ANNUAL REPORT
INSPIRING LEARNERS OF ALL AGES SINCE 1967
Dear Friends,

Thanks to support from the community, WSRE has delivered trusted public television programs and educational services for 50 years. On behalf of our dedicated board members and talented staff, we are pleased to share this Annual Content & Services Report. In the following pages, we report on our annual achievements for the past fiscal year and highlight our accomplishments over the decades.

Education is at the heart of all we do, and with new 24/7 WSRE PBS KIDS services, expanded hours at the Imagination Station and the purchase of new mobile kiosks for educational outreach, WSRE is equipped better than ever to positively impact educational outcomes for our children.

Our content – on-air and online programming – expands the minds of viewers young and old with performances that make the best of music and theater accessible to everyone, documentaries that reflect on our history and open up new worlds, and non-commercialized news programs that provide multiple perspectives and crucial information.

Technology is core to our operation. Due to rapid advancements and subsequent obsolescence, the replacement of essential technology is critical. Your donations help us meet this constant demand on the WSRE broadcast operation.

From the first WSRE sign-on, this community has supported our station with time, talent and treasure. While we are proud of the station’s growth and accomplishments over the past 50 years, we remain mindful of the challenges ahead and grateful for your continued support.

Bob Culkeen
General Manager
WSRE

Stephen T. Holman
Chair (2016-2017)
WSRE-TV Foundation, Inc.

Bob Culkeen
General Manager
WSRE
Inspiring learners of all ages since 1967

In 50 years, WSRE has come from closed-circuit classroom broadcast to becoming Northwest Florida’s premier public television station, serving Escambia, Santa Rosa and Okaloosa counties with educational, cultural and public affairs programs, along with educational outreach.

Today’s broadcast is delivered over-the-air, via cable and satellite providers, and through digital streaming on TVs, mobile phones and tablets, keeping pace with technology.

WSRE is one of 350 television stations that are members of the Public Broadcasting Service (PBS). Licensed to the Pensacola State College District Board of Trustees in Pensacola, WSRE covers a viewing area of 1.5 million people all along the Gulf Coast from the Alabama/Mississippi state line to Destin with four channels: the signature channel WSRE (23.1), WSRE World (23.2), WSRE Create (23.3) and WSRE PBS KIDS (23.4).

Along with the station’s progress and growth, the educational focus of WSRE’s mission has remained constant over the years.

WSRE’s mission is to open doors to a larger world with quality programming and educational outreach services for every person on the Gulf Coast who desires to be more educated, informed and entertained. WSRE helps people make informed decisions with a better understanding of the community and world in which they live. As a community-supported outreach service of Pensacola State College, WSRE brings forth culture and ideas that enhance quality of life and promote the joy of discovery and learning.

1953 Federal Communications Commission assigns TV channel to Escambia County School District.

1963 Ferry Pass Junior High School PTA leads effort for community support of Educational TV. Closed circuit classroom broadcast begins at Ferry Pass and Workman junior high schools and at Pensacola Junior College (PJC).

1966 First station and tower at PJC and transmitter building on Fairfield Drive are constructed. Escambia County School District assigns WSRE call letters.

1967 WSRE begins broadcast over UHF Channel 23 on September 11. President Lyndon B. Johnson signs Public Broadcasting Act on November 8.
**WSRE’s vision** is to positively influence the lives of all on the Gulf Coast through broadcast programming and educational outreach services that encourage us to engage more deeply in the world around us.

In support of WSRE’s public service projects furthering education, public safety and civic leadership, the station receives public funding from both federal and state governments through the Corporation for Public Broadcasting.

WSRE greatly relies on additional support from individual members and corporate funders for programs, production and capital required to fulfill its mission and integral role in the communities it serves.

With generous support from local funders, WSRE has been situated from the very start to keep ahead of advancements in broadcast technology, ensuring the delivery of trusted media that educates, inspires, entertains and expresses diversity of perspectives.

---

**1967**  
*Garden Magic* premieres with host Dr. Bill Bennett.

**1969**  
Public Broadcasting Service (PBS) founded.  
WSRE Program Director Eric Smith becomes first Station Manager.

**1969**  
PJC introduces TV production courses at WSRE.  
*Open Forum* premieres with hosts Dave Pavlock and Vince Whibbs.

**1971**  
Equipment acquired to broadcast in color.  
FCC transfers license to Pensacola Junior College Board of Trustees.
WSRE PBS KIDS anytime, anywhere!

WSRE PBS KIDS—a new multiplatform delivery of 24/7 children’s services—is WSRE’s latest initiative to support early learning.

The free services include a new TV channel and live stream on digital platforms with games integration to follow. Streaming launched nationally on January 16 at pbskids.org and on the PBS KIDS Video app.

On March 6, WSRE began the 24/7 PBS KIDS broadcast on over-the-air Channel 23.4 and via local cable providers.

The new 24-hour broadcast makes it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high. With live stream viewing on mobile devices and tablets, families can access the new channel anywhere and anytime they are ready to watch and learn.

Research shows that PBS stations reach more kids ages 2–5, more moms with children under 6 years old and more children from low-income families than any other kids’ TV network. (Nielsen NPower, 9/21/2015–9/18/2016) With the new 24/7 channel and digital offerings, WSRE is building on this reach and impact.
**New animated series explores the ocean**

Splish and Bubbles – a new animated series by The Jim Henson Company – premiered on Nov. 25, 2016. The show, designed to encourage kids ages 4-7 to explore the natural underwater world, follows the adventures of Splash – a yellow fusilier fish – who befriends Bubbles – a Mandarin dragonet whose vivid colors match her colorful personality. Together, Splash, Bubbles and their friends explore the world’s underwater habitats, make new friends and learn about the many different ways life looks and lives in the ocean. The series introduces the concepts of ecological balance and the importance of taking care of the ocean.

**Digital resources keep kids learning**

Since its earliest days, WSRE has been Northwest Florida’s home to some of the most creative, inspiring and educational programming for families on TV. Today, with access to digital media, the amount of educational resources and activities delivered by WSRE seems endless. Through funding from the U.S. Department of Education’s Ready to Learn television grant, WSRE is now informing new parents about these resources by way of the IMPACT Brain Bags project in local hospitals.

PBS KIDS is committed to making a positive impact on the lives of children through curriculum-based entertainment with positive role models and content designed to nurture a child’s total well-being. Families can explore apps, episodes, ebooks and more from their favorite PBS KIDS shows at pbskids.org.

Hundreds of free and fun learning activities can also be found at florida.pbslearningmedia.org – a digital library of thousands of educational resources customized for Florida’s K-12 classrooms and also a great source for Pre-K early learning activities.

The pbsparents.org website is a trusted resource filled with child development and early learning information. Children learn and grow with PBS KIDS activities, and parents can monitor progress with the PBS Parents Child Development Tracker and sign up for the monthly PBS Parents Newsletter for free parenting tips, family-friendly recipes, cool crafts and fun educational games.

The WSRE Imagination Station provides a safe and free environment for parents to engage with their children in both hands-on and online early learning fun. Located at Blue Wahoos Stadium, the Imagination Station served more than 12,600 people during the 2016-2017 fiscal year. wsre.org/imaginationstation

---

**1978**
Don Dorin becomes Station Manager.

**1979**
Hurricane Frederick response includes weather coverage, relief information and a newsroom for Pensacola News Journal operations.

**1980**
Precision at 460 M.P.H. about the U.S. Navy Blue Angels is picked up by PBS for national broadcast.
Sports coverage expands to include high school football with commentator Dan Shugart.

**1982**
Gourmet Cooking goes into national syndication.
Making a splash for our kids!
Educational outreach projects focus on early learning, literacy and ocean conservation

WSRE PBS KIDS & Family Day dives into spring break fun

For the third year, the annual WSRE PBS KIDS & Family Day at Gulfarium Marine Adventure Park kicked off spring break in Okaloosa County. Beloved PBS KIDS characters greeted young fans engaged in hands-on learning activities along with the park's dolphin and sea lion shows, animal exhibits and aquariums.

With event sponsorship by Gulf Power Company and the park's donation of a portion of admissions, this event has raised $15,000 for the WSRE-TV Foundation each year.

WSRE recognizes local champions for early learning

The national American Graduate: Let's Make It Happen campaign uses the power and reach of public media to share community-based solutions helping communities across America improve graduation rates as well as college and career preparedness. The overall goal is to reach a national graduation rate of 90 percent by 2020.

Localizing the campaign during the national American Graduate Day 2016 broadcast, WSRE premiered videos recognizing Sacred Heart Hospital's Early Steps and Studer Community Institute as local American Graduate Champions who advocate for early learning and providing children with a solid foundation for improved academic and social outcomes.
**Public Square speakers advocate for child development and early literacy**

WSRE’s Public Square Speakers Series presented former Sesame Street actress and writer Sonia Manzano on September 13; marine scientist Ellen Prager on February 23; and Harvard political scientist Robert Putnam on April 18.

Playing Maria on Sesame Street for 44 years gave Sonia Manzano a unique look at how children’s educational television has evolved. She was the first leading Latina woman on TV and retired from Sesame Street in 2015 as one of the show’s most recognizable faces and a role model for generations of young girls and women. She was also an Emmy-winning writer for the show and has authored several books.

WSRE took Manzano to visit preschool and kindergarten students at Ensley Elementary School, where she read from two of her children’s books, and each child was given a book to take home.

As former chief scientist at the Aquarius Reef Base in Key Largo, Ellen Prager has conducted extensive research on how corals build reefs. She writes and speaks about the wealth of life in the sea and the need to protect it.

WSRE connected Prager with students from King Middle School and the Washington High School Marine Science Academy to encourage their interest in both marine science and reading. The 7th graders received a copy of *Stingray City*, her latest book in the Tristan Hunt fiction series for middle school readers.

Harvard University public policy professor and bestselling author Robert Putnam is a leading expert on the topic of inequality and opportunity in America. He shared his ideas and solutions for diminishing the opportunity gap for today’s youth as chronicled in his latest book, *Our Kids: The American Dream in Crisis*.

Manzano was sponsored in part by Gulf Power Company, and Studer Community Institute partnered with WSRE to present Putnam.
Connecting the community

WSRE productions keep viewers informed

Candidate forums help voters assess candidates

WSRE’s televised candidate forums have been an election cycle tradition in Northwest Florida going back to the 1970s. For both primary and general elections in Escambia, Santa Rosa and Okaloosa counties, RALLY 2016 aired in August and October respectively.

In keeping with the spirit of encouraging an informed electorate before Election Day, WSRE also offered a special edition of Conversations with Jeff Weeks in which U.S. First Congressional District candidates were interviewed.

WSRE also delivered gavel-to-gavel coverage from PBS NewsHour during the Republican and Democratic national conventions in July 2016.

Legislators answer questions from constituents

Before and after each legislative session, WSRE solicits questions from Northwest Florida residents and presents them to state legislators during the live broadcast of Legislative Review: Dialogue with the Delegation. Moderated by Jeff Weeks, WSRE presented this Q&A with legislators on January 31 and May 23 with simulcasts on NewsRadio 92.3 FM & 1620 AM.

The following legislators participated: Sen. Doug Broxson (District 1); and Reps. Clay Ingram (District 1), Frank White (District 2), Jayer Williamson (District 3) and Mel Ponder (District 4).

Florida’s legislative session convened on March 7 and concluded on May 8.
inStudio spotlights issues of local impact

Hosts Sherri Hemminghaus Weeks, Rameca Vincent Leary and Jeff Weeks have continued to tackle issues of significant impact and put the spotlight on individuals and organizations making a difference.

In the program’s second year, inStudio provided a platform for local experts and advocates to share critical information on topics including end-of-life care, religious tolerance, human trafficking, animal welfare, the environment, mental health, addiction and early learning. The program also celebrated community milestones, like Five Flags Speedway’s 50th anniversary, and featured a three-part series on the arts in Pensacola.

2000
Sandy Cesaretti Ray becomes General Manager.

2000
2000-foot tower for broadcast transmitter constructed in Baldwin County, Alabama.

2001
Four digital channels are added to traditional analog broadcast.
Juergen and Helen Ihns Production Facility is equipped for high definition production.

2001
FutureVision capital campaign helps raise $2 million for digital transition.
Still watching after all these years

TV’s longest running series continue to capture primetime viewers

As a PBS member station, WSRE delivers America’s longest running weekly primetime drama series, Masterpiece (since 1971); longest running performing arts series, Great Performances (since 1972); and the popular science series, NOVA (since 1974). National news coverage from PBS NewsHour began as The Robert MacNeil Report in 1975, and other principal programs debuted in the 1980s: Nature (1982); American Masters (1986); and American Experience (1988).

For decades, public television has provided trusted programming that is uniquely different from commercial broadcasting. Public media is driven by the interests of the American people – not by the markets – and Americans are watching.

PBS ranks sixth among all broadcast and cable networks, and PBS’ primetime household audience is significantly larger than many commercial channels, including A&E (the PBS audience is 135% larger), Bravo (126%), TLC (122%), Discovery Channel (70%) and HGTV (39%). (Nielsen NPower, 9/19/2016–9/24/2017)

Among this year’s prime time highlights were the premiere season of Victoria on Masterpiece – following the romance and reign of the girl behind the famous monarch; Spy Creatures on Nature – employing animatronic spy cameras disguised as animals to secretly record behavior in the wild; and Hamilton’s America on Great Performances – a behind-the-scenes look at the hit Broadway musical.

Local viewers can count on WSRE to remain a trusted source for quality television content that enriches, educates and enlightens.

PBS’ Summer of Adventure brings back family TV viewing

PBS’ Summer of Adventure gave viewers a sweeping look at some of the most fascinating places on Earth. This family-friendly prime time lineup encouraged family night screen time and exploring together beyond TV with science and history programs like The Story of China, Big Pacific and Great Yellowstone Thaw.

2002
Flavors of the Coast with Chef Irv Miller premieres.
Website is launched at wsre.org.
WSRE partners with WEAR to host 9/11 telethon for American Red Cross.
Local segments air on ZOOM national broadcast.

2003
Jean and Paul Amos Performance Studio is constructed.

2004
Scoops Reading Challenge launched in partnership with the Pensacola Pelicans baseball team.
Connecting the Community originates to assist Hurricane Ivan recovery.

PBS President Pat Mitchell, Jim Lehrer, Mrs. Fred Rogers and David Newell (Mr. McFeely) participate in the Jean & Paul Amos Performance Studio grand opening.
Jean & Paul Amos Performance Studio is dedicated.
WSRE productions gain national exposure and awards

They Were Our Fathers selected for PBS’ Stories of Service

They Were Our Fathers became part of PBS’ Stories of Service collection in November 2016. Viewable at pbs.org/veterans, Stories of Service is a multi-platform initiative that unites powerful stories and conversations around military veterans. This WSRE production documents the stories of Gold Star Americans, joining Sons and Daughters in Touch – a group formed in 1990 to locate, unite and support Americans who lost their fathers in the Vietnam War – as they gathered in the nation’s capital to honor their fathers, reflect on their common grief and support one another like no one else can.

Other honors for the film included screenings at the Ronald Reagan and Richard Nixon presidential libraries in 2016 and a 2017 People’s Silver Telly Award for production excellence and distinction in creative work.

“The programs featured as part of Stories of Service tell the compelling stories of those who have served and provide a deeper understanding of our nation’s military history.”

– Paula Kerger
PBS President and CEO

WSRE wins Telly Award for Forts of Pensacola Bay

WSRE was awarded the Bronze Telly Award for production of the Forts of Pensacola Bay: Advanced Redoubt episode of In Your Own Backyard. The program focuses on the Advanced Redoubt of Fort Barrancas, which saw action during the Civil War and is located at Naval Air Station Pensacola. In Your Own Backyard, hosted by Sherri Hemminghaus Weeks, is about unique points of interest along the Gulf Coast.

2006
WSRE presents Andre Rieu and the Johann Strauss Orchestra at the Pensacola Civic Center.

2007
Khaki Coast: How the Panhandle Helped Win WWII wins Telly Award.

2008
20th Wine & Food Classic hosts celebrity chef Jacques Pépin.
Gulf Coast War Memories and Khaki Coast: How the Panhandle Helped Win WWII receive Emmy nominations.
PBS KIDS Raising Readers literacy campaign launched.

2008
WSRE World and WSRE Vme channels introduced.
Teachers Domain online classroom resource is launched.
StudioAmped concert series premieres.
In support of WSRE and fans of public television, Pensacon has provided space for a PBS Nerd photo booth during its annual convention in February. This year, WSRE brought Jet Propulsion from the PBS KIDS series Ready Jet Go! to Pensacon, where he greeted fans and fellow nerds. Ready Jet Go! follows Jet and his friends as they explore the solar system and its effects on the science of our planet, while also learning about friendship and teamwork.

For lovers of sci-fi classics, the PBS Nerd Night broadcast of Doctor Who on Saturdays “regenerated” from episodes starring Tom Baker as the Doctor to those featuring actor Peter Davidson, one of Pensacon’s featured guests in 2016.
Local music fans provided the studio audience for the ninth season of StudioAmped, WSRE's televised concert series recorded in the Jean & Paul Amos Performance Studio.

The annual Pensacola Beach Songwriters Festival Special kicked off the performances on Sept. 30, 2016 with Nashville singer-songwriters Charlie Black, Dana Hunt Black and Don Poythress. The following bands completed the season lineup, performing their shows in October 2016:

- Southern Drawl Band (Nashville)
- Nick and the Ovorols (Pensacola)
- The Vegabonds (Pensacola)
- Lee Yankie & The Hellz Yeah (Gulf Shores)
- Hotel Oscar (Destin)
- Paw Paw’s Medicine Cabinet (Mobile)
- The Mulligan Brothers (Mobile)
- The Truth Featuring Cat Rhodes (Pensacola)

StudioAmped Season 9 made its broadcast debut on WSRE in January.
**Inner Circle lifetime members honored**

WSRE Inner Circle members share a passion for media that matters – programming that is trusted to educate, inform and entertain everyone from the youngest viewers watching PBS KIDS to lifelong learners and arts enthusiasts.

As part of WSRE’s 50th anniversary celebration, the following lifetime members were honored in March: Vicki A. Baroco, Helen Ihns, Michael Johnson, Bob Kerrigan, Jane Kugelman, Teri Levin, Joe Lovoy, Jane Merrill and Patricia Windham.

Their longtime support and ongoing investment significantly impact WSRE’s delivery of quality programs and educational services that improve quality of life for local communities.

By the close of FY 2016–17, 55 WSRE members had pledged to annually give, at the $1,000 Inner Circle level or above, to the WSRE-TV Foundation.

---

**2016 Wine & Food Classic is Seasoned in the South**

North Carolina’s Troy Gagliardo was WSRE’s guest celebrity chef for the *Seasoned in the South* Wine & Food Classic on October 14-15 at the Hilton Pensacola Beach. This 28th annual event included the Grand Southern Tasting, featuring local chefs, and the VIP Cuisine Scene with a menu presented by Chef Troy.

Chef MariCarmen Josephs from Carmen’s Lunch Bar was voted Top Chef, earning the Earl Peyroux Culinary Legacy Award, and Chef Chris Pichotta from V. Paul’s Italian Ristorante was runner-up for Top Chef and Best Booth winner.

So Gourmet & Kitchenry was the presenting event sponsor; Gulf Power Company was lead sponsor for the Grand Southern Tasting; and Polonza Bistro was celebrity chef sponsor.

Honorary event chairs were Michael and Phyllis Johnson. Altogether, the event raised a net total of $113,950 for the WSRE-TV Foundation.
WSRE Statement of Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th>June 30, 2017</th>
<th>June 30, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>2,049,266</td>
<td>1,914,940</td>
</tr>
<tr>
<td>Accounts and pledges receivable</td>
<td>188,299</td>
<td>142,833</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>62,249</td>
<td>71,553</td>
</tr>
<tr>
<td>Investments</td>
<td>1,914,754</td>
<td>1,735,025</td>
</tr>
<tr>
<td>Real estate held for sale</td>
<td>25,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Capital assets, net of accumulated depreciation*</td>
<td>5,146,745</td>
<td>5,439,095</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>9,386,313</strong></td>
<td><strong>9,328,446</strong></td>
</tr>
</tbody>
</table>

* Depreciation expense was $321,755 and $345,988 for 2017 and 2016, respectively.

<table>
<thead>
<tr>
<th>Liabilities and Net Position</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>139,868</td>
<td>93,309</td>
</tr>
<tr>
<td>Accrued compensated absences</td>
<td>73,397</td>
<td>86,152</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>1,036,975</td>
<td>1,066,965</td>
</tr>
<tr>
<td>Net position</td>
<td>8,136,073</td>
<td>8,082,020</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Position</strong></td>
<td><strong>9,386,313</strong></td>
<td><strong>9,328,446</strong></td>
</tr>
</tbody>
</table>

Financial information, as presented above, reflects consolidated total assets, revenue and expenses of WSRE (the Station) and incorporates the assets, revenue and expenses of WSRE-TV Foundation, Inc. (the Foundation). The Foundation is a 501(c)(3) organization operating as a direct support organization under Florida Statutes in support of the operating and capital needs of the Station. The Foundation’s assets comprised 32% of the total assets of the Station at June 30, 2017. Thirty percent of the Station’s 2017 operating revenue was provided by the Foundation from donations, program grants, inkind support and provision of facility/production services to others.

The Station’s consolidated audited financial statements and the Foundation’s IRS Form 990 are available on our website at wsre.org or by request at (850) 484-1231.
Governance

WSRE-TV Foundation, Inc. was established in 1990 as a direct support organization of Pensacola State College to support the activities and capital and operating needs of WSRE.

Pensacola State College
Dr. C. Edward Meadows, President

Pensacola State College District Board of Trustees
Patrick Dawson, Chair
Chip W. Simmons, Vice Chair
Carol Carlan
Monsignor Luke Hunt
Kevin Lacz
Edward Moore
Marjorie T. “Margie” Moore
Herb Woll

WSRE-TV Foundation, Inc.
Board of Directors
Stephen T. Holman, Chair
Bobby Emmons, Vice Chair
Michael Johnson, Past Chair
Rebecca Boles, Secretary
Sandy Cesaretti Ray, Executive Director
(Through Dec. 4, 2016)
Bob Culkeen, Executive Director
(Starting Dec. 5, 2016)
Doug Campbell
Steve Clark
Helen Ihns
Joe Lovoy
Tammi Moftaqir
Ann Neal
Peg Nickelsen
Sharon Nobles
John L. Peacock, Jr.
Kathy Phillips
Carmella Porter
Rev. Carl Reeves
Andy Remke
Mallory Studer
Dona Usry
Tiffany Washington
Frank White
Larry Work
Dr. Edwin E. Yee

We are grateful for all who volunteer at WSRE, and our staff gave back in April volunteering for Pensacola Habitat for Humanity's tornado rebuild in Century.

PACE Center was one of several groups to tour WSRE studios in 2016-2017.

New Leadership

Bob Culkeen became General Manager of WSRE and Executive Director of the WSRE-TV Foundation on Dec. 5, 2016.

Culkeen replaced Sandy Cesaretti Ray, who was promoted to Associate Vice President of Community and Government Relations for Pensacola State College.
Station managers, past and present, at WSRE’s 50th Anniversary Gala on Oct. 21, 2017


WSRE General Manager Bob Culkeen, PBS President/CEO Paula Kerger and Corporation for Public Broadcasting President/CEO Patricia Harrison celebrating 50 years of public television in Northwest Florida.