Annual Content & Service Report to the Community

2012-2013

Explore more and open doors to a larger world

WSRE
A SERVICE OF PENSACOLA STATE COLLEGE
Viewer Supported PBS for the Gulf Coast
Vision

WSRE will positively influence the daily 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.

Mission

The mission of WSRE 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 the quality of life and promote the joy of discovery and learning.

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Dear Friends

The public broadcasting system, your PBS, was created by Congress to use our nation’s airwaves to educate, engage, and inspire all Americans. Over the past four decades, WSRE, and all other public television stations, have used the power of TV – and now, the Internet and mobile devices – to ensure that everyone has access to new ideas and information that can transform their lives. Public broadcasting provides a unique service to the American people that cannot be replicated or replaced by commercial broadcasters. And more importantly, WSRE, as the local public broadcaster, helps fulfill the needs of our Gulf Coast community.

In an 800-channel television landscape, public broadcasting is the only one committed to providing content of consequence – combined with community outreach and educational services – that opens up new horizons, and encourages viewers to learn more about the world around them.

It is with sincere gratitude for the generous support of our viewers, corporate supporters and community partners that we share our success stories and reflect on the past year of service and accomplishments.

Some of the most important work we do is for children – using the tremendous power of media to serve them, not sell to them. In an effort to demonstrate the effectiveness of this powerful medium, WSRE along with nine other Florida Public Broadcasting stations conducted classroom studies in select schools across the state to illustrate the value of incorporating public media resources into classroom curriculum. The study found that students’ acquisition and comprehension of new vocabulary were positively impacted when they participated in the learning outreach program. We are excited about this impact on student learning and continue to form strategic partnerships to expand this program and explore other opportunities to help raise student achievement.

Our talented production team continued to connect with viewers through thought-provoking dialogue on Conversation with Jeff Weeks, explore new, regional musical acts on StudioAmped’s fifth season, and discover destinations and happenings on In Your Own Backyard. One of our most impactful projects to date was our local documentary that chronicled the rich history of America’s favorite sport as it unfolded in America’s first city – Baseball in Pensacola. Excitement around this special abounded as we previewed it on the big screen at Pensacola Bayfront Stadium after a 15-inning Blue Wahoos game.

“Downton Mania” officially struck the Gulf Coast this past year, as was evidenced by the outpouring of support for our Downton Abbey special events and previews. This popular program has been a kind of renaissance for us, providing an invitation for us to connect to a new audience, and we welcome each of you.

It is truly an exciting time in public media, for it is the unexpected and exciting journeys we all experience every time we watch WSRE that embody our vision of what public media is all about. Your belief in this shared vision is what drives us to be your trusted window to the world, providing a place for everyone to access new ideas and information, so every person can help build a brighter future.

Thank you for watching and helping us open doors to a larger world for our viewers and all of us living and learning along the Gulf Coast.

Sincerely,

Sandy Cesaretti Ray
General Manager, WSRE

Sandy Sims
Chair, WSRE Foundation, Inc. Board
Overview

WSRE 24/7

Over the years, our media organization has expanded from providing just one analog broadcast channel to providing many additional services to our local community via new technologies. Our four digital channels are on the air 24 hours a day with many programs available on our online video player at video.wsre.org or through apps on personal digital devices.

WSRE (23.1) offers all of your favorite WSRE and PBS programs such as Nature, NOVA, Antiques Roadshow, Masterpiece, Conversations with Jeff Weeks, award-winning local documentaries and more – in beautiful high definition.

WSRE World (23.2) offers all of your favorite news, science, public affairs and history programs.

WSRE Plus (23.3) offers a variety of programming all with the goal of empowering you to Be More! On weekdays and weekend evenings, enjoy all of your favorite lifestyle programming from cooking to sewing, painting and travel – from CREATE. Weekend days feature the Florida Channel – all the latest happenings from around the state.

V-me (23.4) (pronounced veh-meh) features an exclusive mix of original productions, world-class acquired content and specially customized public television programming. V-me offers a fresh alternative in Spanish-language television in all genres, as well as Spanish-language versions of PBS programs presented from a U.S. Hispanic perspective.

WSRE is your trusted guide to explore new worlds, discover new ideas and broaden personal horizons – for over 45 years.

WSRE is a viewer supported public media institution. Children learning new words from a furry little monster, teachers inspiring school children with new technologies, ballet dancers pursuing their dreams of dance after experiencing the arts – these are just a few of the exciting activities made possible by contributions to WSRE from viewers like you. The Gulf Coast’s only public television station, WSRE reaches nearly 1.2 million viewers. Founded in September 1967, WSRE began broadcasting as a closed circuit television system. Since that time, it has grown into a wide ranging service for the community that goes well beyond TV. New digital technologies enhance our ability to share knowledge that enriches the mind and inspires creativity. Our roots are firmly grounded in a belief that all people should have access to resources to help nurture a love of lifelong learning. We cultivate that love by offering unique, easily accessible programs and public media services that are valued by citizens, educational institutions, community organizations and state government to aid them in achieving their goals. We make a positive difference in people’s lives and enhance the quality of life along the Gulf Coast.

The Jean & Paul Amos Performance Studio serves as a venue for many events, from program screenings to live TV productions to concerts to town hall meetings, the studio is as diverse as the audience it serves.

Over 72,000 households explore with WSRE every week

Source: Nielsen, EVIP, February 2012
Television at WSRE

1 Coverage Area: The station's digital broadcast signal covers most of a five county area extending from Mobile County, Alabama east to Okaloosa County, Florida. Cable and satellite coverage expands the station's reach and availability of service to the farthest reaches of the region.

2 Channels: WSRE operates four digital channels and one Second Audio Program (SAP) channel in which SightLine, a reading service for the visually impaired, is broadcast. SightLine is a partnership between WSRE and local NPR station, WUWF.

3 For the Children: Honoring a commitment to children’s programming, WSRE devotes 48 percent of its weekday schedule to programs that educate and better prepare young children for school.

4 News & Public Affairs: WSRE viewers from all backgrounds have access to analysis of a wide range of important issues and events, as more than 20 hours a week is devoted to news and public affairs programs such as PBS NewsHour, Washington Week with Gwen Ifill and National Journal, Moyers & Company, Frontline, McLaughlin Group, Charlie Rose and Capitol Update.

5 Local Programs: WSRE produces relevant, local series covering the issues, people and places you want to know about – In Your Own Backyard, Conversations with Jeff Weeks, AWARE!, Legislative Review, Rally, Pensacola State Today, Academic Challenge and StudioAmped.
Our History

1967
- WSRE begins broadcasting under license from Pensacola Junior College
- PBS is founded to serve America's public TV stations
- Sesame Street debuts
- Congress creates Corporation for Public Broadcasting to encourage growth of noncommercial broadcasting
- Earl Peyroux's *Gourmet Cooking* goes into national public television syndication

1977
- Earl Peyroux's *Gourmet Cooking* begins production as a local WSRE program

1991
- WSRE Foundation, Inc. is established as a direct support organization of PJC to support activities and capital/operating needs of the station

1994
- Kugelman Center for Telecommunications is dedicated

2001
- WSRE begins broadcasting in digital format along with traditional analog

2002
- WSRE undertakes FutureVision Capital Campaign to fund equipment needs of transition to all digital broadcast

2007
- WSRE celebrates its 40th anniversary
- WSRE wins silver Telly Award for Khaki Coast: How the Panhandle Helped Win WWII
- WSRE receives two Emmy nominations for its original documentaries Gulf Coast War Memories and Khaki Coast: How the Panhandle Helped Win WWII

2008
- Jean & Paul Amos Performance Studio is dedicated
2008
WSRE celebrates 20th anniversary of its signature community fundraiser, Wine & Food Classic, with special celebrity guest Jacques Pépin

2009
WSRE turns off its analog transmitter in accordance with the national transition to digital TV
WSRE launches Wine & Food Classic in Destin, Florida

2010
WSRE responds to Gulf of Mexico oil spill crisis with multi platform resources for the community and partners with regional NPR and PBS stations to form the Gulf Coast Consortium, a multimedia project to expand reporting on the aftermath of the spill

2011
WSRE and WUWF partner to continue providing SightLine reading service
WSRE receives an Emmy nomination for its original documentary Lighthouses of the Gulf Coast: Sand Island to St. Marks

2013
WSRE receives an Emmy nomination for its original documentary Gulf Islands National Seashore: The Treasure of the Gulf Coast
WSRE wins two bronze Telly Awards for its original documentary Lighthouses of the Gulf Coast: Sand Island to St. Marks and for its music program Ashley Brown in Concert: Call Me Irresponsible
WSRE wins a bronze Telly Award for Baseball in Pensacola
WSRE wins a bronze Telly Award for Gulf Coast War Memories educational outreach campaign

PENSACOLA STATE COLLEGE
In yet another project by popular “son of PBS,” Ken Burns presented his latest work, *The Dust Bowl*. This four-hour documentary chronicled the environmental catastrophe that, throughout the 1930s, destroyed the farmlands of the Great Plains, turned prairies into deserts and unleashed a pattern of massive, deadly dust storms that for many seemed to herald the end of the world. It was the worst manmade ecological disaster in American history.

PBS ushered in the election season with a wealth of important and informative programs with coverage and insights about the candidates, the issues and the voters. In addition, PBS offered voters a much expanded online destination providing a one-stop resource for a vast array of election content that is trusted, in-depth and independent.

A new generation of preschool “neighbors” are experiencing the Neighborhood of Make-Believe. *Daniel Tiger’s Neighborhood* premiered fall of 2012 on PBS KIDS. This program was the first TV series inspired by the iconic, award-winning Mister Rogers’ Neighborhood from The Fred Rogers Company. *Daniel Tiger’s Neighborhood* stars 4-year-old Daniel Tiger, son of the original program’s Daniel Striped Tiger, who invites young viewers into his world, giving them a kid’s-eye view of his life. As they closely follow and share Daniel’s everyday adventures, preschoolers ages 2-4 and their families learn fun and practical strategies and skills necessary for growing and learning.

*Masterpiece’s Downton Abbey* has finally put PBS back on the map – or remote control favorites – with viewers. Season 3 of the popular program proved to live up to the hype increasing viewership by some 7 million viewers making it the highest-rated PBS drama of all time. Viewers just could not miss hearing the next zinger from the Dowager Countess, played by Dame Maggie Smith, each Sunday night.
WSRE puts the ‘public’ in public television, providing a little something for everyone. I learn something new and interesting every time I watch WSRE. It is enlightening, educational and entertaining – all at one time! WSRE provides a valuable service that we should all be proud to support.

Joe Lovoy
WSRE TV Foundation Board Member & Viewer

“I have watched PBS since I was a kid, and now my kids watch. I saw the very first Sesame Street program. Thank you for the services you provide.”

Lou Ann Manthey, WSRE Viewer

Masterpiece Classic: Downton Abbey
WSRE Reveals the History of Baseball in Pensacola with New Documentary

WSRE premiered its newest documentary *Baseball in Pensacola* in its November TV lineup. The 2.5 hour documentary chronicled the rich history of America’s favorite sport as it unfolded in America’s first city. Viewers traveled back in time to meet teams from the 1800s all the way to present day Wahoos, including local legends such as Don Sutton, Dennis Luellen, Jay Bell, Greg Litton, Travis Fryman and many more baseball greats. A free sneak peek of the documentary was held in August 2012 in conjunction with a Blue Wahoos game at Pensacola Bayfront Stadium.

Longtime Pensacola news personality Jeff Weeks hosts the weekly in-depth interview series *Conversations with Jeff Weeks*. Filmed in high definition, *Conversations* is a half-hour, personality-driven discussion with unique individuals, leading newsmakers and many of the acclaimed celebrities visiting our area. As the show entered its fourth broadcast season, *Conversations* welcomed actor Michael Papajohn, documentary filmmaker Andrew Grace, renowned autism expert Temple Grandin, singer of the Oakridge Boys William Lee Golden, public television and New Orleans celebrity chef John Folse, trial lawyer Fred Levin, and songwriters Britton, Orenstein and Watson.

Pensacola’s History Comes to Life

WSRE, Pensacola State College and The University of West Florida presented an original television production to Gulf Coast television viewers. *Yo Solo: Bernardo de Gálvez on the Stage of the American Revolution* premiered on WSRE. Chaz Mena, actor and Florida Humanities Council Scholar, enacted the role of Bernardo de Gálvez in a one-man stage performance. The production was filmed before a live television studio audience, and included an introduction and afterword by David Hartman.

*AWARE!* explored issues of heritage, family, and health with topics like “Finding Your Roots,” which looked at the importance of genealogy and knowing your family history; and profiles of notable people including Dr. Jose Garcia, the subject of a powerful documentary about the Mariel boatlift. Cultural issues were also presented through performances by local musicians and special theatrical plays.

*Pensacola State Today* exposed viewers to the latest on-campus news and happenings and spotlighted educational programs, community engagement and student achievements.

WSRE continued to be the only local broadcaster to offer citizens the opportunity to directly address the issues that matter with their Northwest Florida Legislative Delegation. We produced and aired a live dialogue with the delegation, giving citizens the opportunity to ask tough questions on a wide range of topics. Our 2012-2013 *Legislative Review: Dialogue with the Delegation* programs helped viewers make their voices heard.

The fifth season of *StudioAmped* featured local artists and bands performing before live audiences at the Jean & Paul Amos Performance Studio. WSRE’s popular concert series gives fans of music the opportunity to see regional talent in an intimate setting. One may not realize what a hotbed of creativity and talent the Gulf Coast
boasts, but StudioAmped gives those artists the stage to expand their reach. The free concert sessions feature regional bands performing their original material live in the studio, and then the final edited product is broadcast at a later date on WSRE. Musical genres are diverse and often consist of pop, rock, reggae, indie, country and more. All StudioAmped concerts are free and open to the public.

WSRE partnered with the Pensacola Beach Songwriters Festival in the tradition of helping music lovers gain access to new artists/music by hosting and taping a special edition of StudioAmped featuring participating festival songwriters performing their songs made famous by well-known recording artists. Singers/songwriters Beth Nielsen Chapman, Dan Demay and Kerry Kurt Phillips performed. The taping at the Amos Performance Studio was a Pensacola Beach Songwriters Festival official venue.

WSRE Hosts Rally 2012

Rally 2012 is co-produced by WSRE and the League of Women Voters of the Pensacola Bay Area and Okaloosa County. Rally 2012 is a live candidate forum for upcoming elected positions in Escambia, Santa Rosa and Okaloosa counties. The purpose of the program is to give citizens an unbiased look at the candidates vying to represent them and learn where they stand on important issues. The program is provided as a public service and encourages all citizens to participate in exercising their constitutional right to vote.

WSRE’s local programs reflect the community in ways that no other TV station can match.

“Readers, I’m loving this “AWARE!” episode featuring the African-American history in Pensacola on the Belmont-Devilliers area.”

Ches Hardley, WSRE Viewer
The Public Broadcasting Service (PBS) has played a very significant role in my home since I was a child. The programming was, and remains, educational and provocative. As an adult, I now understand the value of having, and supporting, WSRE, our local public broadcasting station. It is often through WSRE and PBS that I am introduced to new genres, outstanding artists and spectacular places — and that is priceless. WSRE continues to demonstrate a commitment to presenting diverse, high-quality, non-commercial public television and, for that reason, I am very happy to be affiliated as a viewer and supporter.”

Tiffany Washington, WSRE TV Foundation Board Member & Viewer

WSRE enriches the community by presenting educational programming and initiatives for lifelong learners of all ages. Our educational content, accessible through free, over-the-air broadcasting or on the Internet, is curriculum-based and created with the help of subject area experts so that every person, regardless of his or her circumstances, can learn and be in touch with a world beyond their own. From learning about the latest scientific advancements on your favorite NOVA episode to teaching a child vocabulary skills with the help of Sesame Street — there is something for everyone from age 2 to 92.

During 2012-2013, WSRE provided 35,040 hours of programming over its four digital broadcast channels, as well as numerous hours of On Demand programs through our online video player. We offer a diverse selection of programming, from kids to Spanish language programming, there is something for everyone.

“I love CREATE on WSRE Plus... Rick Steves, Cook’s Illustrated, etc., etc., etc.!”

Cindy Schartel, WSRE Viewer

SightLine continues to offer timely news, information and entertainment to persons with disabilities every day via WSRE’s second audio program (SAP) channel accessible through any television set and through WUWF’s radio broadcast and online streaming. This service continues to be a valued partnership between WUWF Public Radio and WSRE.
Especially for Children

Our youngest explorers are our most important learners, and WSRE is the most trusted television station along the Gulf Coast for the parents and families of those explorers. PBS KIDS leads the industry in helping children realize their potential and getting them ready for success in school and in life. Our programs and supporting resources have shown a significant impact on children’s literacy development and positively impact school readiness. By providing training for parents, childcare providers and teachers, WSRE takes these award-winning programs proven impact beyond the television screen to fill a community educational need.

Partnering for Educational Success:

Martha Speaks Reading Buddies Statewide Research Project

Florida’s 13 public television stations have provided educational resources and programming to their communities for more than forty years. During the 2012 legislative session, the Florida Legislature required a provision for Florida public television stations to provide measured results showing that contact with public broadcasting educational material helps students attain larger learning gains.

Based on the national success of PBS educational programming utilized in the classroom curriculum, Florida public television stations chose the Martha Speaks Reading Buddies Program as its basis for comparison. The program was a ten-week cross-age reading program designed to develop and enhance vocabulary in elementary school students using the PBS Kids program Martha Speaks as a key part of the training. Nineteen schools across 16 Florida school districts participated in the program, including A.A. Dixon Charter School and Gulf Breeze Elementary locally. The program included kindergarten or first grade “little” buddies and fourth or fifth grade “big” buddies watching Martha Speaks episodes; reading related books; talking about the shows, books, and words; and playing games and writing together.

Overall the results indicated a positive effect of the Martha Speaks Reading Buddies Program on improving children’s vocabulary. This information is being shared with the legislature to help shape and improve the educational outcomes for Florida students and demonstrates the value and impact public television stations have in their communities.

“I have seen positive results in the growth of vocabulary, comprehension and much more by having my students participate in the Martha Speaks Reading Buddies program. The experience really engaged my students and made them love reading!”

Kindergarten Teacher, Escambia County School District
As part of a dynamic, diverse community, our connection to the Gulf Coast goes well beyond broadcast via a wealth of activities, events and services that engage the minds and stimulate the imaginations of people of all ages. WSRE has a vital community presence, partnering with businesses, non-profit organizations, schools and other groups to enhance the quality of life in Gulf Coast communities.

Fun! Fun! Fun! for the Kiddos

Each year, WSRE reaches thousands of children in our viewing area through fun, community events featuring favorite PBS KIDS friends. The Cat in the Hat, Curious George, Sid the Science Kid and Clifford the Big Red Dog, who celebrated his 50th birthday, all made appearances at area community events this past year. The Cat in the Hat and Curious George read along with children at libraries in Ft. Walton Beach and Valparaiso and posed for some very cute pictures. And Sid the Science Kid hosted a red carpet premiere for his new movie at the WSRE studios. Meanwhile, Clifford the Big Red Dog hosted over 800 of his closest friends for a BIG birthday party at WSRE’s Jean & Paul Amos Performance Studio to celebrate 50 years of learning and literacy with the loveable pooch. Families and children enjoyed watching a birthday-themed episode, games, crafts, pictures and of course, birthday cake!

Learning & Imagination Take Root in Downtown Pensacola

Pensacola State College and local public television station WSRE on March 21 unveiled a Learning Lab and Imagination Station at the Pensacola Bayfront Stadium in downtown Pensacola. The colorful space features a learning and play area using PBS KIDS resources, a historic baseball exhibit and a classroom setting for college-hosted courses. The space is a unique partnership with local philanthropists Quint and Rishy Studer to provide access to educational resources for all community members and help improve the quality of life along the Gulf Coast. The Imagination Station is free to the public and open during every Blue Wahoos home game and 9 a.m.–noon every Monday, Wednesday and Friday.

Jill Hubbs, WSRE’s director of educational content and services, said the idea to create the lab came about after the station made a documentary on baseball history. “It’s a way to connect the community that is thinking outside the box and outside the classroom,” Hubbs said, to a crowd of nearly 100 people at the grand opening.

“We had a blast at the Imagination Station today in the Blue Wahoos stadium. So hard to believe that it is free! What an awesome place for kids!!”

Laura Higgins King, Parent

“Thanks so much for a fun morning at the Imagination Station! My kids loved the touch screen computers and the Barney ride the best. We will definitely be coming back!”

Stefany Fuson, Parent

“We’ve been committed to education from the very beginning,” Quint Studer said. “This is another commitment to improving quality of life. The only way we’re going to solve the poverty issue we face is through education.”

Pensacola State College President Ed Meadows said, “About half of the stadium’s 450 temporary employees for this season do not have a high school diploma. The Learning Lab will be a good place to offer adult education classes for them,” he said. “This is a fine example of a partnership that’s going to work very well.”
“Cool!” “Awesome!” “This is FREE? Really?” “WOW!” “I LOVE this place!”

These are but a few of the many positive and overwhelmingly enthusiastic comments that have been made recently by visitors (young and old alike) to the Pensacola State College Learning Lab and the WSRE Imagination Station. We have seen moms and dads bring their kids, grandparents plan special outings, friends meeting to share a play date and baseball enthusiasts bringing fellow sports fans to watch some of WSRE’s *Baseball in Pensacola* documentary or check out some of the historical photographs and artifacts housed in the Learning Lab.

Since its opening, the PSC Learning Lab and WSRE Imagination Station have welcomed nearly 5,000 parents and children to discover and learn, served as a college classroom for courses and hosted training workshops for area educators.

**Bright Futures: Shining Star Awards**

In May 2013, WSRE partnered with the Escambia County Principals Association to present the Shining Star Awards to honor 40 Escambia County elementary students based on the criteria of good citizenship, community service and adherence to the core values of the Escambia County School District: equality, responsibility, integrity, respect, honesty and patriotism. The students’ accomplishments were applauded by nearly 400 parents, teachers, friends and family members in attendance. Each student was presented with a certificate of recognition and a brand new, shiny bicycle and helmet as a reward. WSRE is proud to celebrate its 17th year as a partner in this initiative which recognizes the young people who demonstrate leadership and hold the promise for a bright future for our community.

“I was truly impressed by the Shining Star Awards. It was so great for everyone, especially the students.”

Julie Anne McArthur

**WSRE Helps Area Youth BRACE for Emergencies**

WSRE participated in the Be Ready Alliance Coordinating for Emergencies (BRACE), Youth Emergency Preparedness (YEP!) expo in Pensacola, Florida. The YEP! expo is the largest youth emergency preparedness expo in Northwest Florida helping to educate youth and their families about actions they can take to prepare for emergencies. WSRE brought a unique component to this expo sharing outreach resources from *Sesame Street: Let’s Get Ready – Planning for Emergencies*. This outreach from Sesame Workshop provides tips, activities and other easy tools to help the whole family prepare for emergencies together!

Throughout this event WSRE and YEP! engaged over 1,475 youth and adult participants and volunteers in emergency preparedness, collected over 2,242 pounds of food for Manna Food Pantries, assembled emergency food supplies into 72 hour disaster kits for low income families and put together 250 disaster supply starter kits to help families survive the first 72 hours after a disaster.

**Volunteers Make it Happen!**

Volunteers fulfill a valuable role at WSRE. From answering the phones during our on-air donor drives to setting up for fundraising events to helping at family events to ushering in the Amos Performance Studio – volunteers make it happen! WSRE is grateful to the many volunteers that are active in so many areas of the station.
Throughout the year, WSRE hosts numerous special events aimed at raising essential funds to support the operations and various initiatives of the station for the benefit of our community. We are grateful to the many generous donors whose patronage at these events help us create a world of opportunities for the public we serve.

24th Annual Wine & Food Classic: Grand Slam Taste of WSRE and the Diamonds & Duds Dinner

In celebration of the premiere of our local documentary, Baseball in Pensacola, WSRE held two baseball-themed fundraisers presented by the Pensacola Blue Wahoos. Great food, wine and spirits were presented by local chefs for guests to enjoy. Attendees rallied around their local PBS station by stepping up to the plate and hitting a home run raising over $85,000 in net proceeds. Guests mingled with local baseball legends and celebrity chef and authors James Briscione and Brooke Parkhurst, authors of “Just Married & Cooking.”

Downton Abbey Fans Rejoice: “Nothing Succeeds Like Excess!”

In anticipation of the third season of Masterpiece Classic’s Downton Abbey, WSRE hosted a well-attended preview screening to whet the appetites of Downton addicts. Some 150 guests enjoyed winning door prizes, admiring each other’s period attire (as Downton period dress was encouraged!), and munching on tea and cookies – so English! Season three premiered stateside in January to rave reviews and record-setting audiences.

To capitalize on the success and popularity of everyone’s favorite English family, WSRE hosted not one, but two fundraising events in Pensacola and Niceville. Fans just could not get enough of Downton Abbey. The “Linen and Lace” tea in Pensacola was held at the Pensacola Country Club and boasted a full house of ladies (and a few gentlemen), all decked out in Edwardian and Roaring 20s period attire. Some 150 guests were treated to afternoon tea and an educational presentation on fashions of the period by a guest speaker/garment historian from Auburn University.

The “No Shrinking Violets: Tea Time, Southern Women and Downton Abbey” event was equally well received by our friends to the east in Niceville. Humorist and best-selling author Melinda Rainey Thompson provided the musings and laughs for the afternoon, while nearly 60 Southern Ladies enjoyed the serene surroundings of longtime WSRE friend, Judy Byrne Riley’s, bay front home.
The Jean & Paul Amos Performance Studio

The Jean & Paul Amos Performance Studio, completed in 2005, is a 10,000 square foot television studio accommodating a variety of performances and events. Located on the west side of WSRE’s Kugelman Center for Telecommunications at Pensacola State College, the studio also serves as a rental venue for community events such as concerts, lectures, town hall meetings, recitals and pageants, program production and national commercial television shoots.

The Year’s Highlights

• The fifth season of WSRE’s concert series StudioAmped was taped in front of live studio audiences and showcased regional artists and bands.

• The Amos served as the venue for a StudioAmped concert and television special featuring songwriters from the Pensacola Beach Songwriters Festival.

• Legendary guitar virtuoso Tommy Emmanuel performed in concert as part of a 22-city tour.

• Much of the taping of Yo Solo: Bernardo de Gálvez on the Stage of the American Revolution, a co-production of WSRE and the University of West Florida, took place in the Amos. The program celebrates Pensacola’s rich Spanish heritage and rarely discussed vital role in the American Revolution and stars Chaz Mena who enacted the role of Bernardo de Gálvez in a one-man stage performance.

• Forty Escambia County elementary students were honored by WSRE and the Escambia County Principals Association at the Shining Star Awards in May.

• The Amos also provided a much needed community venue for numerous job fairs, award ceremonies, business seminars, government conferences, task force meetings and training site.

And the Award Goes to...

WSRE

WSRE is proud to share award-winning productions showcasing our region’s incredible beauty, rich history and exceptional talent, always mindful that they are made possible by the continued loyal support of our viewers and sponsors.

WSRE received a Bronze Telly Award for the historical documentary Baseball in Pensacola. This honor marks the ninth National Telly Award WSRE has won for original programming since 2008.

“Over two years were spent researching for this documentary,” said producer Jill Hubbs. “What we discovered took us on a fascinating journey that revealed such an interesting and rich history of the sport in our city. WSRE is privileged to showcase the many individuals who made an impact with baseball in Pensacola on local teams, as well as those who went on to national fame,” she added.

Baseball in Pensacola chronicles the rich history of America’s favorite sport as it unfolded in America’s first city – Pensacola. The film takes viewers back in time to meet teams from the 1800s all the way to the present day capturing the passion for the sport with local legends and baseball greats.

Credits for the documentary include: Jill Hubbs, producer; Tony Ferguson, director and editor; Scott Brown, writer and consultant; Tracey Burgess, graphics; WSRE production team – Mike Rowan, Ted King and James Roy; with historic/archival photographs provided by the Pensacola Historical Society.
Financials

WSRE
Statement of Financial Position 30-Jun-13 30-Jun-12

Assets
- Cash and cash equivalents 2,001,825 2,155,869
- Accounts and pledges receivable 218,248 355,619
- Prepaid expenses 182,124 276,555
- Investments 1,227,100 1,122,670
- Real estate held for sale 30,000 30,000
- Capital assets, net of accumulated depreciation* 6,375,788 6,896,344
Total Assets 10,035,085 10,837,057

* Depreciation expense was $565,515 and $739,842 for 2013 and 2012, respectively.

Liabilities and Net Position
- Accounts payable and accrued liabilities 63,122 143,816
- Accrued compensated absences 100,395 87,793
- Deferred revenue 1,074,308 1,175,240
- Net Position 8,797,260 9,430,208
Total Liabilities and Net Position 10,035,085 10,837,057

Financial information, as presented above, reflects consolidated total assets, revenue and expenses of WSRE (the station) and incorporates the assets, revenue and expenses of the WSRE TV Foundation (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 25% percent of the total assets of the Station at June 30, 2013. Thirty one percent of the Station’s 2013 operating revenue was provided by the Foundation from donations, program grants, in-kind 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 www.wsre.org or by request at (850) 484-1231.

Sources of Station Resources - 2013

Allocation of Station Resources - 2013

Donor services, on-air fundraising drives, grant solicitation and special events

Broadcasting

Program production/acquisition, promotion, viewer information and services, community outreach and educational services

Station management

Other state & institutional support

Inkind/indirect support

Local community support

State grants

Federal grants

Other

21%

27%

55%

21%

18%

13%

20%
WSRE Foundation, Inc.

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Teri Levin, Vice-Chair  
Michael Johnson, Secretary  
Susan O’Connor, Past Chair  
Karen Pope, Treasurer  
Sandy Cesaretti Ray, Executive Director

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**PBS and member stations are #1 in public trust and an excellent use of tax dollars for 10th consecutive year**
Source: CARAVAN ORC International, January 2013

**PBS is #1 in importance.**
Source: CARAVAN ORC International, January 2013

**PBS is money well spent.**
Source: CARAVAN ORC International, January 2013

Pensacola State College

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