



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"As an avid viewer and an organization that has felt the effect of their coverage, I appreciate the variety and diversity of their programming and look forward to discovering new artists, arts organizations and projects each week - Sarah Michelle Rupert, Gallery Director, Girls' Club Collection"

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 2013, 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 have 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***, ***Viewpoint*** and ***Haiti Journal*** explore local issues 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 with Helen Ferré*** and ***Viewpoint*** are long-running programs which look at important local issues from policy and religious perspectives respectively.
- ***Changing Seas***, a WPBT2 original production, is the unique convergence of traditional and new media with marine science. Each year, four episodes premiere together with additional internet and social media content available on multiple media platforms. The Changing Seas team also engages the community through public screenings geared at the general public as well as K-12 and college students.
- ***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.
- ***Buen Provecho*** – Five centuries ago, Ponce de Leon arrived in "La Florida," followed by Spanish explorers, settlers, and immigrants who would leave a lasting legacy of Hispanic influence. Hosted by James Beard award-winning chef and restaurateur, Michelle Bernstein, the documentary reveals these influences from the early conquistadors who brought seeds, spices and livestock to the wave of immigration from Spanish colonies in the Caribbean, infusing a distinctly Latin Flavor to Key West and Tampa to the more recent explosion of South American culture evident in the streets of Miami today.
- ***A Friend of Presidents*** – WPBT2's Original Production explores the political life of John F. Kennedy's close friend, George A. Smathers. The "quintessential Cold Warrior," Smathers started his political career in the House of Representatives in 1947. In 1951 Smathers was elected to the Senate, beginning his 18 year career in the Senate. This documentary explores Smathers' hard line convictions and political perspectives, his personal relationships, and his ultimate impact on Florida and the country.

- **uVu**, WPBT2's online community video initiative, continues to build 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, Florida International University's Center for Humanities in an Urban Environment.
 - *Arts and Education*- Broward Center for the Performing Arts "Trey McIntyre Dance Project" year two, Miami Dade College's "Miami Book Fair International," Museum of Contemporary Art "Collector to Collector" series and Jewish Museum of Florida

Independent Productions from the Community

- ***The Newcomer*** - WPBT2 marked the 30th anniversary of the election of America's first openly gay mayor with the broadcast premiere of "The Newcomer" on Monday, January 14 at 9:00 p.m. "The Newcomer" is a documentary that focuses on the life and career of Richard Heyman, who was elected America's first openly gay Mayor for the city of Key West. Directed by Emmy Award-winning journalist John Mikytuck, the Newcomer tells the story about a forgotten gay icon and the tragic circumstances which arrested the political and social progress he made for lesbian, gay, bisexual, and transgendered people in the 1980s.
- ***Fish Meat*** - This film that seeks to answer the questions plaguing fish -lovers everywhere by taking viewers behind the scenes of fish farms. It's the only film on the market that explores the diverse array of fish farms in existence, and what those differences can mean for the consumer. Directed by Joe Cunningham, this documentary follows two scientists, environmental engineer Ted Caplow and fish biologist Andy Danylchuk, as they go on a journey to pull back the cover on modern fish farming. Sailing through Turkey, a country steeped in fish farming history, they discover that the most modern operations aren't necessarily the most sustainable ones.
- ***West Encounters East*** - The film focuses on a little-known population: the Japanese Brazilians, comprising the largest population of ethnic Japanese outside of Japan itself. It follows well-known and emerging artists of Japanese descent from various generations who immigrated to Latin America during the 20th Century. Created by Executive Producer Stella M. Holmes, "West Encounters East" focuses on the fusion of culture, history and tradition in the works of these artists and explores the ongoing integration of Asian traditions into Latin American culture. The story of these multicultural artists, told primarily through their canvases, sculptures, ceramics and photography, brings to light the dynamic and little-known saga of the Japanese presence in Brazil.

Art Loft

WPBT2's launched a weekly art series called "art loft," the program was an extension of the work done with local artists and arts organizations that began with the creation of the **uVu** portal. The program won a Suncoast Chapter Emmy and has become a vehicle for local artists to present their work to a wider, regional audience.

Funders for the series include the Knight Foundation, Newman's Own Foundation, Miami Dade County Tourist Development Council and Monroe County Tourism Development Council (Pictured: Rosie Herrera Dance Company)



Latino Americans

WPBT2 welcomed hundreds of attendees to the screening of Latino Americans on September 12 at Miami Dade College, Wolfson Campus. The night was moderated by Helen Ferre, host of WPBT2's Issues, and featured the executive producer of Latino Americans, Adriana Bosch and special guest Luis Capo, who is featured in the film. Key partners included Miami Dade College, WETA, V-me, Simply Healthcare, Café La Llave, LPB and ITVS (Pictured: Series producer Adriana Bosch and Luis Capo)



Miss Rosa: A Day For Children

Thousands of families attended a Day for Children on September 8 at Nova Southeastern University in Davie, FL. WPBT2's KidVision sponsored and welcomed PBS Kids Host Miss Rosa for two performances during the event. Miss Rosa danced, sang and signed autographs for KidVision Members at a special breakfast before the show! Fun was had by all.

Key partnerships included PBS Kids and Nova Southeastern University (Pictured: Miss Rosa)



KidVision VPK

KidVision VPK is a free and certified online professional development for prekindergarten teachers to learn and teach education standards for 4-year-olds. The program features virtual field trips that teachers can show in their classroom. Each field trip is accompanied with standards-based lesson plans, student assessments and take-home pages. Take home pages are in both English and Spanish. KidVision VPK is online, on APP, on DVD, and on PBS Learning Media. (Pictured: Michael Tilson Thomas, Producer Penny Bernath and KidVision Kids)

Reach in the Community:

The website has over 45,000 registered users, from all 50 states and in every county in the State of Florida. The Apple app has nearly 7,000 down loads. We have distributed over 625 DVDs. On you-tube the virtual field trips have over 100,000 views. KidVision VPK has a teacher's association that now has nearly 200 registered teachers receiving a monthly newsletter featuring KidVision VPK recent field trips, PBS Kids and PBS Learning Media highlights. Teachers are able to share the electronic newsletters with parents.

Partnerships:

WPBT2 partnered with Nova Southeastern University to provide teachers taking KidVision VPK learning units free CEUs and in-service hours. WPBT2 also partnered with the Children's Services Council of Broward County to distribute KidVision VPK DVDs to every prekindergarten in the county. The program is recommended to early childhood teachers seeking certification by the Florida Department of Children and Families and recognized by the State of Florida Department of Education Office of Early Learning.



Impact & Community Feedback

"We are proud to partner with WPBT2 to bring innovative training and support materials to VPK (Voluntary Pre-Kindergarten) teachers. The comprehensive content in the DVDs will help teachers target and teach Florida's Standards for 4-year olds in an exciting and developmentally appropriate way. To ensure all children are successful, it is important that all children have access to these kinds of resources, whether their classrooms have Internet access or not. That is why producing the material on DVDs is so important. There is no question that early learning is the key to future academic and social success. All teachers should have the tools available to provide that learning. KidVision VPK and the Children's Services Council of Broward, together we are opening doors to endless potential."

Cindy Seltzer, CEO Children's Services Council of Broward County



“The fresh approach they take – touching on national, international, and multi-cultural events but bringing a particular lens to local artists and happenings with on-site reporting – has defined the series (Art loft) and made the weekly program a “must-see” for those interested in arts and culture” – Jan Goodheart, Vice President for External Affairs, Broward Center for the Performing Arts

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 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 centers in all the counties (above “Riffs on Immortality” at The Studios Key West, “Aikodans” Dance Company of Haiti at Arsht Center).

WPBT.org had 226,183 visitors last year; they viewed 489,487 pages and spent on average nearly 1:23 minutes per visit.



“WPBT has brought strategic programming to our audience, utilizing our physical plant of Cinema Paradiso, these fantastic special events have become a much appreciated benefit not only for our members but has opened countless doors to cultivate new audiences.

– Gregory Van Hausch, President and CEO, Broward County Film Society/Fort Lauderdale International Film Festival

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.