



WSRE-TV Foundation, Inc. Board Member Application Form

Mission:

The mission of the WSRE TV Foundation is to raise funds and otherwise support the activities, operations and capital needs for WSRE-TV, a public telecommunications station licensed by the Federal Communications Commission. The station is licensed to the District Board of Trustees of Pensacola State College and functions operationally as a department of the College. The station is an affiliated member of the Public Broadcasting Service (PBS), The Association of Public Media in Florida (FPBS), and National Educational Telecommunications Association (NETA).

How to Apply As a Candidate:

If you are interested in becoming a WSRE Foundation Board of Director, please complete and return the application, review the job description form and attach a copy of your current resume or other documentation that outlines your employment history, education, and other community service. The Executive Director and a member of the Nominating Committee will follow up with you within 45 days of your submission.

All applications must be submitted within seven days of receipt.

Materials should be emailed to wsreadmin@wsre.org.

Candidate Information:

Name: _____

Home Address: _____

Home City/State/Zip: _____

Occupation/Organization: _____

Work Address: _____

Work City/State/Zip: _____

Cell Phone: _____ E-mail: _____

Skills of Interest to the Foundation: _____

Professional/Community Volunteer Leadership Experience: _____

Other Organization Memberships: _____

Is the candidate able to attend monthly meetings? Yes____ No____

Is the candidate willing to make an annual financial contribution to the WSRE-TV Foundation, Inc.?
Yes____ No____

Please identify preferred contact method: Work Phone____ Cell Phone____ Email____

Thank you for your interest in serving on this valuable board of community leaders in support of WSRE.

WSRE-TV Fact Sheet

VISION WSRE-TV 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 As a community-supported, outreach service of Pensacola State College, WSRE-TV brings forth culture and ideas that enhance the quality of life and promote the joy of discovery and learning.

ABOUT **WSRE-TV**

- WSRE-TV was founded and first aired on September 11, 1967. WSRE is licensed to the District Board of Trustees of Pensacola State College, and is operated in Pensacola as a service of PSC.
- Since 1990 the WSRE-TV Foundation, Inc. works to encourage community support and extend awareness of WSRE.
- WSRE offers four free, over-the-air digital channels 24/7 providing 35,040 hours of television each year, and online through **WSRE.org** and **PBS.org** streaming.
- WSRE reaches more than 1.2 million Gulf Coast viewers each week from Coastal Mississippi to Sandestin, FL.
- WSRE offers Emmy-winning PBS programming for all ages. PBS Kids' is aired 66 hours per week. National and International programs include *PBS Newshour*, *NOVA*, *Masterpiece Theater*, *NATURE*, and *The American Experience*.
- WSRE has garnered three regional Emmy® Award nominations and 13 Telly Awards for original programming since 2008.
- WSRE produces outstanding documentaries: *Gulf Coast War Memories*, *Khaki Coast*, *Gulf Island National Seashore*, *History of Baseball in Pensacola* and in 2016 *They Were Our Fathers*.
- WSRE's robust local production lineup includes *AWARE*, *Conversations with Jeff Weeks*, *StudioAmped*, *Pensacola State Today*, *In Your Own Backyard*, *inStudio*, *Legislative Review*, and *RALLY*.
- WSRE-TV's Educational Services and Literacy Outreach program reach thousands every year, and distributes free books and educational resources to children, parents, and teachers.
- In 2013 WSRE participated in a Florida Department of Education assessment project utilizing PBS's *Martha Speaks* programming and curriculum. Results confirmed increases in K-3 literacy skills.
- Pensacola State College's Learning Lab and WSRE's Imagination Station is located at the Blue Wahoos Stadium in Pensacola. The visitor count April 2013-November 2017 totaled: **47,876** parents and children. This fun, learning-rich environment is open to the public and free of charge each week. In 2014 WSRE was recognized by NETA and awarded the Community Engagement Based on a Local Project.

BE MORE – BE A PART OF **WSRE-TV**

- Be more influential and become a corporate supporter. WSRE's operational budget is \$5,000,000 annually, supported by the Corporation for Public Broadcasting, the Florida Department of Education and Pensacola State College. Local contributions and community support provide 18% of the station's annual operating budget.
- Be more connected and become a member for just \$5 a month. Four annual membership drives air with special PBS programming to engage viewers and encourage local support for WSRE (WSRE limits this to 8% of total air time, on average). WSRE offers many ways you can support our mission, including annual memberships, major gifts and legacy giving.
- Be more engaged. Attend or volunteer for many of the station events like the Public Square Speakers Series, Early Learning events at the Imagination Station, Fundraisers, Community Awareness tables or office and front desk help. Be an ambassador and share your passion for WSRE with your family, friends, and neighbors.

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Board of Director Job Description

Major responsibilities:

- Attend board meetings and events regularly not missing more than three consecutive meetings and have no more than two unexcused absences per year.
- Serve as an ambassador to the community and promote WSRE's mission and programs.
- Become familiar with WSRE's finances, budget, and financial/resource needs.
- Assist with board fiduciary responsibilities, including review of the annual budget and financial statements.
- Assist the WSRE development team and secure a minimum annual financial contribution of \$1,000 through personal means or cultivation.
- Identify and assist in cultivation of potential donors and future board members.
- Follow conflicts of interest and confidentiality policies.

Length of term: Three years; may be recommended to renew for one additional consecutive term.

Meetings and time commitment:

- The board of directors meets monthly on the third Thursday of the month, 4:15 p.m., at the Kugelman Center for Telecommunications. Meetings typically last 45 mins.
- Chair and/or participate in at least one board committee.
- Committees of the board meet pending their respective work agenda.
- The board has special meetings like annual meeting, board member orientation, a half-day retreat, the March on-air fundraising live night, and holiday gatherings.
- Attend station events; participate in "friend-raising" and fundraising activities.

I have reviewed the WSRE Board of Director Job Description. I agree to support the mission and goals of WSRE Foundation and I understand the requirements of service. If nominated and elected, I shall fulfill the expectations of board leadership to the best of my ability. I (and/or my employer) will support the time and expense necessary to fulfill the duties of a WSRE Foundation board member.

Candidate's Signature _____ Date _____