



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"The support of WPBT2 has increased our reach into the community exponentially and has greatly advanced our efforts to facilitate conversations on the humanities."
 - Michael Gillespie, Director, Center for the Humanities in an Urban Environment
 Florida International University

WPBT2 is a vibrant force in the South Florida 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, WPBT2 addresses community needs not served by commercial media.

WPBT2's 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 of 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 2012, WPBT2 provided these key local services:

- KidVision VPK teacher 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
- Online Profiles of key Miami stakeholders
- Ongoing support for Humanities programs across South Florida

WPBT2's local services had deep impact in the South Florida area. Beyond our traditional broadcast schedule, WPBT2 offers a full service 24/7 Spanish language channel, Vme. Our original production, *Check, Please! South Florida* not only engages our community with broadcast and on-line content but has impacted an even wider audience, more deeply, with special events. Our partnerships with area Universities and Civic Organizations has helped develop a robust on-demand archive of lectures and workshops.

WPBT2, Florida's first public station, has served South Florida for more than fifty years, since its initial broadcast on August 12, 1955. The station is licensed to Community Television Foundation of South Florida, Inc., a non-profit organization. The station's mission statement focuses on using media for public good.

- WPBT2's public affairs programs such as ***Issues with Helen Ferré, Pulse, Viewpoint*** and ***Haiti Journal*** explore local issues with depth not found in commercial news coverage. Both ***Pulse*** and ***Haiti Journal*** were developed in response to community concerns about the lack of respectful and intelligent coverage of Caribbean and Haitian issues.
- ***Changing Seas***, an original production of Miami's public television station WPBT2, hosted a live online screening event of ***After the Spill***, the series' episode focusing on last year's Gulf of Mexico oil spill. During the screening, viewers had the opportunity to chat live with the experts featured in the program.
- ***Check, Please! South Florida*** – A foodie's dream, both on-air and online, WPBT2's long running series, hosted by renowned chef Michelle Bernstein offers tips on enjoying the dining experience across south Florida.
- ***Serving America: Memories of Peace Corps*** – A WPBT2 original production that highlights the experience of eleven South Floridians who served in the early years of the Peace Corps. Through the mix of archival film and photographs with personal stories from these returned volunteers, the program tells the story of service and idealism while tracing the history and heritage of an organization that has inspired more than 200,000 Americans to work for peace in 139 countries.
- ***Flavors of the Florida Keys*** - In this three-part television web series, author, chef and culinary historian Linda Gassenheimer ventures down the Florida Keys Overseas Highway to delve into a new facet of this dynamic cuisine. On her culinary trek, she lets local residents and restaurateurs guide her, to discover the abundant fresh fish and shellfish, tropical fruits and vegetables of the Keys. From succulent Florida pink shrimp to the ubiquitous Key lime pie, mouthwatering local recipes unfold as she makes her way through the mile markers.
- ***Surviving Colon Cancer*** - The program stresses the importance of early screenings in saving people's lives and was produced by Grace Shafir, a Boca Raton colon cancer survivor. Narrated by UM president Donna Shalala, the program features interviews with high-profile colon cancer survivors such as actress Fran Drescher, who revealed it took her two years and eight doctors to be diagnosed.

- **uVu**, WPBT2's online community video initiative, has built a long list of community partners that work with the uVu team to create online content around Arts & Culture, Community Engagement, Education and Civic issues along with user generated content. Major partnerships include:
 - *Civic Engagement*- Miami Today Newspaper, Forum Club of the Palm Beaches, Mobilize.org, Zambrano Foundation "Democracy in the Americas."
 - *Arts and Education*- Broward Center for the Performing Arts "Trey McIntyre Dance Project," Adrienne Arsht Center "Lights – The Holocaust Project," Museum of Contemporary Art "Artist to Artist" series and Legal Services of Greater Miami "Heart of Giving."
- **Miami Book Fair International** – Our annual support of the MBFI took on a new dimension in 2012 when Tom Wolfe was announced as the opening night author. WPBT2 was already working with a local filmmaker on the broadcast and distribution of a new documentary chronicling Wolfe's extensive research in Miami, which was the focus of his new novel, "Back To Blood."
- Working with the Miami Foundation in support of their website "Our Miami: Soul of the Community" based upon the Knight Foundations "Soul of The Community" study on metrics for attachment by individuals to their community. WPBT2 supplied video support for the website, highlighting individual stories and explaining the research and terminology in order to make the site user friendly and accessible.
- Florida International University (FIU)'s Center for Humanities in an Urban Environment has worked with WPBT2 and the uVu platform to capture lectures, workshops and performances which included: *Panel on the Business of Medicine; Film and Discussion: Manufactured Landscapes; Panel: Representations of Violence in the Theater; Business and Medicine, A Lecture by Dean John Rock; Film and Discussion: Cuban America; Violence in the Theater, A Lecture by Stephen Di Benedetto; 3rd Annual African and African Diaspora Studies Humanities Afternoon* . These events are co-sponsored by The Exile Studies Program, FIU Alumni Association and Books & Books.

Half the Sky Screening

WPBT2 hosted a free preview screening and reception of *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* on Thursday, September 27 at the Little Haiti Cultural Center in Miami. Featured guest, Gabrielle Union discussed her experiences while visiting Vietnam during the filming of the documentary. After the screening, audience members had a chance to ask questions to a panel of local experts from the Miami International Rescue Committee, Kristi House, Department of Homeland Security and Vida Legal Services.

Key partners included ITVS, BankUnited, Step by Step Foundation, International Rescue Committee, Kristi House, Lotus House, Women of Tomorrow and Women's International Film Festival.



Art Live for Lotus House Women's Shelter

Art Live 2012 is an interactive, performance based, contemporary "art happening" and fair in which artists and exhibitors are invited to share the creative process unfolding spontaneously in every form of artistic medium and to the extent possible, engage the fairgoers in the creative process. Proceeds of the fair will benefit the Lotus House Women's Shelter, providing shelter, sanctuary, education and resources to empower homeless women and children to build safe, secure lives off the streets.

Key partners included Miami Herald, City of Miami and Miami Dade College



Miami Women Makers

WPBT2 produced pilot segments for the *Women Makers* website working with the Girl Scouts of America in Miami. The Scouts were asked to find and interview mentors and WPBT2 provided production and post-production expertise. WPBT2 also worked with ITVS to identify and provide support for the creation of video segments for Women & Girls Lead Campaign Shorts an innovative public media campaign designed to celebrate, educate, and activate women, girls, and their allies across the globe to address the challenges of the 21st century.

Key partners included WETA, ITVS, Girl Scouts of America, Brazos Films and AOL



KidVision VPK

WPBT2’s online professional development program for Voluntary Pre-Kindergarten teachers, providing electronic field trips based on Florida’s VPK educational standards. The project was cited by the head of Florida’s Early Learning Coalitions as a valuable resource for the state and the local ELCs.

Reach in the Community:

As of December 2012, Kidvision VPK has 27,940 registered users; 94% are from the state of Florida. More than 174,000 CEUs have been awarded to teachers using KidVision VPK.

Partnerships:

Florida Department of Education, Office of Early Learning; Children’s Services Council of Broward, Broward Association for the Education of Young Children, Florida Association for the Education of Young Children; Memorial Healthcare Systems; Broward Quality Counts, Broward Early Learning Coalition, Volusia County Early Learning Coalition, Nova Southeastern University; Miami-Dade Early Learning Coalition; Broward Head Start; and Home Instruction for Parents of Preschool Youngsters.

Impact and Community Feedback:

“We appreciate your introducing the ELAC board chairs to such a strong example of the power of public and private partnership, together with the excitement of providing holistic, powerful learning opportunities for entire families in the coalitions’ respective communities. Your presentation opened the scope of participation for all of the board members, and provided them with additional inventive ideas for community outreach and parent involvement to take home to their respective coalitions.”

- Mel Jurado, Ph.D.
 Director, Florida’s Office of Early Learning



The KidVision VPK app is available for free at iTunes. This has extended the reach of the content and lesson plans. At a time when funding for VPK is being threatened, the VPK app provides a unique, free alternative for teacher training.





"By recording the programs of Florida's largest nonpartisan political and public affairs organization, WPBT Ch. 2 conveys the messages of national and state leaders to thousands of individuals who are not fortunate enough to attend meetings of the Forum Club of the Palm Beaches. The station is an integral part of our goal: "Stimulate Thought. Promote Dialogue." Hats off for their community service" – Gayle Pallesen, Executive Director, Forum Club of the Palm Beaches

WPBT2's broadcast signal reaches from Key West to St. Lucie County in Central Florida and we are available in 7 counties throughout the state and reach more than 1.7 million viewers each month in Miami-Dade and Broward Counties alone.

Through our **uVu** platform, we are now working with more than 4 dozen local arts and cultural organizations on a regular basis including the education departments for the major performing arts centers in Miami and Broward Counties (above The Trey McIntyre project at BCPA).

WPBT.org had 181,951 visitors last year; they viewed 438,466 pages and spent on average nearly 2 minutes per visit.



"Artist to Artist: Conversations at MOCA" captured a truly historic moment for culture in South Florida. Celebrating the Museum of Contemporary Art's 15th anniversary.....WPBT2 made it possible to share this experience exponentially as a lead up to Art Basel Miami Beach week, truly enriching Miami's community.

– Bonnie Clearwater, Executive Director
Museum of Contemporary Art

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, WPBT2 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.