

**JULY
2021
—
JUNE
2022**

**ANNUAL CONTENT
AND SERVICE REPORT
TO THE COMMUNITY**



A Service of Pensacola State College



A Service of Pensacola State College

WSRE PBS serves Northwest Florida and Coastal Alabama as a critical source for trusted programming and a safe media environment where children can learn and grow.

As a noncommercial PBS member station, WSRE also plays a vital role as part of the nation's emergency response system.

The station is licensed to the Pensacola State College District Board of Trustees, who manages the property and operational affairs of the organization. Station staff are employees of the college.

A separate Board of Directors has oversight of the WSRE-TV Foundation, a non-profit support organization that raises funds and otherwise supports the activities, operations and capital needs of the station.

Our Leadership 2021–2022

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As a service of Pensacola State College and a PBS member station, WSRE serves our region with programs and services of the highest quality, using media to educate, inspire, entertain and express a diversity of perspectives.

We are pleased to share with you station highlights from our 2021–2022 fiscal year, 12 months (July–June) filled with innovative strategies and a few fresh starts as we began to emerge from the pandemic and its challenges.

As we moved forward during 2022, WSRE returned to a robust production schedule with new program branding, new talent on staff and new ways of engaging with local viewers and our digital audience.

Our programming is fresh and relevant for today’s changing demographics with multi-platform accessibility for modern media

consumption. The number of on-demand views and the amount of time spent watching WSRE PBS on mobile devices have grown exponentially.

With anytime-anywhere access, more local families are engaging with America’s No. 1 educational media brand for children. Our largest streaming audience watches WSRE PBS KIDS and uses the PBS KIDS app for learning activities and games on the go.

Digital resources from WSRE PBS are also gaining ground in local classrooms with standards-aligned lesson plans and thousands of

historical video clips, images and primary source documents available to teachers and students through Florida PBS LearningMedia.

We are grateful to serve a generous community whose support of public media has not wavered during a difficult period for our region and the world around us.

Whether you are a sustaining station member giving \$5 monthly, an individual making a legacy gift, or a corporate supporter donating thousands of dollars each year, please know that your support of WSRE enriches lives every day and has a lasting impact.



Lusharon Wiley
Dr. Lusharon Wiley
Chair, WSRE-TV Foundation, Inc.
2021-2022

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



WSRE serves more than 580,000 households in the Mobile-Pensacola media market with multi-platform distribution including five over-the-air 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.

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

Our Mission

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

Our Vision

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

Our Channels



In development:



Meeting the Moment



PBS has ranked #1 in public trust for 19 years, and a majority of Americans (86%) agree that PBS stations provide an excellent value to communities.*

This year, PBS presented distinctive programs addressing climate and the environment, democracy and social justice, health and wellness, and the arts. WSRE leverages the strength of this national programming by producing related content that tells the stories of our local region.

PBS KIDS is ranked as the nation’s most educational media brand and reaches more children, and more moms of young children, in low-income homes than any other kids TV network. Over the air and online, WSRE PBS KIDS helps prepare our children for success in school.

A trusted and safe source for kids to watch television and play digital games, WSRE PBS KIDS averages 36,660 local users per month and 804,000 monthly streams across digital platforms.*

With media consumption trending from traditional distribution channels to over-the-top (OTT) media services, WSRE has prioritized digital content and viewership. WSRE PBS programming, both national and local, is available on the station’s website (wsre.org) and on the PBS Video app via Roku, Apple TV and Amazon fireTV. An expanded on-demand collection of rereleases, early releases and digital-first series is accessible to station members with WSRE PBS Passport activation.

*Sources:
Marketing & Research Resources, Inc., Jan. 2022.
DOMO PBS KIDS Local Analytics Dashboard:
2022 Cross-platform Avg. Users by Month (36.66K);
2022 Streaming of On-demand & Livestream Content Avg. Total Streams by Month (804K).



Education



A trusted education partner, WSRE supports local families and educators by providing free access to high-quality media and outreach initiatives that spark learning for all kids—especially those who need the most support. Research demonstrates that PBS KIDS content helps children build the skills they need to succeed in school and life—with kids in low income communities often making the greatest gains.

Educational media from WSRE PBS KIDS helps prepare children for success in school and opens up the world to them in age-appropriate ways.

PBS KIDS has a whole-child approach to preparing children for kindergarten, offering media that supports key development areas from communication and critical thinking skills to literacy and STEM learning.

New to the PBS KIDS lineup: “Alma’s Way” and “Elinor Wonders Why”

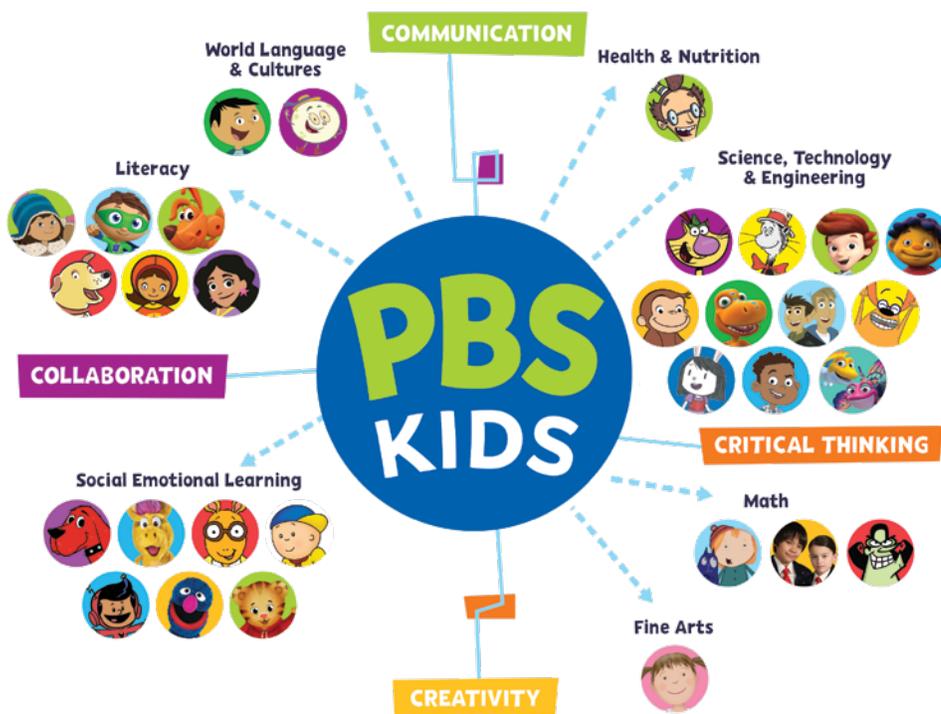
From Fred Rogers Productions, “Alma’s Way” is the creation of Sonia Manzano, beloved by generations as Maria on “Sesame Street” and an award-winning author of children’s books. Inspired by her own childhood, this new animated series centers on 6-year-old Alma Rivera, a proud and confident Puerto Rican girl who lives in the Bronx with her family among a diverse group of close-knit friends and neighbors.

Infused with Manzano’s humor and grounded in a social and emotional curriculum, “Alma’s Way” gives children tools to find their own answers, express what they think and feel, and recognize and respect the unique perspectives of others.

PBS KIDS believes the world is full of possibilities, and so is every child.

“Elinor Wonders Why,” an animated series created by Jorge Cham and Daniel Whiteson, encourages preschoolers to follow their curiosity, ask questions when they don’t understand, and find answers using science inquiry skills. The main character, Elinor, the most observant and curious bunny rabbit in Animal Town, introduces kids ages 3 to 5 to science, nature and community through adventures with her friends.

Nurturing the Whole Child



Through WSRE PBS KIDS, America’s #1 educational media brand for children is free and accessible to every local family equipped with a television or digital device. Educators and caregivers who work with kids ages 2 to 8 turn to WSRE PBS KIDS for age-appropriate lessons and fun teaching tools.





WSRE supports local teachers in grades PreK–12 with free, standards-aligned classroom resources from Florida PBS LearningMedia.

Over the summer, updated PBS LearningMedia collections—Summer Camp (PreK–5), Summer Learning (Grades 6–12), Teacher Planning Kits (Grades PreK–12) and Self-Paced Professional Learning (Grades PreK–2)—and professional development activities helped teachers prepare for the new school year.

Parents and caregivers also have found a wealth of resources, content and activities for keeping kids learning, over the summer gap and throughout the school year, from both PBS LearningMedia and PBS KIDS for Parents.



Parents are their children’s first teachers and become learning coaches as their kids begin formal school. PBS KIDS for Parents offers them support with parenting tips, hands-on activities, games and apps featuring their kids’ favorite PBS KIDS characters.

In addition to the regular PBS KIDS program lineup, families also have enjoyed weekly Family Night viewing events featuring movie specials or themed programming on the 24/7 WSRE PBS KIDS channel.

Be my Neighbor Day!



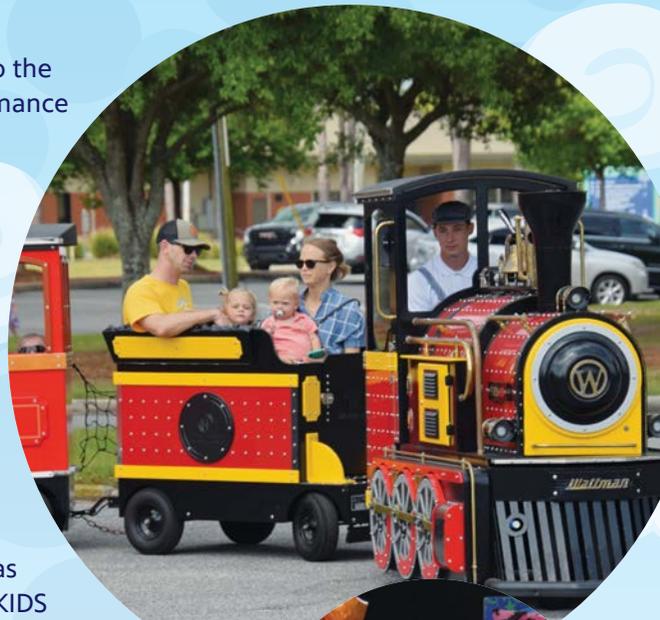
It’s a beautiful day in the neighborhood

Be My Neighbor Day returned to the WSRE Jean & Paul Amos Performance Studio on Saturday, April 23, with more than 30 community organizations taking part. This annual free, family-fun event focuses on early learning, health and safety resources, and the neighborly values of “Daniel Tiger’s Neighborhood” and Mister Rogers.

Food donations were collected for Manna Food Pantries, and children were encouraged to come in costume as their favorite PBS KIDS characters.

Indoors, a “Daniel Tiger’s Neighborhood” matinee marathon was shown on the big screen—movie theater style. A children’s PBS KIDS costume parade, story time and performances by Pensacola Children’s Chorus and Mixon Magic Performing Arts also took place in the Amos Studio.

Outdoors, exhibitors offered children’s activities and information for families. Exhibits included the Escambia County Sheriff’s Office Mounted Posse, the Pensacola Police Department K-9 Unit and new Blue Angels themed vehicle, a Pensacola Fire Department fire engine, and Florida Fish and Wildlife Conservation Commission’s educational display.





“Benjamin Franklin”—a 2022 documentary series

from filmmaker **Ken Burns**—has offered local educators a wealth of digital content from Florida PBS LearningMedia.

The film explores the revolutionary life of one of the 18th century’s most consequential and compelling figures, whose work and words unlocked the mystery of electricity and helped create the United States.

Content from the film has been added to the Ken Burns in the Classroom collection from PBS LearningMedia, offering lesson plans and presenting the opportunity to pose thought-provoking questions for students and the introduction of new ideas, perspectives and primary source documents to enhance classroom instruction.

Franklin’s 84 years (1706-1790) spanned an epoch of momentous change in science, technology, literature, politics and government—fields he himself advanced through a lifelong commitment to societal and self-improvement. Over the course of seven impossibly prolific decades, Franklin ascended professional and social ladders, rising from a printer’s apprentice in provincial Boston to the most popular man in Paris.

“If you would not be forgotten, as soon as you are dead and rotten, either write things worth reading, or do things worth the writing.”

— Benjamin Franklin

In June, WSRE hosted 300 social studies, history and civics teachers at the station for the Florida Department of Education’s Summer Civics Development Workshop with the opportunity to share new and upcoming classroom resources from “Benjamin Franklin” and “The U.S. and the Holocaust” in the PBS LearningMedia Ken Burns in the Classroom collection.





Viewers watch WSRE PBS to explore the worlds of science, history, culture, great literature and public affairs through trusted PBS content.

As a PBS member station, WSRE is part of America's largest classroom, the nation's largest stage for the arts and a trusted window to the world.

WSRE offers PBS programming for a wide range of ages, interests and genres—programs that expand the minds of children, documentaries, noncommercialized news programs and series that expose viewers to the worlds of music, theater, dance and art.

WSRE PBS offers multiplatform access to content, serving viewers through television, mobile and connected devices, and the web. While over-the-air and cable TV still hold strong, more and more WSRE viewers are streaming their favorite shows from the PBS Video app and the station's website.

#ThinkWednesday

Every Wednesday, the WSRE PBS broadcast explores our planet and shares exciting and inspiring stories of courage, mystery and wonder.

A voice for the natural world for 40 years

The WSRE PBS Wednesday primetime schedule routinely begins with "NATURE," one of the most watched documentary film series on public television. For 40 seasons, "NATURE" has brought its viewers the beauty and wonder of the natural world, becoming the benchmark for natural history programs on American television.

NATURE Digital is the award-winning online companion to the broadcast series and is spearheading the series' distribution to new media platforms.

Featured programs from this season include "American Horses," "Animals with Cameras: Ocean," "Penquins: Meet the Family" "My Garden of a Thousand Bees," "Season of the Osprey" and "Born in the Rockies."

Another PBS mainstay on Wednesdays is "NOVA"—one of the most widely distributed science programs around the world and a multimedia, multiplatform brand reaching more than 55 million Americans every year on TV and online.

Season 48 includes "The Cannabis Question," "Arctic Drift," "Edible Insects," "Alaskan Dinosaurs," "Butterfly Blueprints," "Ancient Maya Metropolis" and the five-part "Universe Revealed" docuseries.

Other special science and nature programming having premiered this year: "Expedition with Steve Backshall: Unpacked" and "Our Changing Planet."



NOVA



#PBSForTheArts

Gloria Estefan, Buddy Guy, Rita Moreno and Alvin Ailey were the headliners of PBS arts programming this year.

“Rita Moreno: Just a Girl Who Decided to Go For It,” presented by “American Masters,” explores the rich, decades-long career of the first Lantina actress to win an Academy Award for her role as Anita in “West Side Story.” Moreno got her television acting start playing Millie the Milkman’s Helper on “The Electric Company,” the pioneering PBS children’s show—also starring a young Morgan Freeman—that used comedy, music and animation to make reading fun.

Without art, we would lack an identity, a soul and a voice. “American Masters” exists to give life to that voice.

The “American Masters” series also presented “Ailey,” featuring previously unheard audio of the legendary choreographer and an intimate glimpse into the Ailey studios today.



“A Capitol Fourth” and the “National Memorial Day Concert,”

live broadcast events from the nation’s capital, bookend each year of arts programming on PBS.

“Every year I watch the National Memorial Day Concert on your station. It is always so meaningful.”

— Frederick Eddy, USAF Ret.



The “National Memorial Day Concert” is one of the highest-rated programs on PBS. This award-winning television event features a star-studded lineup to honor the military service and sacrifice of men and women in uniform, their families and those who made the ultimate sacrifice for our country.

A story of impact and honor

Before watching the “National Memorial Day Concert” this year, retired Air Force pilot Frederick Eddy (Niceville) tuned in early to watch the WSRE production “They Were Our Fathers.”

On the program, he saw the story of Gold Star daughter Colleen Shine, whose father was missing in action for decades until her own discovery in Vietnam of an engine fuselage with serial numbers matched to her father’s airplane. As a result of her discovery, the Joint Task Force for POW/MIA Accounting returned to the site, and her father’s remains were recovered and repatriated to the U.S. for burial with full military honors.

Eddy, who flew in more than 300 combat missions over Southeast Asia during the Vietnam War, had in his possession two 35mm color slides in like-new condition of Shine’s father flying his F-105. He took the photos from his own F-4C cockpit while the two were both flying to Taiwan for aircraft maintenance and upgrades in April 1968.

Eddy contacted the station after seeing Shine’s story on the WSRE documentary, and the two were connected.

Shine was thrilled and touched to receive photos of her father from a Vietnam veteran who remembered escorting Capt. Anthony Shine from Cam Ranh Bay to Taiwan.



Entertainment

Celebrating the region's rich and diverse heritage

In partnership with the 200th Anniversary Commission Commemorating Florida's

Territorial Bicentennial, the City of Pensacola and Escambia County, WSRE

produced an "inStudio" series commemorating the events of July 17, 1821, when American and



Spanish officials oversaw the exchange of flags in Pensacola.

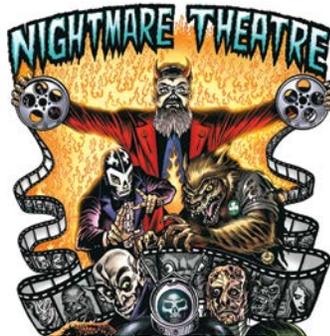


Hosted by Sherri Hemminghaus Weeks, the four one-hour episodes

reflected on the region's role in establishing Florida's statehood and provided information about local bicentennial celebrations and activities.

Local stories of service

In conjunction with the "American Veteran" documentary series on PBS, WSRE interviewed local veterans at Pensacola Veterans Memorial Park. Stan Barnard, USMC ret. (pictured); Nancy Bullock-Prevot, USN ret.; Joseph Denmon, USAF ret.; and Dave Glover, USA ret., shared their experiences and insights as veterans with WSRE viewers. The short-form videos were broadcast on WSRE PBS and remain on the station's YouTube page and website.



"Nightmare Theatre" Season 3 launches in seven PBS markets

Mike Ensley, Chip Chism and Lemmie Crews—the writers and hosts of the WSRE production "Nightmare Theatre"—are now presenting B-movie horror films in several PBS markets in the Southeast. A special Halloween Weekend launch of the show's third season premiered on WSRE, where the series regularly airs late-night Saturdays.

The new season was also broadcast by WFSU in Tallahassee; East Tennessee PBS (WETP) in Knoxville, Tenn.; WGPU in Fort Myers; WJCT in Jacksonville; Nashville Public Television (WNPT) in Nashville, Tenn.; and WTCI in Chattanooga, Tenn. Alabama PBS picked up the series in early 2022.

CONNECTING THE COMMUNITY

New show connects culturally diverse communities

The new local program "Connecting the Community" spotlights a variety of cultural interests and the diversity of the WSRE coverage area. Dr. Rameca Vincent Leary, the show's producer and host, covers cause-related and community-based programs with a variety of perspectives from her guests.

"By fostering a better understanding of each other, we help create a thriving community for all."

— Dr. Rameca Vincent Leary

The series premiered on February 10 with an episode focused on veterans and commemorating the legacy of Gen. Daniel "Chappie" James Jr.

CONVERSATIONS



with **Jeff Weeks**

New branding created for "Conversations"

With the year's measured return to in-studio production, a limited number of new episodes of "Conversations with Jeff Weeks" were produced while the production team focused on a new look for the long-running series. A new show logo, set design, graphics and animation were created for the show's brand refresh, which was launched in fall 2022.

Engagement



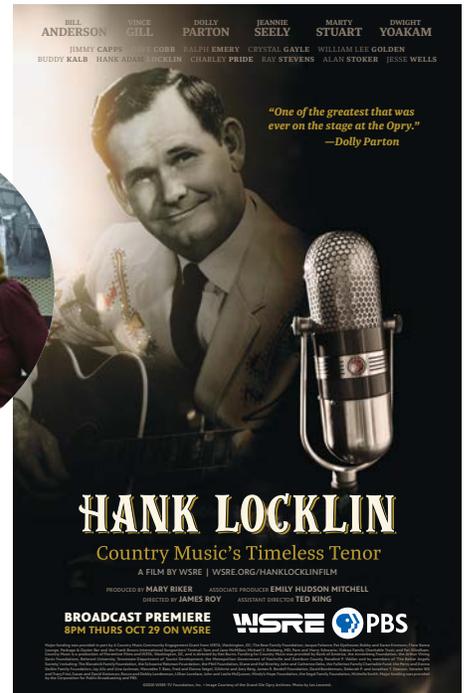
HANK LOCKLIN

Country Music's Timeless Tenor

With the return of public gatherings, WSRE's award-winning production "Hank Locklin: Country Music's Timeless Tenor" was shown on the Amos Studio big screen in September. The free screening was preceded by a sponsor reception, hosted by The Kelly Group at Morgan Stanley, and followed by an audience Q&A with the country star's son, Hank Adam Locklin, and the film's producers.

The film was also screened during the Frank Brown International Songwriters' Festival at the landmark Flora-Bama Lounge with Hank Adam Locklin performing.

The documentary tells the story of Hank Locklin, who is best known for monster hits "Please Help Me, I'm Falling" and the self-penned "Send Me the Pillow You Dream On." The Grand Ole Opry member from Santa Rosa County recorded 65 albums with 15 million sold and



had two Grammy nominations, six No. 1 hits and 70 chart singles.

WSRE won a Gold Telly Award in the Television Documentary category and received a 2021 Suncoast Regional Emmy® Award Nomination for the production.

FESTIVAL of TREES

The lingering COVID crisis warranted cancelling the Wine & Food Classic signature fundraiser for another year. In its place, the station introduced two new fundraising events—a fall Festival of Trees and an Online Auction and Broadcast in the spring.

WSRE brought the Festival of Trees to the Museum of Commerce in Downtown Pensacola on Thanksgiving weekend with holiday trees and wreaths, decorated by local designers, on display and available



for sale and online auction bidding. The event was successful in bringing holiday cheer to guests and securing community support for the WSRE-TV Foundation. After expenses, the event raised nearly \$32,000.

During the Festival of Trees, event chair Pat Windham was honored for her 30 years of support and friendship to the station. Windham has a heart for the mission of public television and is passionate about the quality programs and educational services WSRE delivers to local communities.



WSRE  **PBS**
Online Auction
 and **BROADCAST**

Going once. Going twice. Sold!

An online auction, with two nights of broadcast, helped the station reach financial goals by fiscal-year-end in June. Local businesses donated auction items and provided corporate support for the broadcasts featuring volunteer guest-hosts Marty Stanovich and Madrina Ciano.



Fundraising for the love of “Masterpiece Mystery!”

The WSRE-TV Foundation hosted a murder mystery dinner fundraiser in February. The dinner and show, “Crime and Pun-ishment: A 1920s Murder Mystery Experience,” was presented by The Murder Mystery Co.’s New Orleans troupe who entertained a costume-clad audience of WSRE supporters.



Ugga mugga, neighbors!

The WSRE PBS Neighborhood Drop-In campaign began as a way to say “thank you” and “ugga mugga”—with doughnuts from Krispy Kreme (9th Avenue, Pensacola)—to special neighbors for all the good they do in our community. “Ugga mugga” is Daniel Tiger’s special way of saying “I love you” on the popular “Daniel Tiger’s Neighborhood” series from Fred Rogers Productions.



In Memoriam

WSRE PBS mourns the loss of Nancy Bullock-Prevot, USN, Ret. (Page 11), who was a tireless and inspiring champion of military veterans and women in service, and Joe Gilchrist (Page 12), “Patron Saint of Songwriters”—both friends of the station and the WSRE-TV Foundation.

WSRE PBS  Passport
Station Member Benefit

WSRE PBS Passport provides station members with access to an expanded on-demand library of quality PBS programming—from early releases and past seasons of binge-worthy dramas to documentaries and world-class performances. The online streaming service is available to members giving \$60 annually or \$5 per month.

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.

Statement of Financial Position

June 30, 2022

Assets

Cash and cash equivalents	1,912,250
Accounts and pledges receivable	282,533
Prepaid expenses	52,371
Investments	2,458,714
Real estate held for sale	25,000
Leased assets	680,064
Capital assets, net of accumulated depreciation*	6,186,249

Total Assets

11,597,181

*Depreciation and Amortization expense was \$783,427 and \$702,712 for 2022 and 2021, respectively.

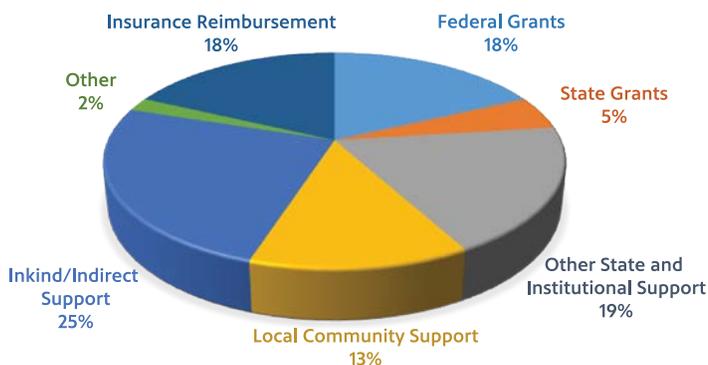
Liabilities and Net Position

Accounts payable and accrued liabilities	61,287
Accrued compensated absences	30,956
Deferred revenue	1,042,432
Leases payable	680,064
Net position	9,782,442

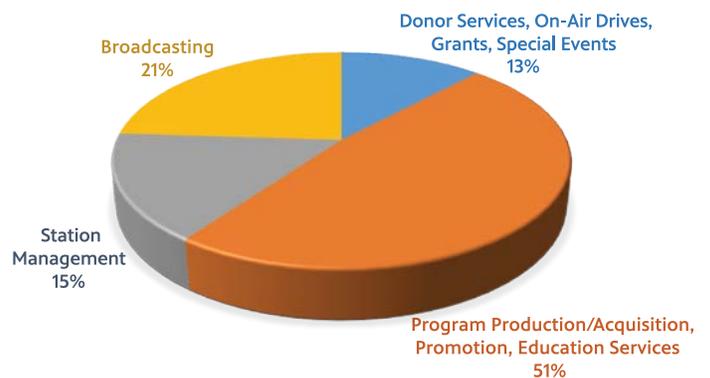
Total Liabilities and Net Position

11,597,181

SOURCES OF STATION RESOURCES — 2022



ALLOCATION OF STATION RESOURCES — 2022



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, 2022. Twenty percent of the Station's FY 2022 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 wsre.org or by request at (850) 484-1231.

Milestones and Awards

- 19**67** WSRE begins broadcast over UHF Channel 23; President Lyndon B. Johnson signs Public Broadcasting Act.
- 19**69** Public Broadcasting Service (PBS) founded; Eric Smith becomes WSRE's first station manager.
- 19**77** "Gourmet Cooking" with Chef Earl Peyroux, a WSRE production, premieres.
- 19**78** Don Dorin manages station as Pensacola Junior College Director of Television Services.
- 19**82** "Gourmet Cooking" goes into national public television syndication.
- 19**88** Allan Pizzato becomes station manager.
- 19**90** WSRE-TV Foundation, Inc. established to support station activities and capital/operating needs.
- 19**92** Sightline reading service for the visually impaired launched.
- 19**94** First broadcast from \$7 million Kugelman Center for Telecommunications.
- 19**97** WLNE (Where Learning Never Ends) created in partnership with Pensacola Junior College Distance Learning and Cox Communications.
- 20**00** 14th Wine & Food Classic wins National Educational Telecommunications Association (NETA) Award for Innovative Fundraising Initiative; Sandy Cesaretti Ray becomes general manager.
- 20**01** FutureVision Capital Campaign launched to fund analog-to-digital transition; digital transmitter installed.
- 20**02** "Pearl Harbor Remembered" wins Bronze Telly.
- 20**04** The 10,000 sq. ft. Jean & Paul Amos Performance Studio dedicated.
- 20**07** "Khaki Coast: How the Panhandle Helped Win WWII" wins Silver Telly; 18th Wine & Food Classic invitation wins Addy Judges Award for Creative Concept.
- 20**08** "Gulf Coast War Memories" and "Khaki Coast: How the Panhandle Helped Win WWII" receive Emmy nominations; 20th Wine & Food Classic hosts Chef Jacques Pépin; PBS KIDS Raising Readers campaign launched; WSRE WORLD and Vme channels launched.
- 20**09** "Gulf Coast War Memories," "Pensacola Veterans Memorial Park," "Honor Flight: A Journey of Heroes" and "The Ripple Effect: The Digital School Initiative" win Bronze Telly awards; "Gulf Coast War Memories" wins NETA Award for Best Outreach Campaign Based on a National Production; analog broadcast ends.
- 20**10** "Gulf Islands National Seashore: The Treasure of the Gulf Coast" receives Emmy nomination, Bronze Telly and Bronze People's Telly; Gulf Coast Consortium forms to expand Deep Water Horizon reporting; Juergen and Helen Ihns Production Facility equipped for high definition production.
- 20**11** "Lighthouses of the Gulf Coast: Sand Island to St. Marks" receives Emmy nomination and Bronze Telly; "Ashley Brown in Concert: Call Me Irresponsible" wins Bronze Telly.
- 20**13** Pensacola State College Learning Lab & WSRE Imagination Station opens at Blue Wahoos Stadium; "Baseball in Pensacola" wins Bronze Telly; 25th Wine & Food Classic hosts former White House pastry chef Roland Mesnier; PBS LearningMedia digital platform launched.
- 20**14** WSRE Imagination Station wins NETA Award for Community Engagement Based on a Local Project.
- 20**15** WSRE Public Square Speakers Series launched with writer Rick Bragg; "An Evening with Tommy Emmanuel" and "In Your Own Backyard: The Blue Angels Air Show" win Bronze Telly awards.
- 20**16** "Undersea Northwest Florida" and "In Your Own Backyard: Pensacon" win Bronze Telly awards; Bob Culkeen becomes general manager.
- 20**17** WSRE PBS KIDS channel launched; "They Were Our Fathers" wins People's Silver Telly; "In Your Own Backyard: Forts of Pensacola/Advanced Redoubt" wins Bronze Telly.
- 20**18** First annual Be My Neighbor Day celebrates 50th anniversary of "Mister Rogers Neighborhood;" "Best of StudioAmped: Volume 2" and "In Your Own Backyard: The Gulf Coast Hot Air Balloon Festival" win Bronze Telly awards.
- 20**19** "Aware: Healthcare Connect" and "StudioAmped: Pensacola Beach Songwriters Festival Songwriters' Special 2018" win Bronze Telly awards.
- 20**20** WSRE channels move to new frequencies and digital transmitter and antenna replaced as part of FCC repack; "StudioAmped: Pensacola Beach Songwriters Festival Songwriters' Special 2019" wins Bronze Telly; Jill Hubbs becomes general manager.
- 20**21** "Hank Locklin: Country Music's Timeless Tenor" wins Gold Telly and receives Emmy nomination; "Beyond the Menu" wins Bronze Telly; fifth channel added.



A Service of Pensacola State College

**Kugelman Center for Telecommunications
Pensacola State College
1000 College Boulevard
Pensacola, FL 32504**

850-484-1200 | 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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