavirus and methods to cope with its prolonged impact on our lives.
- The Health Channel produced 26 episodes of the new original series, **Doctor Q&A**, which provided unique opportunities for viewers to interact with medical experts and receive answers to their most pressing questions.
- In addition, the Health Channel and South Florida PBS partnered with the Associated Press and the Hispanic Information & Telecommunications Network on the award-winning one-hour documentary, **Fauci: The Virus Hunter**, which was distributed nationally and internationally. The program provided an in-depth look at Dr. Anthony Fauci's life story by shedding light on his humble roots and the significant discoveries made during his career.

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** is a series of vocabulary-focused interstitials developed from each field trip broadcast daily during the kids' programming block. **KidVision Dance Time** is a new original series of interstitials that introduces children to cultures around the world through dance. The series was produced in partnership with the Performing Arts Network. A **Kidvision Dance Time** event was offered in the Summer of 2021, giving children the chance to meet the performers and learn about the origins of a variety of dances such as Afro-Haitian Dance, the Hula, the Irish Jig and Ballet. **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.

KidVision Pre-K content has garnered 12.6 million views on YouTube. In 2021 alone, the **KidVision Pre-K** content posted on PBS Learning Media was viewed nearly 300,000 times.

- **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. A new version of the app launched in 2021 includes the addition of an interactive STEM arcade with Math, Science and Engineering games.
- **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!"

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. In 2021, the **Your South Florida Town Halls** garnered over 130,000 views.



INDEPENDENT PRODUCTIONS FROM THE COMMUNITY:

- **The Fellowship of the Springs:** A two-part documentary series that tells the story of Florida's unique and beautiful springs and the fight to save them.
- **Hidden Wild:** This half hour program followed science educator Alex Freeze as she lead three South Florida students on an expedition through the wilderness hidden in their own backyards.
- **State of Rodeo:** The year 2021 marked five hundred years of cattle and horse farming within the state of Florida, and in honor of that anniversary, this program recounts the rich tradition of rodeo and ranching in Florida.
- **Home Stories:** The program is a two-part series, featuring eleven South Florida storytellers offering true-life stories on the theme of home.
- **Hustle to Scale:** A documentary that showcases the journey of Black founders who intentionally chose to build their ventures in Overtown, the now impoverished and overlooked shadow of a once thriving economic epicenter of Miami's Black community.
- **The Endangered Everglades with Ron Bergeron:** An interstitials series about the stories of iconic animals and the landscape of the unique Everglades ecosystem.
- **Sweet Soul:** After four decades of rest, underground Miami soul singing legend Helene Smith returns to the recording studio joined by Miami's Deep City recording icons.
- **Art of Warriors:** A short documentary on the struggles of Covid-19 and having a preexisting condition, such as sickle cell disease.

COMMUNITY EVENTS:

South Florida PBS held 74 events, consisting of virtual screenings and town halls for our local productions as well as national PBS and independent productions (***Finding Your Roots***, ***The Gene***, etc.) on social media and virtual web-based platforms. These virtual events included panel discussions with experts to engage the community around dialogue concerning important issues. In late-2020, **KidVision Pre-K** partnered with numerous organizations to create and promote virtual ***KidVision Pre-K Story Times*** and activities on KidVision's social media pages. In January 2021, we partnered with the Ocean Media Institute for a screening and discussion of ***Changing Seas: Expedition Nautilus: Fiji*** which drew over 1,000 participants on Facebook.

A ***KidVision Dance Time*** hybrid event at the North Beach Bandshells in Miami Beach, brought families together under safe conditions observing COVID protocols. We also streamed the program LIVE on YouTube and Facebook reaching approximately 37,300 people. Miss Penny and friends had the opportunity to learn about Hip Hop, Irish Dance, African Dance and many more!

Additionally, South Florida PBS' **Health Channel** hosted over 20 virtual town halls since the start of the pandemic in efforts to keep the community informed on the latest health trends. These virtual town halls were broadcast LIVE on the Health Channel, AllHealthGo's Facebook and YouTube pages, and livestreamed on AllHealthTV.com. Prominent health professionals such as **Dr. Anthony Fauci**, Director of the National Institute of Allergy and Infectious Diseases and television personalities like **Montel Williams** participated as panelists.

The town hall series on **COVID Vaccines** offered the public an opportunity to ask and get answers to their questions about COVID-19 variants and the vaccines. **COVID Vaccines: Ask the Experts** and **COVID Vaccines: Clearing the Air** reached over 398,000 people on YouTube and Facebook. In May 2021, the Health Channel dove into mental health with a strong focus on veterans with **Healing America's Heroes Town Hall**, an event that generated 72,000 social media impressions.

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. A new series of daily reports, **Coping with Covid-19** provided viewers access to the latest information on the coronavirus and methods to cope with its prolonged impact on their daily lives.

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. Town Hall events covered topics such as Covid vaccines, Mental Health concerns and the Safe Return to the Classroom. In addition, 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. A new original series, **Doctor Q&A**, connected viewers directly to medical experts who could answer their questions and concerns on a variety of health topics, from Diabetes to Heart Disease, from Men's Health to Pregnancy, and more. In addition to the broadcast channel, a searchable library of over 5,000 videos accessible on the website and mobile app provides reliable medical information on hundreds of topics, such as health insurance, mental health resources, and the latest medical research efforts.

FEEDBACK FROM OUR VIEWERS:

"I always watch the Health Channel, and it is amazing. I find it to be a great asset to the average person and to people as a whole. I pray that you all will continue to use your channel to help people with some of their questions and relieve their stress." –Emanuel

"The Health Channel is very interesting. I learn a lot from it myself and I'm a retired Registered Nurse!" – Rona

FEEDBACK FROM SOCIAL MEDIA:

"Awesome chat! Learned so much." – Jason

"Thanks for always giving us great health info and advice." – Kim

"Thank you. I learned a lot." – Nirco Ken

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 88 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 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**.

*Film-maker provides a platform to amplify the work of local independent filmmakers like no other film festival. It has led me to one of my greatest achievements thus far for my documentary film **Wade in the Water: Drowning in Racism**, a Suncoast Emmy. – Cathleen Dean – 2021 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 augmented reality. 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** and **360-degree iSpy** videos to the Health Channel's interactive Town Halls, as well as additional virtual screening events. In FY'21, the SFPBS interactive Town Halls and virtual events received over 1.5 million impressions. SFPBS is well-positioned 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 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 **Dance Time** series, and the KidVision learning app. For preschool teachers, Zoom sessions were provided in partnership with Early Learning Coalitions, to assist with the continued use of virtual learning tools. 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 12.6 million views to date. KidVision's content is also easily accessible on PBS Learning Media, and its pages on that platform were viewed 300,000 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 32 community events reaching approximately 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.



"KidVision's support of the library's online storytimes and special events is a key part of our success in reaching local families to provide entertaining, educational and culturally diverse programs to our community during the pandemic."

– Meagan Albright,
Alvin Sherman Library

"There are so many field trips and so many online options to explore and learn from that it is simply invaluable...I highly endorse KidVision ... as a way for all children to learn the valuable lessons gained from real experiences following Miss Penny and her crew all over the neighborhood."

– Michele Cabrera MS., Ed,
Family Central



2021 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 & 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.