



## 2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"Throughout my tenure at Miami-Dade College I have been committed to fostering local talent. I am determined to see more "made in Miami" content. WPBT2's Art Loft has played an essential role in realizing my vision. They hold an invaluable place in the Miami arts community, both as a platform and as a link among organizations."*

Mauricio Ferrazza, President  
MIA Animation, LLC

**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 South Florida's 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 in 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 2015, WPBT2 provided these vital local services:**

**KidVision educational 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**

**Ongoing support of humanities and history 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 24/7 Spanish language channel, *Vme*.**

**WPBT2 commissioned, oversaw production, broadcasted and distributed profiles of 10 prominent artists working in Miami under the age of 40, which allowed for the preservation and exportation of the unique arts and cultural scene currently taking place in South Florida, while engendering support of the local film community.**

WPBT2, Florida's first public television station, has served the South Florida community for over 60 years, since its initial broadcast on August 12, 1955. The station's mission statement focuses on using media for public good.

- **Issues with Helen Ferre** and **Viewpoint** are long-running programs which look at important local issues from policy and religious perspectives respectively, exploring the same 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 Reports** provides deep investigative reporting into critical challenges facing the community. Topics range from Baseball smuggling to CRA's to Alzheimer's disease and its impact on generations.
- **Changing Seas** is the unique convergence of traditional and new media with marine science and its impact on the environment. Four episodes are produced on a yearly basis, with additional internet and social media STEM content available on multiple media platforms. In addition, the series also engages the South Florida community through public screenings, free of charge, geared at the general public as well as K-12 and college students.
- **Check Please! South Florida** is another WPBT2's long-running series. A foodie's dream, both on-air and online, the series is hosted by renowned local chef Michelle Bernstein, where she offers tips on enjoying the 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.
- **Art Loft**, WPBT2's weekly arts programs, focuses on the emerging South Florida arts scene. Part showcase, part classroom, the series promotes and analyzes the local arts community with the intent to create greater awareness, bridge our various creative communities, and share South Florida's artistic side with the world. Throughout 2015 **Art Loft** collaborated with big name and large-scale organizations as well as smaller, startup groups. The series continues to offer content that cannot be found elsewhere bringing together artists and art lovers to celebrate, educate, and relish creativity. The program also provides a platform for unknown and struggling artists, highlighting their artistic process in a manner that art critics and mainstream arts coverage cannot. 'art loft' nurtures an environment where viewers from every socio-economic stratum can tune in and revel in the arts, learning something new and in turn become inspired. In 2015 our partner organizations include Miami-Dade College, The Center for Literature & Theatre, Borscht Film Festival, MIA Animation Conference & Festival, 48-Hour Film Project, Fort Lauderdale International Film Festival, FilmGate and Community Foundation of Broward.
- **10 Under 40** - in the fall of 2015 WPBT2 premiered **10 Under 40**, a film series which paired local artists under the age of 40 with local filmmakers. The Knight Foundation Arts Challenge awarded a grant to WPBT2 to assist in the production of the series, which the station was able to match through local pledge dollars and major donor funding. A unique profile of each artist emerged from this innovative collaboration. This project exposed **Art Loft** to a younger audience and proved such a success that the films will be screened at the Miami International Film Festival in March 2016.
- **Star Gazers** is the world's only weekly television series on naked eye astronomy. Produced in partnership with the Patricia and Phillip Frost Museum of Science in Miami, each weekly 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. Co-hosted by James Albury, coordinator of the Kika Silva Pla Planetarium and Dean Regas, outreach astronomer for the Cincinnati Observatory, the astronomy series builds on the legacy of Jack Horkheimer's award-winning series about what's happening in the night sky and encouraging their viewers to "Keep looking up!"

- ***Salsa! The Dance Sensation***, a high-definition documentary for public television narrated by Willy Chirino, delves into the dance - as an art form, as a bonding agent, and as a chronicler of history and family tradition. From the top performers at the Miami Salsa Congress to the regulars on the dance floors and to the salsa school students, the documentary uncovers the compelling stories behind this cultural phenomenon.
- ***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 on the arts, culture, community engagements, education and civic issues along with user-generated content. Major partnerships related to civic engagement include the Miami Today newspaper, the Forum Club of the Palm Beaches and Florida International University, while arts and education. Other partnerships on arts and education include the Miami-Dade College's International Book Fair, MIA Animation Conference and the University of Miami Rosenstiel School of Marine and Atmospheric Science.

#### **Independent Productions from the Community:**

- ***Taste the Islands with Chef Irie*** is a 7-episode cooking series where Hugh Sinclair, better known as Chef Irie, is challenged to create a mouthwatering meal using specific Caribbean ingredients or cooking methods. This well-known Caribbean culinarian has made South Florida his home. His passion for the cuisine and culinary experience shines through as he leads the viewer through his unique take on recipes, while offering helpful tips and techniques. In addition, each episode is colored with short vignettes which also educate viewers about Caribbean culture.
- ***Exotic Invaders: Pythons in the Everglades*** explores the threat of invasive reptiles in one of America's most treasured national resources, the Florida Everglades. Giant snakes imported from Asia by the tens of thousands to be used as pets but released into the wild have become a major threat to the Florida Everglades and surrounding natural areas. The documentary tells the story of the natural, and often hidden, devastation caused by the unintended spread of an apex predator. What they have learned and how they have learned it may help pave the way for greater eradication efforts in the future.
- ***Everyone has a Place*** is a short musical documentary featuring a ground-breaking collaboration of jazz, gospel and vocals. This body of work is entitled, "Abyssinian: A Gospel Celebration" and was composed by the American musical treasure, Wynton Marsalis.
- ***A Wing and a Prayer*** tells the virtually unknown story of World War II veteran pilots who risked their lives and American citizenships to prevent a second Holocaust in 1948. Directed by award-winning filmmaker Boaz Dvir, and narrated by William Baldwin, the documentary features interviews with more than 20 of the operation's key aviators (some who have since passed away), their family members and historians.

**American Experience: “American Comandante”**

WPBT2, in partnership with Latino Public Broadcasting, presented a reception and special screening of this documentary at Miami Dade College’s Tower Theater, followed by a Q & A session. Written and produced by Adriana Bosch, the *American Comandante* tells the fascinating true story of American William Morgan, who rose to the rank of Comandante in the Cuban Revolution. The story has it all –adventure, romance, mobsters, spies and a cast of characters that includes J. Edgar Hoover, Che Guevara, and Fidel Castro.



**Changing Seas Speaking Sustainably**

Hosted by the Deering Estate and in partnership with WPBT2 “Speaking Sustainably” is a film and lecture series offered free to the public to engage the community with critical environmental issues of the twenty-first century and to inspire action. WPBT2 hosted six screenings of its signature ocean conservation series, *Changing Seas*, where episodes featuring Grand Cayman’s stingrays, billfish and coral reef invaders lion fish were presented to standing room audiences, among others.



**Miami Dade College**

WPBT2 was the media sponsor of Miami Dade College’s annual Miami International Book Fair. The guest of honor was *Curious George* who made his appearance at the WPBT2 booth, where children of all ages got to meet and take pictures with their beloved monkey, and went home with free books thanks to a grant awarded to the station providing 2,000 books. WPBT2 also worked with Miami Dade College promoting literacy, which entailed the creation of the #MiamiKidsRead campaign which was aimed at children and ran in conjunction with the #MiamiREADS campaign.



**KidVision**

**KidVision** is the umbrella for several original productions targeting young children, their preschool teachers, and their parents as teachers. The educational programs are *KidVision* Pre-K, *KidVision* 1-2-3, *KidVision* New Words and the *KidVision* Teachers Association and they revolve around 8-minute entertaining and educational virtual field trips via [www.kidvisionvpk.org](http://www.kidvisionvpk.org) website, YouTube, and DVD in the classroom or at home. Each field trip is accompanied with standards-based lesson plans and student standards assessments for four age groups: children 18-to-24-months old, 2-year olds, 3-year olds (*KidVision* 1-2-3) and 4-year olds (*KidVision* Pre-K). Each field trip also includes take home pages in English and Spanish. The *KidVision* New Words are vocabulary interstitials developed from each field trip, which broadcast around children’s programming block and on the website. The *KidVision* Teachers Association is a certified professional development for preschool teachers to learn and teach education standards for preschoolers, while earning IACET (International Association of Continuing Education and Training) CEUs (Continuing Education Units) required for early childhood professional teaching certificates. .

**Reach in the Community:**

**KidVision** field trips are filmed in our community and the website has over 50,000 registered users. *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 website has grown beyond our community and now retains active registered users in all Florida’s counties and in all 50 states.

**Partnerships:**

WPBT2 partnered with the Florida Association for Child Care Management (FACCM) to provide certified CEUs, and with the Children’s Services Council of Broward County, who is part of the Broward Literacy Coalition, for distribution of DVDs to 600 plus Pre-K centers and for the production of the *KidVision* New Words interstitials.



*“As a lead VPK teacher in our preschool I make full use of KidVision Pre-K to enhance my professional development as a teacher so that I can continue to make learning fun and enriching for my students; as a wealth of resources for keeping student’s performance portfolios and how I can keep my parents informed of their child’s ongoing progress; and as a source of personal inspiration to strive to be the best teacher I can be in my job preparing my students for kindergarten and beyond.”*

Cathy Fork  
University Carillon  
Early Learning Center



*"It is with great honor and passion that I have become a member of WPBT2's Keller Society. By leaving WPBT2 in my will, I can insure that others in my community have the chance to enjoy the various art performances and nature shows that have enriched my life over the years. Being involved throughout the years in the South Florida philanthropic community, I have met so many wonderful people and this gift to the station is one way I can continue to give back."*

*Dorothy St. Jean*

WPBT2's broadcasting 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.

WPBT's website properties attracted over 250,000 visitors last year; they viewed over 514,000 pages; and spent on average nearly 1:44 minutes per visit.

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 center in all counties.



WPBT2 celebrates 60 years of commercial free broadcasting in our community providing millions of hours of public television programming for ALL ages and ALL audiences.

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**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 economic life; encouraging conversations that transcend geographic, political, and socio-economic boundaries.**

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