

SOUTH  
FLORIDA



## 2024 Local Content and Service Report to the Community



*"The Rhythm Foundation is thrilled to collaborate with South Florida PBS as co-producers of Soundwaves at the Bandshell, widely exposing the unique musical sounds of our region to national audiences."*

James Quinlan,  
Rhythm Foundation Executive Director

**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 cornerstone of the community's cultural and educational landscape.

As a trusted source of high-quality, non-commercial content, South Florida PBS provides programming and services that fill critical gaps not met by commercial media.

Committed to lifelong learning, we deliver educational resources that serve children, adults, and families across our region.

Living in a multicultural community, we embrace the responsibility to reflect South Florida's rich diversity, amplifying a variety of voices and perspectives that inform, educate, and inspire.

In 2024, South Florida PBS provided these vital local services:

KidVision educational resources for teachers, parents and pre-schoolers.

Local arts, music 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:

SFPBS leads the way in educating our community about transformative ways to heal, connect and thrive through NeuroArts programming.

KidVision Pre-K serves 80,000 registered users, offering access and opportunity to prepare children for success in kindergarten and beyond.

Digital content continues to expand our reach, amassing 1.6 million social views and 11.5 million YouTube views this year alone.

**South Florida PBS** is committed to creating and presenting unique programming that promotes arts, music and culture, health and environmental education, civic engagement, and lifelong learning.

### ARTS, MUSIC & CULTURE:

- **Art Loft** is a signature series that focuses on the emerging local art scene. Since its premiere in 2012, Art Loft has featured 525 local arts stories across 240 episodes, 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.
- **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 100 filmmaker participants in the program, two-thirds represent ethnic minorities of African American, Hispanic, Indian and Asian descent.
- **Film-maker Flip the Script** is a mentorship initiative serving high school students in Broward County. Four student storytellers were chosen to receive guidance and support to help bring their short film ideas to the big screen and to broadcast.
- **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.
- **On the Town in the Palm Beaches with Frank Licari** 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. 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** Host Ann Bocock provides insight and context as she interviews notable authors and personalities, such as Michael Finkel, Susan Patterson and Carl Hiaasen about their story-telling techniques and inspirations.
- **Swing 'Lo** explores the life and tragic passing of up-and-coming visual artist, Michael Richards, a New Yorker of Jamaican descent who died in the 9/11 terrorist attacks.
- **Soundwaves at the Bandshell** takes viewers to the Miami Beach Bandshell in the heart of the MiMo Historic District in the city's North Beach neighborhood. In this program, the legendary Bandshell stage welcomes Locos Por Juana, who is a Grammy and Latin Grammy nominated band ready to electrify the audience with their unique blend of cumbia, reggae, salsa, and rock, and Kaylan Arnold, a South Florida singer-songwriter, whose genre defying vocals pay homage to her Haitian and Belizean roots.

### HEALTH, SCIENCE & ENVIRONMENT:

- For the last 16 years, 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 for local and national distribution, with additional online and social media STEM content available on multiple platforms.
- **Star Gazers** is the world's only weekly television series on naked eye astronomy. Hosted by award-winning science communicator, Trace Dominguez, each episode educates viewers about current astronomical events, including key constellations, stars and planets, lunar eclipses and conjunctions as well as historical and scientific information about our universe.
- **Sex Talk with Dr. Lia** is a lively, informative, and fun show featuring Dr. Lia Jiannine, Ph.D., Sexual Health Expert, and Associate Professor of Health and Human Performance at Nova Southeastern University. Dr. Lia answers the questions viewers always wanted to ask about sex and relationships with "a lot of the latest research and a little common sense."
- **Virtual Town Halls** offer the public around the country opportunities to ask and get answers to their questions with medical experts from prestigious institutions shedding light on a variety of medical topics. Some of the topics covered: "*From Detection to Recovery: Navigating Breast Cancer*," "*Viruses & Vaccines: Breaking the Chain of Infection*," "*Finding Hope: The Healing Power of Art*," and "*Healing America's Heroes: Helping Veterans Come Home*."
- **Ask the Doc: No Appointment Needed** is a series that connects you directly with the experts! Have questions about back pain? Concerned about your child's flu symptoms? From everyday health concerns to medication advice, our primary care doctors, specialists and pharmacy experts are here to provide the answers you need.
- **Living Longer, Living Well: Secrets of the Mediterranean** follows host Frank Licari as he embarks on a quest through Italy and Greece in search of the key ingredients to a long and healthy life. Exploring the vibrant landscapes of Athens, Sardinia, and Florence, Frank connects with a diverse spectrum of experts, from nutritionists to local chefs, shepherds, olive oil producers, and community elders.
- **The Art of Wellbeing** explores the ways the brain interacts with art, helping viewers understand how aesthetic experiences can be applied toward enhancing our mental health, whether it be through dance lessons, a museum visit, or simply taking a walk through a beautiful forest.

## LIFELONG LEARNING:

- **KidVision Pre-K Field Trips** are filmed at locations throughout South Florida to educate, entertain and inspire young children to learn about our community. Each field trip is accompanied with standards-based lesson plans and student assessments that are weaved into the field trips as natural lessons during the experience. These after-the-field-trip activities 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 the Nova Southeastern University Alvin Sherman Library and the International Miami Book Fair in the Children's Alley. **KidVision New Words** are vocabulary interstitials developed from each field trip and broadcast daily during our PBS Kid's programming block. **KidVision Music Time** are one-minute interstitials that introduce children to 12 classical composers. These interstitials invite children to listen to music critically and discern a new world of musical knowledge and vocabulary. **KidVision Full STEAM Ahead** is our summer learning series. It features seven weeks of Science, Technology, Engineering, Art, and Math activities that kids can do along with Miss Penny at home, keeping their learning skills and curiosity intact for the school year ahead. These interstitials air each week of the summer break, followed by an event at the end of the summer where kids do the STEAM activities live with Miss Penny. **KidVision Mission** is in its second year of production. It is a half-hour TV show for kids that combines two of our KidVision field trips and some KidVision Playroom Time to explore topics of interest to kids. This show has 10 episodes and runs for the whole year. KidVision offers two mobile apps for education on-the-go. The Kidvision Early Learning app features all the content that KidVision has ever produced easily presented in sections of interest to the audience. There is a section for kids, one for parents, and one for teachers. In each section are videos, interviews, helpful tips, and links to our website, [www.KidVisionPreK.org](http://www.KidVisionPreK.org), which is a teacher development training. In addition, the KidVision Games app utilizes 360-degree iSPY games to teach vocabulary and early reading skills. It also features a STEAM Arcade section with games focused on science, engineering, art and math. And last but certainly not least, KidVision has produced a 360-degree video for a new concept called IglooVision as part of an overall project being created by South Florida PBS to provide our community with immersive interactive experiences. KidVision IglooVision's first experience was filmed with West African storytellers and dancers. It involves the audience in call and repeat storytelling, songs, and music to dance to.

## CIVIC ENGAGEMENT:

- **Your South Florida** Hosted by Emmy award winning journalist, Pam Giganti, each episode brings together diverse voices with fresh perspectives on community concerns, such as developments in Alzheimer's care, affordable options for higher education, the challenges facing our older adult population, and career opportunities for young adults on the spectrum.



## INDEPENDENT PRODUCTIONS FROM THE COMMUNITY:

- **Labors of Love** is an intimate look inside the maternity unit of one of South Florida's largest hospitals and the sisterhood that powers it. In this 3-part series we join the labor and delivery nurses as they give their all to make each birth a success. From dancing down the corridors with moms in labor or running to the OR to deliver a baby in distress, there's no place they'd rather be.
- **Seminole Pathways** is a half-hour program that examines the story of the dugout canoe and how it would become an integral means of transportation for indigenous cultures that have inhabited the waterways of the Florida peninsula for centuries. Indigenous canoe carvers Daniel Tommie and Pedro Zepeda take us on a journey as they explore the unique marine cultures of the past along with commentary from Florida's foremost archaeologist Bob Carr and historian Ellery Andrews who speak to the connections of the ancient Tequesta with today's modern indigenous communities.
- **Women of the Watershed** highlights the role women have played in the conservation of the Florida Everglades beginning with the suffragette movement of the early 20th century and offers insightful visits with present day scientists, advocates and artists, who are actively engaged in modern day conservation activities.
- **Beethoven's 9th** – Ode to Joy celebrates the 200th anniversary of Beethoven's 9th Symphony with the University of Miami Frost School of Music's inspiring performance under the direction of Maestro Gerard Schwarz.
- **The Adventures of Peter and the Wolf** takes viewers imagined version of Sergei Prokofiev's musical masterpiece, *Peter and the Wolf*, featuring the Palm Beach Symphony under the direction of Maestro Gerard Schwarz.
- **Haitian Conversations** delves into the rich tapestry of Haitian arts and culture and occasionally, civic leadership. Designed to enlighten and inspire, the program aims to bring the vibrant essence of Haiti to viewers, showcasing the nation's unique cultural heritage, artistic expressions, and the resilient spirit of its people.
- **Dock & Dine** follows chef and boater Jason Pereira on his quest to discover the best dockside dining in America. Whether by paddle board, sailboat, fishing charter or mega yacht, Jason takes hungry viewers on a delicious adventure in search of culture, flavor and fascinating stories.
- **Maryon Stewart's Menopause Solutions** is a four-part series that offers well-researched information and advice to combat the often-devastating menopause symptoms, with science-based tips for easy lifestyle changes like diet and exercise that anyone can make to achieve the same dramatic results at home.

## COMMUNITY EVENTS:

In 2024, South Florida PBS hosted over 100 events reaching diverse audiences through arts, culture, civic engagement, health, environment, and kids & education programming. **Kids & Education** events including the Hispanic Heritage Festival with Miss Penny, *Rosie's Rules* at Belvedere Elementary, and KidVision Mission Premiere Event at Davie Ranch, Broward Library Children's Bookfest, and multiple KidVision activations bring STEAM education to families. **Arts & Culture** events featured the *Filmmaker Flip the Script* Premiere, *Birthright* premiere screening at the Miami Beach Bandshell and *On the Town* screenings. In addition, we hosted a **Women of Impact** event with The United Way of Palm Beach County. The **Health Channel** hosted 25+ live social media interviews with medical experts on current health topics as well as town halls on Alzheimer's, cancer, fentanyl, veteran healthcare and more. Additional IG Live Events included current health topics, such as dental care, plant-forward eating, menopause and gut health. With high-quality content and community engagement, South Florida PBS continues its mission to strengthen local culture and discussion of issues relevant to South Florida.



## THE HEALING POWER OF ART

South Florida PBS is pioneering the exploration of **NeuroArts**, the intersection of the arts and health, through innovative programming and immersive experiences. In collaboration with the **PBC Neuroarts Collaborative** and the **Kravis Center for the Performing Arts**, SFPBS created *The Art of Well-Being*, a video series that provides research-backed insights on how aesthetic experiences enhance mental health, promote neuroplasticity, and improve well-being. It also offers **practical activities** that help audiences apply these benefits in everyday life. Our **award-winning VR educational experiences** deepen this connection by transporting users into interactive worlds of music, art, and medical science. These cutting-edge tools provide new ways to engage with the arts while exploring their impact on cognitive health. South Florida PBS also fosters dialogue through **NeuroArts programming**. The Health Channel's *Finding Hope: The Healing Power of Art* and *Your South Florida's Boost Your Mood: Mental Health Through the Arts* both explore how creative expression aids emotional resilience and mental wellness. By merging science, storytelling, and next-gen media, South Florida PBS is equipping viewers to take control of their health and well-being.

## CLICKS, CONVERSATIONS & COMMUNITY

South Florida PBS continues to grow its digital impact, reaching more than 1.6 million social media views and 11.5 million YouTube views for original content posted this year alone. Covering science, history, health, arts, and community stories, digital series like *Your Story*, *Star Gazers*, and *Art Loft: Makers* bring inspiring voices to digital audiences, while content on wildlife, neurodiversity, local heroes, and history resonates across platforms.

Interactive health programming also plays a vital role. *Ask the Doc: No Appointment Needed* connects audiences with medical experts in real time via broadcast and social media, while virtual town halls and Instagram Live events tackle key health topics like mental wellness and emerging treatments.

By leveraging YouTube, Facebook, Instagram, and TikTok, South Florida PBS continues to engage and educate audiences through innovative digital storytelling.

## PROVIDING ACCESS TO HEALTH INFORMATION

The **Health Channel Women's Health Fair**, held at the Boynton Beach Cultural Arts Center on March 23, 2024, was an event that brought together women from Palm Beach County through various workshops focused on topics such as heart health, brain health, sexual health, nutrition, and more. Attendees had the opportunity to interact with different health and medical experts at booths offering resources in the health space. The event attracted 400 women of all ages and backgrounds and featured over 30 vendors from the health sector. This event won the 2024 Public Media Award for Special Events.

Many viewers wrote in to express their appreciation for these initiatives:

*"Finding Hope: The Healing Power of Art Town Hall," and similar programs, contribute to greater public understanding of neuroarts research, education and practices--thank you, South Florida PBS!"*

– Bama Lutes Deal, PhD  
PBC Neuroarts Collaborative  
Arts Consulting & Research, LLC

*"The event was amazing - it was so rich in kindness, information, love and respect. I am in awe."*

– Diane Feen,  
Column Writer at  
Atlantic Ave Magazine

*"Thank you for the explanation! I have tried to look for this information online and never found one so clear."*

– Marta.R...98



## KIDVISION PRE-K IMPACT NUMBERS

For over a decade, KidVision programming, *KidVision PreK*, *KidVision New Words*, *KidVision Music Time*, *KidVision Full STEAM Ahead*, *KidVision Mission*, and KidVision APPs, have served teachers, parents, grandparents, caretakers, and helped children learn and grow. Our numbers have proven our worthiness, to date the KidVision Teacher's Association has 30,920 members and our website, KidVisionPreK.org, has an additional 83,587 members. On YouTube our collective videos have 36.4 million views, with our top three field trips leading the way, the Doctor's Office with 8,872,285, the Animal Farm 1,784,917 and our field trip to the Children's Hospital with 1,188,043 views. We are proud to say we have 12,000 Facebook followers and 2,132 Instagram followers. Our APPs are doing well with the Games APP downloaded 3,491 times and our new Early Learning App, with 861 downloads. We will continue to create content that is valuable to our youngest children, families, and teachers.

**KidVision PreK's YouTube channel** provided easy access for families to find over 100 virtual field trips and the platform grew exponentially achieving over 36.4 million views to date. KidVision's content is also easily accessible on PBS Learning Media.

### 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 25 community events reaching well over 10,000 participants.

### PARTNERSHIPS:

South Florida PBS partners with the Kirk Foundation, Dunspaugh Dalton Foundation, and the Florida Youth Orchestra to bring *KidVision Music Time* to the public. We partnered with Young at Art to produce the latest season of *KidVision Full STEAM Ahead*. And, we partner with local organizations such as the various Early Learning Coalitions throughout the state of Florida (Pasco-Hernando Counties, Lake County, Palm Beach County, etc.), The Miami Marlins, Nova Southeastern University, The Museum of Discovery and Science, and the Miami Book Fair.



*"I want to thank you, Miss Penny, and the KidVision team for all the time and effort you put into our partnership, which was so valuable for our 320 young members. You certainly made them feel special and valued, both in the caring way you worked with them and in the final production that showcased their talent."*  
**Myra Weaver, President,  
Florida Youth Orchestra**

*"It gave me clear standards, benchmarks. I also used it to earn my CEUs and in a technology class. KidVision Pre-K has a positive impact on my classroom. The kids really love it."*  
**Chalet Johnson,  
Lead Teacher at Creative World**

*"We love KidVision Pre-K, Miss Penny, all of her amazing field trips and educational content because she really breaks things down for the kids and makes it easy to understand."*  
**Kristi Mangan,  
Parent**

2024 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 608,000 visitors last year and received over 1.2 million page views.

Through our Arts, Music & 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.**