Grantee Information

ID	1740
Grantee Name	WSRE-TV
City	Pensacola
State	FL
Licensee Type	University

1.1 Employment of Full-Time Television and Joint Employees   Jump to question: 1.1 ▼

Please enter the number of FULL-TIME TELEVISION and JOINT employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Television and Joint Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000 - TV Only						0
Officials - 1000 - Joint						0
Managers - 2000 - TV Only					4	4
Managers - 2000 - Joint						0
Professionals - 3000 - TV Only	1				2	3
Professionals - 3000 - Joint						0
Technicians - 4000 - TV Only	1			0		1
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only					3	3
Office and Clerical - 5100 - Joint						0
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
Laborers (Unskilled) - 5400 - TV Only						0
Laborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
Total	2	0	0	0	9	11

1.1 Employment of Full-Time Television and Joint Employees   Jump to question: 1.1 ▼

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000 - TV Only					1	1

Major Job Category / Job Code						
Officials - 1000 - Joint						0
Managers - 2000 - TV Only					4	4
Managers - 2000 - Joint						0
Professionals - 3000 - TV Only					4	4
Professionals - 3000 - Joint						0
Technicians - 4000 - TV Only					1	1
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only						0
Office and Clerical - 5100 - Joint						0
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
Laborers (Unskilled) - 5400 - TV Only						0
Laborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
Total	0	0	0	0	10	10

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1 ▼

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000 - TV Only	
Officials - 1000 - Joint	
Managers - 2000 - TV Only	
Managers - 2000 - Joint	
Professionals - 3000 - TV Only	
Professionals - 3000 - Joint	
Technicians - 4000 - TV Only	
Technicians - 4000 - Joint	
Sales Workers - 4500 - TV Only	
Sales Workers - 4500 - Joint	
Office and Clerical - 5100 - TV Only	
Office and Clerical - 5100 - Joint	
Craftspersons (Skilled) - 5200 - TV Only	
Craftspersons (Skilled) - 5200 - Joint	
Operatives (Semi-Skilled) - 5300 - TV Only	
Operatives (Semi-Skilled) - 5300 - Joint	
Laborers (Unskilled) - 5400 - TV Only	
Laborers (Unskilled) - 5400 - Joint	
Service Workers - 5500 - TV Only	

Service Workers - 5500 - Joint		
Total		0

1.1 Employment of Full-Time Television and Joint Employees
Jump to question: 1.1 ▼

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers
Jump to question: 1.2 ▼

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers
Jump to question: 1.2 ▼

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers					3	3
Male Major Programming Decision Makers					2	2
Total	0	0	0	0	5	5

1.2 Major Programming Decision Makers
Jump to question: 1.2 ▼

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.3 Employment of Part-Time Television and Joint Employees
Jump to question: 1.3 ▼

Please enter the number of PART-TIME employees, both TV-only and Joint, in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Television and Joint Employees
Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000					1	1
Managers - 2000						0
Professionals - 3000					1	1
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	2	2

1.3 Employment of Part-Time Television and Joint Employees
Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0

Major Job Category / Job Code						
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	0	0

1.3 Employment of Part-Time Television and Joint Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Number working less than 15 hours per week	1

1.4 Part-Time Employment

Jump to question: 1.4 ▼

Number working 15 or more hours per week	1

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

No full-time employees were hired (check here if applicable) ☐

1.5 Full-Time Hiring

Jump to question: 1.5 ▼

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000				1	1
Managers - 2000					0
Professionals - 3000				1	1
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500				1	1
Total	0	0	0	3	3

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6 ▼

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings	Jump to question: 1.6 ▼
Number of full-time and part-time job openings	3

1.7 Hiring Contractors	Jump to question: 1.7 ▼

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors	Jump to question: 1.7 ▼
	Check all that apply
None	☑
Development Activities	☐
Legal Services	☐
Human Resources Services	☐
Accounting/Payroll Services	☐
Computer Operations	☐
Engineering	☐

Comments

Question	Comment
	Business Director, Marketing Director, Development Director, Education Director
	Database Coordinator
	Manager - Donor Services, Graphics Design Coordinator
	Operations Specialist
	Development Admin Asst, Acctng Specialist, Admin Asst Reception
	GM
	Director Broadcast/Asst. GM, Director Station Ops, Traffic Manager, Online Media/Web Manager
	Sr. Producer/Director, Producer/Director (2), Asst. Engineer
	Operations Specialist
	Development Director, Marketing Director, Donor Svcs Mgr
	GM, Traffic Manager
	Associate VP
	Admin Coordinator
	GM
	Donor Svcs Mgr
	Admin Asst/Reception
	Assoc. VP
	Admin Coordinator
	Retirement - Development Director 5/31/17 Retirement - Engineer 6/30/17 Admin Asst/Reception Resigned 7/2/16

2.1 Average Salaries FULL TIME EMPLOYEES ONLY			Jump to question: 2.1 ▼
	# of Employees	**Avg. Annual Salary**	**Average Tenure**
Chief Executive Officer - TV Only	1.00	$ 90,432	1
Chief Executive Officer - Joint		$	
Chief Operations Officer - TV Only	1.00	$ 71,791	10
Chief Operations Officer - Joint		$	
Chief Financial Officer - TV Only	1.00	$ 62,185	3
Chief Financial Officer - Joint		$	
Publicity, Program Promotion Chief - TV Only	1.00	$ 52,329	4

Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief - TV Only		$ 0	0
Communication and Public Relations, Chief - Joint		$	
Programming Director - TV Only		$	
Programming Director - Joint		$	
Production, Chief - TV Only	1.00	$ 55,526	11
Production, Chief - Joint		$	
Executive Producer - TV Only		$	
Executive Producer - Joint		$	
Producer - TV Only		$	
Producer - Joint		$	
Director - (Television Production ONLY)	2.00	$ 42,560	7
Development, Chief - TV Only	1.00	$ 57,778	1
Development, Chief - Joint		$	
Member Services, Chief - TV Only	1.00	$ 35,563	1
Member Services, Chief - Joint		$	
Membership Fundraising, Chief - TV Only		$	0
Membership Fundraising, Chief - Joint		$	
On-Air Fundraising, Chief - TV Only		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief - TV Only		$	
Auction Fundraising, Chief - Joint		$	
Underwriting, Chief - TV Only		$	
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief - TV Only		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief - TV Only		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief - TV Only		$	
Government Grants Solicitation, Chief - Joint		$	
Operations and Engineering, Chief - TV Only	1.00	$ 74,622	15
Operations and Engineering, Chief - Joint		$	
Engineering Chief - TV Only	1.00	$ 64,751	1
Engineering Chief - Joint		$	
Broadcast Engineer 1 - TV Only		$	0
Broadcast Engineer 1 - Joint		$	
Production Engineer - TV Only		$	
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief - TV Only		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief - TV Only		$	
Technical Operations, Chief - Joint		$	
Education, Chief - TV Only	1.00	$ 62,185	22

Position	FTE	$ Amount	Count
Education, Chief - Joint		$	
Information Technology, Director - TV Only		$	
Information Technology, Director - Joint		$	
Instructional Services Director - TV Only		$	
Parent / Pre-School Coordinator - TV Only		$	
Volunteer Coordinator - TV Only		$	
Volunteer Coordinator - Joint		$	
News / Current Affairs Director - TV Only		$	
News / Current Affairs Director - Joint		$	
Announcer / On-Air Talent - TV Only		$ 0	
Announcer / On-Air Talent - Joint		$	
Reporter - TV Only		$	
Reporter - Joint		$	
Cinema / Videographer - TV Only		$	
Video Film Editor - TV Only		$	
Unit / Studio Supervisor - TV Only		$	
Public Information Assistant - TV Only		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor - TV Only		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic - TV Only	1.00	$ 41,558	12
Director of Continuity / Traffic - Joint		$	
Events Coordinator - TV Only		$	
Events Coordinator - Joint		$	
Web Administrator/Web Master - TV Only	1.00	$ 47,248	4
Web Administrator/Web Master - Joint		$	
Total	14.00	758,528	92

Comments

Question	Comment
	GM
	Director Station Ops
	Director Business/Admin
	Director Marketing/Station Promotion
	Sr. Producer/Director
	Producer/Director (2)
	Director Development
	Manager Donor Services
	Director Broadcast Ops/Asst GM
	Asst Director, Broadcast Engineering
	Director of Educational Content/Services
	Manager, Traffic
	Manager, Online Media & Web Content

3.1 Governing Board Method of Selection
Jump to question: 3.1 ▼

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection
Jump to question: 3.1 ▼

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection
Jump to question: 3.1 ▼

Appointed by government legislative body (including school board)
or other government official (e.g. governor)

9

3.1 Governing Board Method of Selection
Jump to question: 3.1 ▼

Elected by community/membership

3.1 Governing Board Method of Selection
Jump to question: 3.1 ▼

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection
Jump to question: 3.1 ▼

Other (please specify below)

3.1 Governing Board Method of Selection
Jump to question: 3.1 ▼

3.1 Governing Board Method of Selection
Jump to question: 3.1 ▼

Total number of board members (Automatic total of the above)

9

3.2 Governing Board Members
Jump to question: 3.2 ▼

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the
number of governing board members with a disability.

3.2 Governing Board Members
Jump to question: 3.2 ▼

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members
Jump to question: 3.2 ▼

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members					2	2
Male Board Members	1				5	6
Total	1	0	0	0	7	8

3.2 Governing Board Members
Jump to question: 3.2 ▼

Number of Vacant Positions

1

3.2 Governing Board Members
Jump to question: 3.2 ▼

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

9

3.2 Governing Board Members
Jump to question: 3.2 ▼

Number of Board Members with disabilities

Comments

Question	Comment
No Comments for this section	

4.1 Local Community Outreach
Jump to question: 4.1 ▼

In what local community outreach or educational activities has your station been involved this year that supports unserved
or underserved audiences? Please describe in detail: outcomes, audience served, community response.

In FY 2016-17, WSRE continued our mission to provide educationally–focused activities, events and resources to families in the communities
we serve in Escambia, Santa Rosa and Okaloosa Counties. The primary goal is to incorporate literacy-rich experiences and activities for
families with children ages birth to five years old, helping these children to prepare to be "ready to learn" when they enter a formal school
setting. One of the most valuable resources WSRE offers children and families is the PBS KIDS Imagination Station, a hands-on venue for
children and families designed to spark creativity, play and learning. The Imagination Station is also set up to share PBS KIDS resources,
such as those available online at pbskids.org, including the resources specifically designed for parents. The idea behind the venue is to
actively engage children and the adults in their lives in play and activities that they share and experience together. The Imagination Station
offers books, toys, games and touch screen computers where parents and children can access educational games and activities on
pbskids.org. The Imagination Station, which is free and open to the public, is open Monday through Saturday mornings from 9 a.m. until noon
with community groups utilizing the venue in the afternoons. WSRE hosts a variety of community groups and non-profits including Autism
Pensacola, the New Parent Support Group from Pensacola Naval Air Station, Early Steps (serving the needs of children with developmental
delays, Capstone Academy (formerly United Cerebral Palsy) and Early Head Start. From the time that the imagination Station opened its
doors in April 2013 until December 2017, over 47,000 children and families had been guests of WSRE's Imagination Station. The venue hosts
special story times, guests who provide musical and literacy activities and even baseball players from Pensacola's Double-A team, the Blue
Wahoos. PBS KIDS materials in English and Spanish are distributed at the venue and demonstrations of pbskids.org and PBS LearningMedia
resources are hosted to help parents discover the wealth of resources that PBS offers that are available right at their fingertips. The
Imagination Station is a wonderful way to help create awareness about the new PBS KIDS 24/7 channel which was launched by WSRE in
2017 as one of our four broadcast channels. Four employees manage the staffing of the Imagination Station including the Director of the

Educational Services, Jill Hubbs, part-time employees Jennifer Hill and Amanda Thames and Escambia County School District media specialist Becky Mills. These four employees collaborate to plan and facilitate the daily operations of the Imagination Station as well as special events that are hosted there. Special events at the imagination Station included "Music and Movement" activities with Escambia County educator Paul Morrell, designed to engage parents and preschoolers in musical fun. By partnering with a variety of community organizations which serve the needs of young children, WSRE is serving our mission to be a partner in the education of children and families. Events and activities have been targeted to serve the needs of underserved populations, including the Title I Schools and community organizations focused on early childhood. Title I schools, Head Start and local organizations that serve the needs of underserved children and families have utilized the WSRE Imagination station, often providing transportation for the children and families they serve. Special groups such as Early Steps have utilized the Imagination Station as a meeting place for the children and families they serve, to interact and to facilitate early intervention, behavioral and occupational therapy sessions and other special programs. The Imagination Station gives families the opportunity to experience hands-on fun with a focus on learning, literacy and the use of educational technology. There is no cost to children and families. Irma Cofield, the director of the Early Steps program, feels that the Imagination Station has been a blessing to the families she serves. "It is the perfect place to meet," she explained. "There is no cost involved and the atmosphere is warm and inviting. It is easy for our parents and children to do what we encourage them to do – interact, socialize and have fun. Early Step's services are designed to encourage social and developmental play and the Imagination Station is the perfect setting for these things to happen naturally." Another group that find the Imagination Station as a valuable resource is Early Head Start, which provides transportation to the families they serve, many of whom do not have their own means of transportation. One of WSRE's strategic imperatives is to serve the needs of military families and each month, WSRE hosts a large group of new parents from Pensacola Naval Air Station. These new parents are all serving in the military or are spouses of military members stationed in our city. This partnership between WSRE and the New Parent Support Group has been an especially resource to these families who are all new to our community and who are all the parents of new babies and young toddlers. Not only does WSRE showcase valuable PBS resources to these parents, but we serve as ambassadors to our community, welcoming these families and helping them navigate the adjustment to a new city. As 2017 ended, WSRE's Imagination Station had hosted over 47,000 visitors. WSRE is very proud of this valuable community resource and continues to staff and fund the venue through grants and donations. Another way that WSRE supports underserved audiences is through our partnership with Pensacola State College's Child Development Center. This preschool offers services for children from ages 1 through preschool and hosts VPK (Voluntary PreKindergarten) classes. In addition, they work with the Department of Children and Families to work with children who are in foster care or temporarily removed from their families and placed with relatives. The students and teachers there have enjoyed visits from PBS costume characters and are appreciative of the PBS resources shared with them, including many of the games and apps found at pbskids.org. Another way that WSRE has supported underserved populations is through volunteerism. The WSRE staff volunteered to help build houses in our community with Habitat for Humanity. The 2017 build site was home to three generations of the same family. Their house was destroyed by a tornado that hit the neighboring town of Century in 2016. WSRE's staff was happy and honored to share our time and talents by making a positive difference through the Habitat for Humanity. Yet another mission of WSRE is to spread awareness and share information with the community through our Public Square Speakers Series. The Public Square Speaker series is free and open to the public. Three guests who especially helped WSRE in our mission of serving underserved populations were Sonia Manzano, Ellen Prager and Robert Putnam. Manzano is the former actress and writer from Sesame Street who played Maria for over four decades. She spoke about the evolution of children's television and how she was able to become one of Sesame Street's most recognizable characters and a role model for women and young girls. She also described the challenges she faced in her career as a Latina woman. WSRE took her to a local Title I elementary school where she read two of the books that she authored and each of the young students was given a copy of the book to take home as their very own. Ellen Prager, the chief scientist at the Aquarius Reef Base in Key Largo, Florida, was another Public Square Speaker Series guest who presented a fascinating look at the extensive research being done on the formation and preservation of coral reefs. However, the more impactful part of her visit was a trip to Washington High School where she met with students enrolled in the Ma

4.2 Production Activity   Jump to question: [4.2 ▼]

In what production activity has you station been involved that supports unserved or underserved audiences?

There were no production activities during the fiscal year 2016-2017 that supported unserved or underserved audiences.

4.3 Program Content in Other Languages   Jump to question: [4.3 ▼]

Do you provide program content in languages other than English? If so, please list your services in this area

No, WSRE ceased broadcasting a Spanish speaking channel in March, 2017.

4.4 Governance Structure   Jump to question: [4.4 ▼]

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.
Your response should include but is not limited to:
What are the direct and indirect reporting relationships?
What committees are active and what is their function?
Does your Board have an Audit and Finance Committee?
What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

The Board of Trustees of Pensacola State College (a state supported college) holds the broadcast license for WSRE. Members are appointed by the Governor of Florida. Station management reports to the College President, who reports to the Board of Trustees. WSRE has a separate Foundation whose mission is to raise funds to support the operations and capital requirements of the station. The Foundation has a self-nominating board including a representative from the Pensacola State College Board of Trustees and the College President (ex-officio). Both boards have a separate Finance/Audit Committee which meets monthly and advises the boards on finance and audit related matters.

4.5 Community Outreach   Jump to question: [4.5 ▼]

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

CPB is interested in learning more about stations' significant activities planned for the upcoming year – both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives and how will you measure your success? WSRE strives to showcase PBS LearningMedia to the educators and parents in our community as well as to life-long learners of all ages. To that end, we have several workshops planned for teachers which will be facilitated by Rachel Morrison from PBS LearningMedia and Michelle Watson from Florida Public Broadcasting. In 2018, WSRE will also participate in the national American Graduate broadcast and will showcase this initiative to our viewers to engage them in the conversation. Additionally, WSRE will be participating in the Great American Read, an initiative which is designed to spark a national conversation about reading, literacy and the books that have inspired, moved and shaped us. The Great American Read is an eight-part PBS series, premiering on May 22, that encompasses a wide range of digital and social media initiatives and significant community outreach activities. The series culminates in the first-ever national vote to choose "America's Best-Loved Book." WSRE hopes to position our station as a vital source for engaging content, to support literary outreach in our community, and to encourage traditional and new audiences to vote and tune-in to The Great American Read. Not only do we wish to connect to our viewers and to engage with underserved populations, but WSRE also plan to establish and expand upon relationships with literary organizations, libraries, and educational partners. WSRE will continue to offer the PBS KIDS Imagination Station as a valuable community resource and "go-to" venue to help young children explore, learn and have fun with their favorite PBS pals from their favorite PBS KIDS programs. The days and hours that the venue is open to the public was expanded during the summer months in 2016 and proved so popular that WSRE continued the schedule in the fall. As we inch closer to hosting over 50,000 guests at the Imagination Station, we stay committed to serving the needs of young children and their families. Another PBS KIDS "Hit A Home Run for Early Learning" event is planned with the Pensacola Blue Wahoos baseball team during the 2018 baseball season and special summertime Saturday events are planned to engage children and families in

literacy activities. In 2018, another PBS KIDS & Families Day event is planned at the Gulfarium Marine Adventure Park, this year showcasing Splash and Bubbles in costume. WSRE is also in talks with the Gulfarium staff about hosting a teacher workshop at the Gulfarium to showcase the marine and ocean themed resources available on PBS LearningMedia. Another wonderful event planned in 2018 is a celebration of Fred Rogers and Mister Rogers Neighborhood. WSRE will host "Be My Neighbor" Day at WSRE in April with a huge open house event featuring Daniel Tiger and Henrietta Pussycat and musical presentations by Mr. Steve from PBS KIDS. Community organizations are also joining WSRE on this special day, including the representatives from the public library, Title I schools, are literacy organizations and many more. WSRE even has a trolley that will offer rides to the children and families who participate in the event, as well as lots of hands-on activities and screenings of episodes of Daniel Tiger's Neighborhood. WSRE connect with the arts in our community by with the production of our local series, StudioAmped, which showcases local musicians and their original music. 2017 marked nine seasons of this concert series, which is filmed with a live audience in the WSRE Jean & Paul Amos Performance Studio. WSRE connects with the citizens of our community through televised candidate forums which have been an election cycle tradition in Northwest Florida dating back to the 1970s. RALLY is produced in partnership with the Pensacola Bay Area and Okaloosa Leagues of Women Voters to give viewers an unbiased look at the candidates running for public office and an opportunity to hear their responses to questions on current issues. Another valuable service WSRE plans to continue to provide is Legislative Review. Before and after each legislative session, WSRE solicits questions from Northwest Florida residents and presents them to state legislators during a live broadcast of Legislative Review: Dialogue with the Delegation. InStudio is another program that WSRE offers and plans to continue that tackles issues of significant impact and puts the spotlight on individuals and organizations which are making a difference. The program provides a platform for local experts and advocates to share critical information on topics including end-of-life care, religious tolerance, human trafficking, animal welfare, health, addiction, early learning and much more. PENSACON is another community engagement event that WSRE participates in, focusing on the things that public media does best – catering to niche interests, catalyzing learning in every space and convening the community around these ideals. Pensacon has provided space for WSRE to host a PBS Nerd booth during its annual convention. In 2017, WSRE brought Jet from the PBS Kids series Ready, Jet, Go! Where he greeted fans and fellow PBS Nerds. In 2018, WSRE will once again participate in this annual event, showcasing episodes of Doctor Who and other PBS favorites, hosting a PBS Nerd phot booth and generally having fun connecting with people from our community. And WSRE plans to continue to work with the Studer Community Institute to help establish Pensacola as "America's First Early Learning City," a long-term investment in early childhood education. Research conducted by the Studer Community Institute and the University of West Florida's Office of Economic Development and Engagement indicate that about one third of Escambia County kindergarten students show up for the first day of school unprepared to learn, based on state evaluations. That statistic spurred the Studer Community Institute to collaborate with others in the community such as the Escambia County Early Learning Coalition, Community Action Program, Head Start, Achieve Escambia and the Escambia County School District to seek solutions. The idea has been to create a learning-friendly environment throughout the Pensacola area that help to build brain power and help child get ready to learn. WSRE is poised and ready to become an integral partner in this endeavor with our vast array of programming and online resources as well as the PBS KIDS Imagination Station.

Comments

Question	Comment
No Comments for this section	

5.1 Journalists

Jump to question: 5.1 ▼

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

5.1 Journalists

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	
News Director								
Assistant News Director								
Managing Editor								
Senior Editor								
Editor								
Executive Producer								
Senior Producer								
Producer								
Associate Producer								
Reporter/Producer								
Host/Reporter								
Reporter								
Beat Reporter								
Anchor/Reporter								
Anchor/Host								
Videographer								
Video Editor								
Other positions not already accounted for								
Total	0	0	0	0	0	0	0	

Comments

Question	Comment
No Comments for this section	