

# 2022–2023 LOCAL CONTENT AND SERVICE REPORT



A Service of Pensacola State College



# TRUSTED. VALUED. ESSENTIAL.



A Service of Pensacola State College

## OUR MISSION

WSRE PBS positively impacts local communities through education, entertainment and engagement by providing everyone access to the highest-quality media content and engaging all children in essential learning activities.

## OUR VISION

A region enriched by the educational and cultural experiences WSRE PBS delivers.

**LOCAL  
VALUE**

**KEY  
SERVICES**

**LOCAL  
IMPACT**

### Local communities value

**WSRE PBS** as a trusted source of educational and entertaining media, a neutral facilitator of public dialogue and a convener of diverse ideas and groups.

### PBS programs, local productions, community engagement and educational outreach activities

connect area residents with helpful information, diverse perspectives and essential learning resources.

### WSRE PBS enriches the Northwest Florida region

by providing everyone and every classroom with free access to high-quality media content and an abundance of educational opportunities.

**87% agree that PBS stations provide an excellent value to communities—third in terms of value for tax dollars, following military defense and oversight of food and prescription drugs safety.**

(Source: Marketing & Research Resources, Inc. (M&RR); January 2023.)





**The 2022–2023 fiscal year felt like a fresh start!** Time-honored productions and in-person activities had finally returned to our schedule, following the pandemic, with updated branding and a growing audience on digital platforms. Exciting new programs and events were added, as well.

The station’s annual Wine & Food Classic was back on the calendar, observing Hispanic Heritage Month with a weekend-long fiesta that showcased local chefs and celebrated the new PBS cooking competition series, “The Great American Recipe.”

Regional artists and music fans returned to the Jean & Paul Amos Performance Studio for a rebranded “StudioAmped” concert series in its 13th season. “Conversations with Jeff Weeks” also resumed production with an updated set designed by the station’s talented team.

The station proudly presented a poignant screening of “The U.S. and the Holocaust” with more than 300 attendees. Schools can now access standards-aligned lesson plans, archival footage and historical materials from this important documentary series through the Ken Burns in the Classroom collection on PBS LearningMedia. In light of current events, it is clear how vital these classroom resources are for today’s youth and future generations.

Be My Neighbor Day again welcomed more than 40 community partners to provide a family-fun event offering early learning and health and safety resources. Plus, the station introduced Amazing Kids Day, offering a similar yet sensory-friendly experience for children living with autism.

2022–2023 was a year of renewal and growth for WSRE PBS, thanks in large part to the support of a generous community. We are delighted to report on the station’s work in education, production and community outreach, and we thank you for your contributions to the WSRE-TV Foundation.



*John Adams*

Brig. Gen. John Adams, USA, Ret.  
Chair, WSRE-TV Foundation, Inc.  
2022–2023



*Jill Hubbs*

Jill Hubbs  
General Manager, WSRE PBS  
Executive Director, WSRE-TV Foundation, Inc.

**WSRE PBS serves more than 580,000 households in the Mobile-Pensacola (Fort Walton) media market** with multi-platform distribution including five over-the-air broadcast channels.

The station engages with communities throughout the coverage area with local productions, educational activities and special events that provide opportunities for civic engagement, enlightening conversation and exposure to the arts.

Located in the Kugelman Center for Telecommunications at Pensacola State College, production facilities include the 10,000-square-foot Jean & Paul Amos Performance Studio. Broadcast facilities are located in neighboring Baldwin County, Alabama.

#### TV Channels



#### Digital Platforms

Viewers have anytime access to both local and PBS programming at PBS.org, WSRE.org, and on the free PBS and PBS KIDS apps, watching on demand and via livestream from their favorite devices and digital services. Supported devices include Roku, Apple TV, Amazon Fire, Google Chromecast, Android TV, Samsung TV (2017 and newer), VIZIO SmartCast TV, Apple iPhone and iPad, and Android mobile.

Additionally, hundreds of free educational games are available on the PBS KIDS Games app.



An expanded on-demand collection of re-releases, early releases and digital-first series is accessible to qualifying station members with WSRE PBS Passport.



**As a PBS station, WSRE PBS is part of a nonprofit membership organization that serves the American public** with programming and services of the highest quality, using media to educate, inspire, entertain and express a diversity of perspectives. PBS presents distinctive programs addressing climate and the environment, democracy and social justice, health and wellness, and the arts. WSRE PBS produces local content to convey the perspectives and stories of the coverage area.

WSRE PBS also delivers programming and digital content from PBS KIDS, ranked as the nation's most educational media brand. PBS KIDS reaches more children, and more moms of young children, in low-income homes than any other kids' TV network. Over the air and online, PBS KIDS helps prepare kids for kindergarten and success in school.

**For 20 years, PBS has ranked #1 in public trust.**

(Source: Marketing & Research Resources, Inc. (M&RR); January 2023.)

A trusted and safe source for kids to watch television and play digital games, PBS KIDS from WSRE PBS attracted 412,412 local users and 9.66 million streams across digital platforms in 2023. Also for the year, 249,181 local users watched 426,273 streams of General Audience content from WSRE PBS. (Source: DOMO PBS/PBS KIDS Local Analytics Dashboard: Executive Overview – Users, Streams, Engagement.



# EDUCATION

**The world is full of possibilities, and so is every child.** WSRE PBS' most enduring impact comes from educational programming, classroom resources and local outreach activities for little learners.

PBS KIDS—the #1 educational media brand for children—helps children ages 2–8 learn lessons that will last their lifetimes. WSRE PBS is dedicated to offering free access to trusted PBS KIDS content and community-based experiences that support early childhood education and help all kids reach their full potential in school and life.

The PBS KIDS channel from WSRE PBS is free and available to everyone over the air and via livestream on the PBS KIDS app and the station's website.

The station's digital audience for PBS KIDS continues to grow as family media consumption becomes more mobile and on-demand. Close to 30,000 local users engage with PBS KIDS each month by streaming content on digital devices and using the free PBS KIDS video and games apps.

PBS KIDS for Parents offers online resources to help adults raise kind and curious kids, and PBS LearningMedia provides thousands of free, standards-aligned resources for enhancing K–12 classroom instruction.

Beyond broadcast and digital media, WSRE PBS also presents community engagement events and activities to help inform parents, caregivers and teachers about all of the educational resources available to them.

**85% of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.**

(Source: Marketing & Research Resources, Inc. (M&RR); January 2023.)



## AMAZING KIDS DAY

AN EVENT FOR FAMILIES IMPACTED BY AUTISM

***"We are incredibly proud to be able to support this amazing event. Thank you for supporting our families with autism!"***

*Emerald Coast  
Exceptional Families*



***"We had such a great time. Thank you for everyone who put this on and volunteered today!"***

*Toni Lynn Battaglia McGee*



### Amazing Kids Day | April 1

Because the volume of activity during large community events can be overwhelming for children with autism spectrum disorder or like conditions, WSRE PBS introduced the sensory-friendly Amazing Kids Day. Close to 300 people took part in the inaugural event, which featured the Pensacola Symphony Orchestra's instrument "petting zoo," a Canine Companions meet and greet, The Arc Gateway sensory room, PBS KIDS show clips on the big screen, green screen fun and PBS KIDS computer stations in the Jean & Paul Amos Performance Studio.



***“My tiny human hasn’t stopped talking about meeting Daniel Tiger today. We had such an amazing time. What a privilege we as a community have to participate in these spectacular events. Thank you! Thank you! Thank you!”***

*Rebecca Nicklow Bass*

## **Be My Neighbor Day | April 29**

“Daniel Tiger’s Neighborhood” from Fred Rogers Productions is one of the top-rated children’s programs on TV, and hundreds of local fans greet Daniel Tiger each spring during Be My Neighbor Day at the Jean & Paul Amos Performance Studio.



***“Our family had a Grrr-ific time. Thank you.”***

*Shelley A. Tony*



Be My Neighbor Day is a free, family-fun event focused on early learning, health and safety resources, and the neighborly values of Mister Rogers.

This year’s event brought together more than 40 community partners to offer children’s activities and information about resources available to local families with young children. Estimated attendance was 2,000.



**PBS<sup>®</sup>**  
**LearningMedia**

**Teachers in Escambia, Santa Rosa and Okaloosa counties register to use PBS LearningMedia for free access to standards-aligned classroom resources, including original source documents, historical photos, archival video clips and lesson plans.**



# COMMUNITY ENGAGEMENT

## THE U.S. AND THE HOLOCAUST

A FILM BY KEN BURNS, LYNN NOVICK & SARAH BOTSTEIN



### Preview Screening & Panel Discussion | Sept 8

WSRE PBS presented a free preview screening of “The U.S. and the Holocaust” at the Jean & Paul Amos Performance Studio. The six-hour docuseries, directed and produced by Ken Burns, Lynn Novick and Sarah Botstein of Florentine Films and written by Geoffrey Ward, explores America’s response to one of history’s greatest humanitarian crises. The event also provided a forum for community discussion about local connections to the Holocaust.

Longtime local broadcast personality Steve Nissim has family ties to the Holocaust. His grandparents and four of their children were killed at the Auschwitz concentration camp. His father and another son survived. Following the film screening, Nissim led a panel discussion among other children of Holocaust survivors—Dan Hecht, Faye Merritt and Lori Ripps—along with Rabbi Joel Fleekop of Temple Beth El and Rabbi David Cohen-Henriquez of B’nai Israel Synagogue. Their discussion was followed by audience Q&A with more than 300 in attendance.

The event also included a special “Theme from Schindler’s List” performance by Leonid Yanovskiy on violin and Victoria Adamenko on piano. Yanovskiy is the director of Strings and Orchestra and a professor of violin and viola at the University of West Florida.

## K E N B U R N S

### IN THE CLASSROOM

Partnering with the Holocaust Memorial Resource and Education Center of Florida and Escambia County Public Schools, WSRE PBS hosted a virtual “The U.S. and the Holocaust” PBS LearningMedia workshop for middle school and high school teachers in January. Participants explored primary source documents, images, archival video footage and lesson plans available to them for free through the Ken Burns in the Classroom collection on PBS LearningMedia.





***“This Reading of the Names serves as a special way for our community to express why we honor our military on Veterans Day and appreciate their sacrifice for our freedom every day.”***

*Paul Entrekin, Veterans Memorial Park of Pensacola  
Board of Directors*

## Reading of the Names | Nov 5–11

In observance of the Wall South’s 30th anniversary, WSRE PBS and Veterans Memorial Park of Pensacola partnered to engage the community in a week-long Reading of the Names, involving more than 1,200 volunteers.

The 58,318 names engraved on the granite panels of the Wall South—a replica of the Vietnam Veterans Memorial on the National Mall in Washington, D.C.—were read aloud from the apex of the memorial for seven days with the final list of names read by local Vietnam War veterans during the park’s Veterans Day ceremony. The readings were livestreamed on WSRE’s Facebook page.



**SPANISH FILM FESTIVAL** AT **WSRE PBS**

## PSC Spanish Film Festival | April 15

As part of the Pensacola State College International Festival, WSRE PBS hosted the PSC Spanish Film Festival. Free screenings of five films from the Pragda Spanish Film Club series were shown on the big screen in the Jean & Paul Amos Performance Studio.

The featured films were “Cacu: A Change for Life” from director Marvin Del Cid; “In the Heights” from Jon M. Chu; “Even the Rain” from Icíar Bollaín; “My Name is Gennet” from Miguel Angel Tobias; and “The Queen of Spain” from Fernando Trueba and starring Penélope Cruz.

In addition to the film screenings, the college’s International Festival included food, music, dance and educational information from cultures around the world.

# THE HUMBLE OYSTER

## Premiere Screening & Panel Discussion | May 23

The Pensacola & Perdido Bays Estuary Program (PPBEP) has told the story of local oysters—and more broadly local estuaries—through a documentary produced by the Mississippi State University Television Center. WSRE PBS hosted the in-person premiere of “The Humble Oyster” with a free screening and panel discussion in the Jean & Paul Amos Performance Studio on May 23 and presented the film’s broadcast and streaming premiere on May 25.

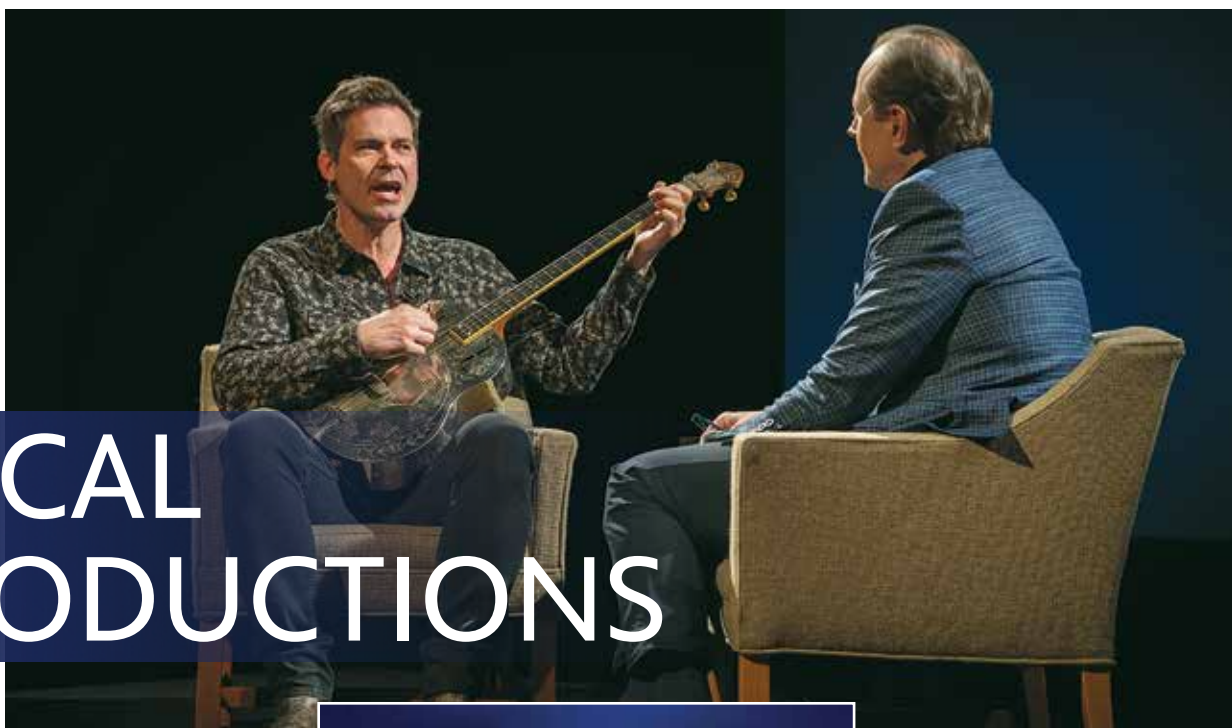
“The Humble Oyster” examines the fragility of Northwest Florida’s threatened coastal ecology and efforts to bring back the health of the region’s bays and a once vibrant commercial industry through oyster restoration in the waterways in and around Santa Rosa County.

Christian Wagley, Florida/Alabama coastal organizer for Healthy Gulf, led the event’s panel, which included Shana Alford of Avalon Aquaculture; Chief “Sky Horse” Helms of the Santa Rosa Creek Band of the Lower Muscogee; Matt Posner, PPBEP executive director; and Chris Verlinde, environmental resources coordinator for Santa Rosa County.

WSRE has since become the presenting station for the film, making it available from the National Educational Telecommunications Association (NETA) to all PBS stations.



# LOCAL PRODUCTIONS



## Connecting the Community

Dr. Rameca Vincent Leary, the show's producer and host, covers cause-related, community-based programs with a variety of perspectives from her guests. Series episodes this year

## CONNECTING THE COMMUNITY

included "Hurricane Preparedness," "Women in Action," "Men Making Headlines," "Studer Community Institute," "Lights, Camera, Action," "Visionaries of Hope" and "PSC International Festival."

## Conversations with Jeff Weeks

Jeff Weeks hosted this year's conversations—from the show's new set in the Jean & Paul Amos Performance Studio—with a robust schedule of guests: author Clint Crockett; David Stafford and Tappie Villane, supervisors of elections for Escambia and Santa Rosa counties; Pensacola Mayor-Elect D.C. Reeves, Lynyrd Skynyrd keyboardist Peter Keys; Alejandra Ramos, host of "The Great American Recipe" on PBS; attorney Troy Rafferty; actor Dale Dye; author Patricia Black-Gould;



Ketch Secor, founder and frontman of Old Crow Medicine Show; civil rights activist Bob Zellner; and roots-rock artist Mimi Naja.

## inStudio

Producer and host Sherri Hemminghaus Weeks led community discussions about "When Floridians Became Americans"—reflecting on the state's bicentennial—and "Hope on the Half Shell"—sparked by the WSREpresentation of "The Humble Oyster," a film about oyster restoration for the improved health of area estuaries and the local economy.

Steve Nissim joined the rotation of "inStudio" producers and hosts this year with two episodes: "Early Learning in Pensacola" and "The Holocaust & America: Pensacola Perspectives."

The latter provided insights about "The U.S. and the Holocaust" documentary series on PBS, stories of local family connections to the Holocaust and perspectives from the local Jewish community.



Jeff Weeks also produced his annual "Year End Review" for "inStudio," hosting a conversation among local news media leaders.





## Nightmare Theatre

While no new episodes were produced this year, "Nightmare Theatre" made great strides with distribution to PBS stations around the country through the National Educational Telecommunications Association (NETA). By fiscal year-end in June, the fun horror film series was airing statewide in Alabama and on 17 stations in Florida, Tennessee, California, Indiana, Minnesota, Nevada, New York and Virginia.

## Pensacola State Today

Show host Dr. Rameca Vincent Leary led this year's conversations about the people and programs of Pensacola State College. Topics included the PSC International Festival, the African American Memorial Endowed Scholarship and the Dr. Garrett T. Wiggins Live Your Dream Scholarship.



## Rally 2022

The station's candidate forum covered five congressional and legislative races in the general election and was simulcast on WSRE PBS and NewsRadio 92.3 FM & 1620 AM. Mollye Barrows was producer and co-hosted the program with WUWF's Sandra Averhart. WSRE PBS has produced "Rally" in partnership with local chapters of the League of Women Voters during election cycles for over five decades.



## StudioAmped

Season 13 introduced new branding for the music series, which showcases the original music of regional artists vetted by the show's executive producer, Bill Harrell. This year's lineup included Royal Horses, Lex and the Luthors, Jessie Ritter, Stormfolk, and Nashville songwriters Donna Britton Bukevich, Dani Carroll and Peter Keys.



***"Our community would be poorer if WSRE and PBS were not a part of it. I feel we owe it to upcoming generations in our community to make sure that they can experience the quality programming that PBS and WSRE offer."***

*Jim Jines*



# ARTS & CULTURE



## StudioAmped Concert Series | Sept 27–Oct 7

After a two-year hiatus due to COVID-19, production of the “StudioAmped” music series returned to the Jean & Paul Amos Performance Studio with five concerts performed by Royal Horses (Hattiesburg, Miss.), Lex and the Luthors (Pensacola, Fla.), Jessie Ritter (Pensacola, Fla.), Stormfolk (Pensacola, Fla.), and three Nashville artists from the Pensacola Beach Songwriters Festival: Donna Britton Bukevich, Dani Carroll, and Lynyrd Skynyrd keyboardist Peter Keys.

Music fans were invited to join the studio audience. Instead of charging an admission fee, WSRE PBS collected donations for Manna Food Pantries.

The concerts were recorded for the 13th season of the popular WSRE PBS music series, which showcases the original music of regional bands and artists.



# StudioAmped

## Pace Center for Girls Songwriting Workshop | Oct 7

For the second time, WSRE PBS and the Pensacola Beach Songwriters Festival partnered to host a songwriting workshop for Pace Center for Girls. Students from the Pace Center program joined acclaimed Nashville songwriters Anne Buckle, Tim Buppert, Caitlin Evanson and Jerry Vandiver at Pensacola State College. Around 50 students learned about songwriting as a career and wrote a song together.

The songwriting workshop for Pace Center for Girls has now become a special part of the station’s “StudioAmped” tradition!





## 32<sup>nd</sup> **WSRE PBS** *Wine and Food Classic*

### **The station's Wine & Food Classic fundraiser returned with its traditional showcase of local culinary talent.**

Four-hundred guests enjoyed this year's event, which paid tribute to Hispanic heritage and featured celebrity guest Alejandra Ramos, host of "The Great American Recipe" on PBS.

#### **Walkabout Tasting | Oct 15**

Ten local chefs took part in the annual walkabout tasting, competing for Best Chef and People's Choice awards with their Latin American and Caribbean-influenced cuisine. The event took place outdoors on the Studer Community Institute Building plaza with live music by Nobius.

Ramos led the panel of judges and awarded Best Chef honors to Patricia Rojas Figueroa of Viva Chile Café and the People's Choice Award to Manuel Rodriguez of Innisfree Hotels. Other participating chefs were Kenny Anderson, Juan's Flying Burrito; Jason Duckworth, Seville Quarter; Jennifer Lowry, Conchitas Catering; Paulette Martin, Nouveau Catering; Jose Perez, Joe's Caribe; Jesse Sproules, Scenic Hills Country Club; Mike Tilton, Legends Café at Andrews Institute; and Chris Tingle, McGuire's Irish Pub.

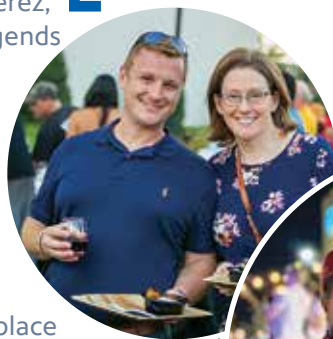
#### **The Great American Brunch | Oct 16**

This champagne brunch featured food prepared by Kingfisher's Brian Kaderavek—a local chef who once worked with PBS' Vivian Howard. Guests also enjoyed a Q&A presentation with Alejandra Ramos, and they left with a copy of "The Great American Recipe Cookbook." Saxophonist Joe Occhipinti provided music for the event, which took place at the Museum of Commerce in the Historic Pensacola District.

Local chefs and restaurants donate their time and resources to the Wine & Food Classic each year in support of public television and the mission of WSRE PBS. Longtime event partner Republic National Distributing Company again donated this year's beverages.

***"For 55 years, WSRE has served as a vital educational and cultural resource within our community—something to preserve and to celebrate! We support the station's educational mission focused on the early learning needs of children and their families, and we appreciate the enlightening and entertaining programs for learners of all ages. We cannot imagine our local media landscape without the trusted and powerful content of WSRE PBS."***

*Julian and Kim MacQueen,  
Honorary Event Chairs of the  
32nd Wine & Food Classic*





# Statement of Financial Position

**The station relies on community support of the WSRE-TV Foundation** for its programs, productions and the capital needed to meet the constant demands of innovation in communications technology. In support of public service projects furthering education, public safety and civic leadership, WSRE also receives public funding through the Corporation for Public Broadcasting and the Florida Legislature.

**June 30, 2023**

## Assets

Cash and cash equivalents	2,915,288
Accounts and pledges receivable	101,131
Prepaid expenses	92,675
Investments	3,104,891
Real estate held for sale	25,000
Leased assets	652,325
Capital assets, net of accumulated depreciation*	5,447,427

## Total Assets

**12,338,737**

\*Depreciation and Amortization expense was \$738,449 and \$783,427 for 2023 and 2022, respectively.

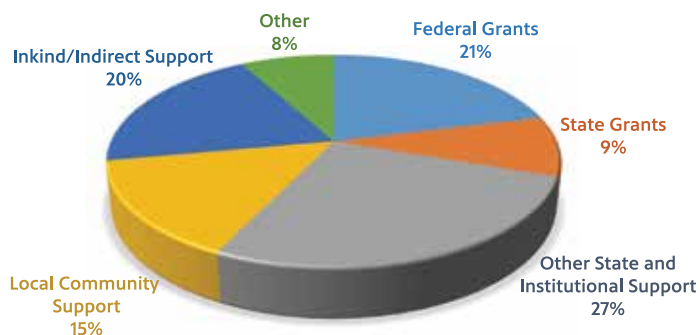
## Liabilities and Net Position

Accounts payable and accrued liabilities	123,427
Accrued compensated absences	35,527
Deferred revenue	2,092,854
Leases payable	651,949
Net position	9,434,980

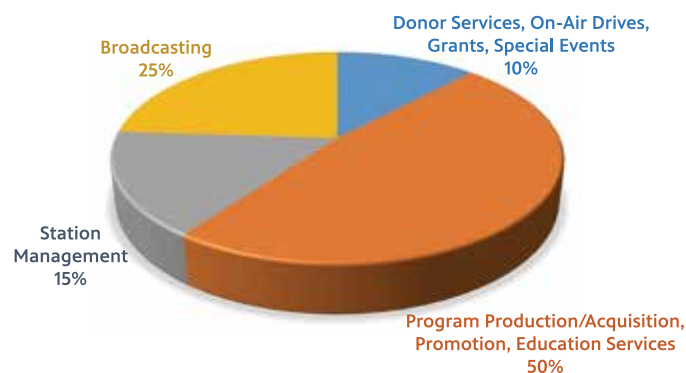
## Total Liabilities and Net Position

**12,338,737**

**SOURCES OF STATION RESOURCES — 2023**



**ALLOCATION OF STATION RESOURCES — 2023**



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 33% of the total assets of the Station at June 30, 2023. Twenty-six percent of the Station's FY 2023 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 the station's website at [wsre.org](http://wsre.org) or by request at (850) 484-1231.





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## **WSRE**

Jill Hubbs, General Manager

(July 2022–August 2022; March 2023–Present)

Karen Pope, Interim General Manager

(September 2022–February 2023)

Darrel Harrison, Asst. General Manager;

Director, Engineering & Broadcast

Laura Shaud, Director, Business & Administration

Jennifer Knisbell, Director,

Development & Community Engagement

Jeri Shaffer, Director, Education & Outreach

Mary Riker, Director, Marketing & Communications

Mike Rowan, Senior Producer & Director

Ted King, Director, Productions

Brent Burton, Traffic Manager

## **2022–2023 WSRE-TV Foundation, Inc. Board of Directors**

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Laura Shaud, Treasurer

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Jill Hubbs, Executive Director

(July 2022–August 2022; March 2023–Present)

Karen Pope, Interim Executive Director

(September 2022–February 2023)

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A Service of Pensacola State College

**Kugelman Center for Telecommunications**  
**Pensacola State College**  
**1000 College Boulevard | Pensacola, FL 32504**  
**850-484-1200 | [wsre.org](http://wsre.org)**

WSRE is licensed to the Pensacola State College District Board of Trustees, 1000 College Blvd., Pensacola, FL 32504. The WSRE-TV Foundation Board of Directors supports WSRE's mission and programs by encouraging private gifts and through the financial oversight of the Foundation's investments and annual budget. The Foundation is a 501(c)(3) tax-deductible, non-profit corporation and is organized as a direct support organization of Pensacola State College under Florida Statutes. WSRE is a member of Florida Public Media, the National Educational Telecommunications Association (NETA) and the Public Broadcasting Service (PBS).

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