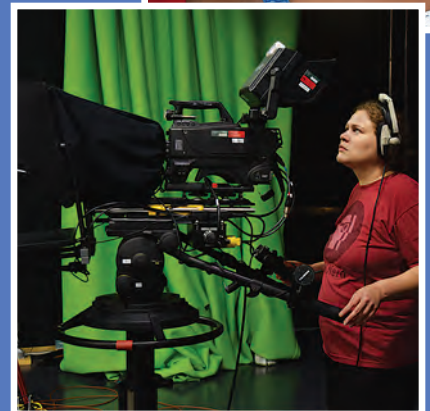


Annual Content and Service Report

to the Community

2019–2020

WSRE PBS



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WSRE

Positively impacting communities through education, entertainment and engagement.

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).

Pensacola State College does not discriminate against any person on the basis of race, ethnicity, national origin, color, gender/sex, age, religion, marital status, pregnancy, disability, sexual orientation, gender identity or genetic information in its educational programs, activities or employment. For inquiries regarding Title IX and the College's nondiscrimination policies, contact the Executive Director of Institutional Diversity and Student Conduct at (850) 484-1759, Pensacola State College, 1000 College Blvd., Pensacola, Florida 32504.

“If you **look for the helpers,**
you’ll know that there is hope.”

—Fred Rogers

As the community’s PBS station for 50 years, WSRE has been a trusted neighbor striving to provide people of every age and interest with a classroom, a passport and a stage for the arts.

Recently, while facing new challenges, we have been able to fulfill our mission by producing programs remotely from home, finding new ways to engage with viewers as in-person events are postponed and delivering crucial educational resources with greater urgency.

Throughout the coronavirus crisis, WSRE has helped local families adjust to new school routines with online educational resources for parents and teachers and a new At-Home Learning standards-aligned program schedule for students in grades PreK–12.

Our production team created new procedures for safely producing local programs, and our development team has reimagined fundraising efforts to protect local delivery of quality PBS programming.

COVID-19 had begun to take hold as we neared the end of the fiscal year. At that time, we all felt anxious and scared about the things we were learning and more so about the things we did not know.

WSRE’s message then and now is one of gratitude and hope as expressed in a video we produced that is directed to local healthcare workers and first responders: “Thank you for caring for the people in our neighborhood.”



enforcement and emergency services work to ensure our health and safety at the risk of their own.

Like other organizations, WSRE is facing financial challenges, restoration from a storm named Sally and ongoing adjustments to fulfill our mission during a global pandemic that has significantly impacted our community. But we look to the helpers, and we see hope.

We are grateful to a generous community whose dedication and commitment allow us to remain a critical source of trusted information, a safe space for our children to learn and to grow, and a window to the world—accessible to all from the comfort and safety of home.



Hal George

Hal George

Chair, WSRE-TV Foundation, Inc.
2019–2020



Jill Hubbs

Jill Hubbs

General Manager, WSRE
Executive Director,
WSRE-TV Foundation, Inc.



WSRE PBS (23.1)

Our primary channel delivers local productions and beloved public television standards like "PBS NewsHour," "Antiques Roadshow," "NOVA" and "Masterpiece," along with trusted PBS KIDS programming.

StudioAmped



WSRE WORLD (23.2)

WORLD Channel shares the best of public media in news, documentaries and fact-based informational programming. The Florida Channel is carried 5 a.m. to 5 p.m. Saturdays and 5 a.m. to 6 p.m. Sundays.

Stories From The Stage



WSRE PBS KIDS (23.4)

PBS KIDS is committed to making a positive impact on children through curriculum-based entertainment with positive role models and content designed to nurture a child's total well-being.

Molly From Denali



WSRE CREATE (23.3)

The do-it-yourself program genres seen on Create® TV include viewers' favorite public television series and specials on food, travel, home and garden, arts and crafts, fitness and other lifestyle interests.

Rick Steves' Europe

Local Value & Impact

Mission

WSRE public media positively impacts communities through education, entertainment and engagement.

Vision

Recognized, utilized and supported by the communities WSRE serves.

As a PBS member station serving Northwest Florida and South Alabama, WSRE is a valuable part of the region's advancement.

We serve as a critical source of trusted information and a safe media space for our children to grow and learn. We make the arts accessible, bringing the world's best performances to everyone. We connect local communities and document local history. We also serve a vital role as part of the nation's emergency response system.

During the 2019–2020 fiscal year, WSRE expanded educational services with the addition of a new Imagination Station early learning activity center at C.A. Weis Elementary School. Focused on child development and kindergarten readiness, each WSRE Imagination Station provides access to technology, books and educational toys for parents to use while engaging in learning activities with their children.

Our key service of providing educational media and digital resources to local families and schools became most essential as we experienced school closures due to the COVID-19 pandemic.

In March, we launched a new At-Home Learning daytime TV schedule of standards-aligned programming for grades PreK–12 and a one-stop website linking teachers and parents to a plethora of online libraries, games and apps to help facilitate the transition from classroom to screen time instruction.

Addressing another healthcare crisis, WSRE teamed up with WEAR's Channel 3 News to host a town hall event and broadcast about the opioid epidemic in the fall. Then, adjusting to the new normal, WSRE's local productions continued with remote technology and a special "inStudio" conversation on "Coping with COVID-19" in May.

Before life as we knew it came to a halt, we were celebrating the arts with the PBS premiere of the Ken Burns "Country Music" documentary series, a benefit concert by country torchbearer Marty Stuart and the Pensacola Barn Dance Wine & Food Classic fundraising event. And with a local grant from The Bear Family Foundation and original funding from a "Country Music" Community Engagement Grant from WETA in Washington, D.C., WSRE began production on a documentary about our community's own country legend, Hank Locklin.

Accessible to all, WSRE's local services and productions, along with delivery of high quality, trusted media that educates, inspires and entertains, have a deep impact on our region.

WSRE is accessible to everyone—over the air, digitally and through public events.

We serve a population of 1.5 million people along the Gulf Coast, from the Alabama/Mississippi state line to Destin, Fla., with four over-the-air channels. Station information, program schedules and video streaming can be accessed online at wsre.org.

Content is reflective of our audience, expressing diverse perspectives. We provide trusted programming that is unique and different from commercial broadcasting, and our events provide opportunities for civic engagement, enlightening conversation and exposure to the arts.

Production facilities are located in the Kugelman Center for Telecommunications on the campus of Pensacola State College and are accented by the Jean & Paul Amos Performance Studio, which serves the community as a live broadcast, performance and event venue.

Productions

“Country Music” sets the stage

With a community engagement grant from WETA (Washington, D.C.), WSRE celebrated the highly anticipated release of the Ken Burns “Country Music” documentary series with productions featuring local talent, film screenings with a panel discussion among acclaimed artists from our region, and the launch of production on a new film about the music and career of country crooner Hank Locklin. WSRE was one of 37 PBS stations to receive the grant.

“Country Music” is an eight-part, 16-hour film produced by Burns and his longtime collaborators Dayton Duncan and Julie Dunfey. With a fall 2019 premiere on PBS, this mega-doc explores two crucial questions — “What is country music?” and “Where did it come from?” — while focusing on the biographies of the fascinating trailblazers who created and shaped it.

Summer Country Concerts

Produced in partnership with the Frank Brown International Songwriters’ Festival, production of WSRE’s annual “StudioAmped” concert series was expanded in August to include three Summer Country Concerts featuring Tony-Ray Thompson, The BeachBilly’s, and songwriters Brittany Grimes, Davis Nix and Darrel Roberts. The shows were produced before a studio audience in the WSRE Jean & Paul Amos Performance Studio and aired in conjunction with the “Country Music” broadcast premiere.

Advance Film Screenings

A 45-minute “Country Music” screener was shown in advance of the broadcast in the WSRE Jean & Paul Amos Performance Studio at Pensacola State College and at the Suds N Cinema theater in Fort Walton Beach.

During the Pensacola event, guests also enjoyed live bluegrass by The Gator Boys before the film and a panel discussion and audience Q&A with area experts and country music insiders. “Grand Ole Opry” comedian T. Bubba Bechtol led the panel including Ricky Lee Phelps of the Kentucky Headhunters; renowned songwriter Jim Pasquale and Reneda Cross Pasquale, directors of the Pensacola Beach Songwriters Festival; and Andy Haynes, director of the Frank Brown International Songwriters’ Festival.

Hank Locklin Documentary

WSRE launched production of a new film about country legend Hank Locklin, who hailed from the piney woods of Santa Rosa County in McLellan, Fla. “Hank Locklin: Country Music’s Timeless Tenor” was scheduled for release in the fall of 2020, commemorating the 60th anniversary of two career milestones: the release of “Please Help Me, I’m Falling” and Locklin’s Grand Ole Opry induction. An additional grant from The Bear Family Foundation also helped make possible research at the Country Music Hall of Fame and Museum and Grand Ole Opry archives and Nashville interviews with country icons Bill Anderson, Vince Gill, Dolly Parton, Charley Pride, Jeannie Seely, Marty Stuart, Dwight Yoakam and others.

& Programs



A STORY OF AMERICA, ONE SONG AT A TIME.



COUNTRY MUSIC

“StudioAmped” rocks Season 12

WSRE’s “StudioAmped” concert series showcases the original music of regional artists plus headliners from the Pensacola Beach Songwriters Festival each fall. Season 12 was produced in the WSRE Jean & Paul Amos Performance Studio and featured Christina Christian; Marlow Boys; Tyler Livingston & The Absolutes; Molly Thomas and The Rare Birds; The Crooked Vines; Adam Holt; Stephanie Leigh Hall; and Hash Cabbage. The “Pensacola Beach Songwriters Festival Songwriters’ Special” featured the renowned Joe Allen, Roger Cook and Jim Pasquale.

“Town Hall: Addicted Florida” spotlights opioid crisis

To raise awareness about the opioid epidemic in Florida and its effect on local communities, WSRE Public Square and WEAR’s Channel 3 News teamed up in November to host a town hall event and live broadcast. The 90-minute community conversation featured an expert panel of healthcare professionals and representatives from federal, state and local authorities. Community agencies were also on hand offering support and information about their services.

Sue Straughn of Channel 3 News led the panel discussion among Dennis Dawson, Drug Enforcement Administration; Jeff Gaddy, Levin Papantonio Rafferty; Dr. Paul Glisson, Baptist Health Care; and Dustin Perry, Lakeview Center, Inc. WSRE’s Jeff Weeks facilitated questions from the audience.

Produced in the WSRE Jean & Paul Amos Performance Studio, the program aired on WSRE and WFGX with simulcast on NewsRadio 92.3 FM & 1620 AM. It was also streamed by WEAR.

“Aware!” bids farewell

On a special edition of the “Aware!” show in February, longtime host, Dee Dee Sharp, and producer, Dr. Gael Frazer, said goodbye to viewers and colleagues after 30 years on WSRE. The two-part 30th anniversary special looked back at the show’s memorable moments and featured encore appearances by familiar guests.

The show debuted in 1990 as a community affairs program about various minority communities and those underrepresented in our area. Over the years, “Aware!” has addressed issues impacting the elderly, disabled, veterans and the economically challenged. The show has also been a showcase for the arts and literature.

“Nightmare Theatre” debuts in new markets

“Nightmare Theatre”—a WSRE production introducing old horror films in a humorous manner with a side of intriguing film history—is now showing on PBS stations in six other markets: Chattanooga and Knoxville in Tennessee, and Gainesville, Jacksonville, Fort Myers and Tallahassee in Florida. Horror Host Hall of Famers Mike Ensley, Chip Chism and Lemmie Crews write the scripts and star as the endearing show hosts: Baron Mondo Von Doren, El Sapo de Tempesto and Mittens the Werewolf. Thirteen new episodes were produced for the series’ second season.





Local series connect the community

Throughout the year, WSRE's ongoing series showcase the personal achievements, issues of impact, helpful resources and notable celebrations of our community.

“Conversations with Jeff Weeks”

Jeff Weeks interviews personalities from all walks of life and in business, politics, arts, entertainment, literature and sports. His conversations for this 11th season:

- Dr. Hul-Ya (Gail) Han (Sleep Specialist)
- Dave Glassman and Stan Barnard (Pensacola Veterans Memorial Park)
- Darrel Roberts, Brittany Grimes and Davis Nix (Songwriters)
- Joe Allen, Roger Cook and Jim Pasquale (Songwriters)
- John Stewart (Florida Bar President)
- Mike Papantonio (Author and Lawyer)
- Larry Martin and Mike Cotton (“Back to China Beach” Filmmakers)
- Mary S. Palmer (Author)
- Bob Dillner (Motor Sports Journalist)
- Dr. Cedric Alexander (Law Enforcement Author and Analyst)

“inStudio”

Jeff Weeks, Sherri Hemminghaus Weeks and Dr. Rameca Vincent Leary are producers and hosts of WSRE's “inStudio” community discussion series. The following topics were covered this year:

- “Educational Radio: Broadcast Pioneer” (Dr. Clarence Morgan)
- “Pensacola's EntreCon 2019”
- “Blue Tarps” (Hurricane Michael Documentary)
- “Suicide: A Public Health Crisis”
- “The State of the Arts 2020”
- “Coping with COVID-19”
- “The Regional Economy and COVID-19”

“Legislative Review”

Jeff Weeks facilitated a community discussion with the Northwest Florida legislative delegation about issues facing state government leading into the 2020 session. A WSRE tradition for nearly four decades, “Legislative Review” presents questions submitted by the public and is now simulcast by media partner NewsRadio 92.3 FM & 1620 AM.

“Pensacola State Today”

Dr. Rameca Vincent Leary produces and hosts “Pensacola State Today” to cover the student achievements, community engagement and educational programs of Pensacola State College. Topics covered this academic year: “Athletics Hall of Fame,” “TRIO (Student Services) Programs,” “College Completion, Recruitment and Diversity” and “Staying Connected Through COVID-19.”



Educational Services

“At-Home Learning” program schedule and digital resources aid remote schooling

WSRE began airing a new daytime schedule of At-Home Learning PBS programs suited for students in grades PreK–12 in the spring. The schedule change was part of a statewide effort among PBS stations in Florida to support families, educators and students during school closures brought on by the coronavirus pandemic.

Like the digital resources available online through PBS LearningMedia, this new weekday television schedule has provided educational programs that are aligned to state standards for Florida schools and are free and accessible from home. Programming blocks have covered English language arts, literature, social studies, science and math.

A one-stop At-Home Learning website (wsre.org/learning) was published providing the TV schedule, a calendar of daily learning activities, and links to digital libraries, lesson plans and activities—extraordinary tools and trusted education resources for students, parents, teachers and caregivers during challenging times.

“PBS stations like WSRE are ideally suited to deliver this content, not only because of the educational quality of our programs, but also because our broadcast signal is available for free to all homes in our coverage area. It is our hope that families will tune in and use these online educational resources to create at-home learning environments for their children.”

—Jill Hubbs, WSRE General Manager and Director, Educational Services & Outreach

**WSRE Imagination Station
at Blue Wahoos Stadium**

& Outreach

WSRE teams up with Wahoos for early learning family fun

Families were invited to the WSRE Imagination Station early learning lab at Blue Wahoos Stadium in August for a fun-filled day of children's activities and appearances by characters from "Clifford the Big Red Dog," "Super Why!" and "Curious George" on PBS KIDS.

Hit a Home Run for Early Learning is now an annual event celebrated throughout the stadium during one baseball game each summer.

WSRE Imagination Stations are free early learning activity centers geared for children from birth to age 5. They provide safe and well-equipped spaces for parents to engage with their children in hands-on activities using PBS KIDS educational resources, computer games, books and toys.

Hours are 9 a.m. to noon Monday through Saturday. And at the stadium, doors are open an hour before the first pitch and during Pensacola Blue Wahoos home games. Starting in March, operations were temporarily suspended for the safety of staff and guests due to COVID-19.

New Imagination Station serves C.A. Weis Elementary neighborhood

In November, WSRE celebrated the opening of a new Imagination Station early learning lab for neighborhood families at C.A. Weis Elementary School. Partners in the project gathered for an open house of the facility designed to spark play, creativity and learning with separate spaces equipped for babies and preschoolers. Project partners include Gulf Power, The Melba Bayers Meyer Charitable Trust, Achieve Escambia, the Escambia County School District and Pensacola State College.

Nashville songwriters conduct workshop for Pace Center for Girls

WSRE and the Pensacola Beach Songwriters Festival partnered to arrange a songwriting workshop, conducted by Nashville songwriters Anne Buckle, Tim Buppert and Jerry Vandiver, for students from Pace Center for Girls Escambia Santa Rosa in October. Nearly 50 students participated in the event held at Pensacola State College.

Pace Center for Girls is a non-profit alternative education and counseling program committed to empowering and inspiring young women while helping them complete their education and build self-esteem.

The idea for the workshop was sparked by a "Country Music" Community Engagement Grant awarded to WSRE by WETA (Washington, D.C.) and the success of similar workshops conducted by the trio of songwriters locally and in Nashville. All three have long partnered with the Pensacola Beach Songwriters Festival to bring instruction and mentoring about the art of music into local classrooms. They also participate in the Country Music Hall of Fame Words & Music program, which allows students to express themselves creatively and to learn the craft of lyric writing.



Pensacola Barn Dance WSRE Wine & Food Classic

Development



Annual Wine & Food Classic goes country for public television

The Pensacola Barn Dance theme for the 31st WSRE Wine & Food Classic walkabout tasting was a nod to country music history along the Florida Panhandle and the barn dances established by Neal “Pappy” McCormick in the 1930s and 1940s. McCormick was a band leader and steel guitarist whose Hawaiian Troubadours played the San Carlos Hotel in Downtown Pensacola and who broadcast over WCOA and mentored a young Hank Williams. He built his first barn dance hall in Panama City and renamed the band the Barn Dance Troubadours. He set up the Pensacola Barn Dance on

Hwy. 90 in the Brownsville area, presenting stars from the Grand Ole Opry.

In support of the WSRE-TV Foundation, 15 local chefs along with culinary students from Pensacola State College participated in the annual walkabout tasting held in the WSRE Jean

& Paul Amos Performance Studio on Oct. 11. Beverages were donated by Republic National Distributing and The Lewis Bear Company.

Participating chefs were Joe Abston, Pot Roast & Pinot; Mike DeSorbo, Culinary Productions; Dan Dunn, Big Top Brewing Company; Cory Ernes, Aragon Café; Jason Hughes, The Grand Marlin; Chrisoula Hulion, Chrisoula’s Cheesecake Shoppe; Paulette Martin, Nouveau Catering; Corey McLeod, Back Alley Sports Pub; Blake Rushing, Union Public House; John Smith, Hemingway’s Island Grill; Chris Tingle, McGuire’s Irish Pub; Chad Gorey, Great Southern Restaurants; Steven Turner, Polonza Bistro; Josh Warner, The District; and Jesse Sproles, Scenic Hills Country Club.

Celebrity chef Kevin Belton was on hand to greet fans, and music was performed by Sugarcane Jane and The Bucket Fillers, fresh off a tour opening for Dwight Yoakam. Star of “New Orleans Cooking with Kevin Belton” and “Kevin Belton’s New Orleans Celebrations” on PBS, Belton also appeared for a book signing at the Bodacious Bookstore and Café in Downtown Pensacola.

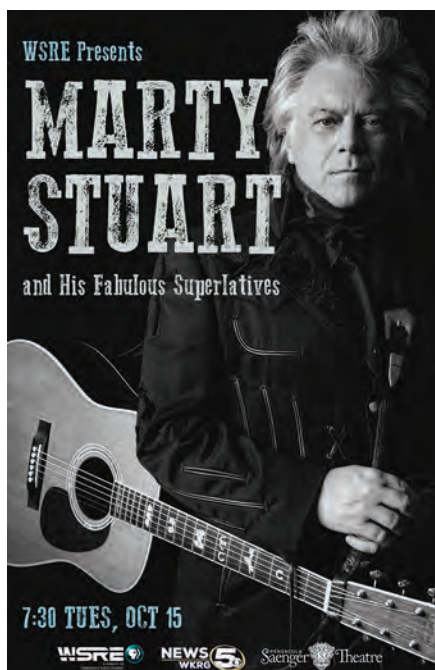
In keeping with the country theme and in recognition of their community service, Cat Country 98.7 FM’s Dave and Mary Hoxeng and Brent and Angela Lane were honorary chairs for the event which raised \$75,567 net revenue for the station.

Marty Stuart concert supports WSRE

Aside from playing a mean mandolin and having a lifelong and storied career in country music, Marty Stuart is known as the genre’s unofficial recordkeeper. He played a guiding role in the creation of the Ken Burns “Country Music” documentary series, and that made him a fitting choice to perform a concert benefiting the WSRE-TV Foundation.

On tour to commemorate the 20th anniversary of his album, “The Pilgrim,” Stuart and His Fabulous Superlatives—Kenny Vaughan, Harry Stinson and Chris Scruggs—performed at the Pensacola Saenger Theatre on Oct. 15. The event raised \$17,719 net revenue for the station.

& Community Engagement



Medal of Honor recipient helps community honor Gold Star families

WSRE Public Square presented Medal of Honor recipient Hershel “Woody” Williams, along with a panel discussion among local Gold Star family members, at the station in December.

Williams is the sole surviving Marine from World War II to have received the Medal of Honor. President Truman presented the medal for “conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty” during the Battle of Iwo Jima with the 21st Marines, 3rd Marine Division. His personal commitment to veterans and their families brought about the Hershel Woody Williams Medal of Honor Foundation which pays tribute to Gold Star families for their sacrifice.

Williams helped facilitate the placement of a new Gold Star Families Memorial Monument at Pensacola Veterans Memorial Park, and he would return a year later for its unveiling.

Gulfarium hosts PBS KIDS & Family Day in support of WSRE

Each March, WSRE brings children’s activities and beloved characters from PBS KIDS shows to Gulfarium Marine Adventure Park for a day of family fun and learning in support of public television. For the sixth annual WSRE PBS KIDS & Family Day, The Cat in the Hat, Clifford the Big Red Dog, Curious George and his sidekick, Man in the Yellow Hat, were on hand to greet young fans.

Along with character meet-and-greet fun, children engaged in hands-on activities, including arts and crafts and a scavenger hunt, while also taking in the park’s dolphin and sea lion shows, animal exhibits and aquariums.

With a portion of the day’s admission sales donated to the WSRE-TV Foundation and with Gulf Power joining Gulfarium Marine Adventure Park as a sponsor, this event raised \$14,286 in net revenue for the station.

Growing membership helps sustain program delivery

WSRE greatly relies on support from corporate funders and individual members for programming, production and the capital required to maintain station operations and meet the constant demands of innovation in broadcast and digital communications technology.

At the close of the fiscal year, WSRE membership totaled 4,000 and had grown by 21% over the previous year, gaining 700 new members.

Sixty-three members were taking part in the WSRE Inner Circle, meeting periodically for updates on station activities and for social time with fellow WSRE viewers and fans of PBS. Inner Circle members commit to annual giving of \$1,000 or more.

On-air pledge drives serve as public television’s traditional invitation for viewers to become station members. Thanks to the support of committed volunteers, corporate sponsors and dedicated viewers, WSRE raised \$217,000 during pledge drives in the 2019–2020 fiscal year.





WSRE PBS KIDS & Family Day at
Gulfarium Marine Adventure Park

Notable

Antenna installation in Baldwin County, Ala.

FCC mandate brings about upgrades and move to new frequencies

WSRE's move to new frequencies on Oct. 25 involved significant technology advancements and a communications campaign for viewers to rescan their televisions for over-the-air reception of the station's four active channels.

This was brought about by a Federal Communications Commission auction of broadcast airwaves to provide more channels for wireless internet

Achievements

broadband services. Though WSRE did not participate in the auction, the move was required by the FCC to make room for wireless services.

By meeting an incentive deadline, WSRE received significant funding for preparing the station's transmission for the next generation of television broadcast. A critical part of this work was replacement of the antenna and upgrades to the transmitter station at the broadcast tower in Baldwin County, Ala. The funding would also support an upgrade to the station's automation system.

"StudioAmped: PBSF Songwriters' Special" wins Bronze Telly Award

WSRE's "StudioAmped: Pensacola Beach Songwriters Festival Songwriters' Special" was awarded a 2020 Bronze Telly Award for excellence in video and television production.

The production team was led by Bill Harrell, executive producer; Mike Rowan, senior producer/director; Ted King, episode director/editor; and Allen Abrahamson and Jeff Jordan, broadcast audio engineers. James Roy is series director/editor.

For the past decade, the "StudioAmped" series has included one special episode featuring notable songwriters from the Pensacola Beach Songwriters Festival. This 10th anniversary special stars Joe Allen, Roger Cook and Jim Pasquale, whose combined hits have been recorded by some of America's most beloved artists: Andy Williams, Don Williams, Johnny Cash, Glen Campbell, Ray Charles, Eric Clapton, Loretta Lynn, Crystal Gayle, Charley Pride, George Jones and Merle Haggard among them.



Invite for "Country Music" themed fundraisers wins AAF Pensacola Silver Addy Award

WSRE's printed invitation for the Pensacola Barn Dance Wine & Food Classic and benefit concert featuring Marty Stuart and His Fabulous Superlatives was presented a Silver Addy Award by the Pensacola Chapter of the American Advertising Federation. Tracey Burgess is graphic designer, and Mary Riker is copywriter.



Jill Hubbs appointed general manager

Pensacola State College appointed Jill Hubbs to serve as interim general manager of WSRE and executive director of the WSRE-TV Foundation in December.

Hubbs had previously served as director of Educational Services and Outreach, joining the station in 1996. A former school



teacher, she has successfully launched major early learning initiatives and teacher training programs during her first 23 years at WSRE. In recent years, she led the opening of two Imagination Station early learning activity centers at Blue Wahoos Stadium and C.A. Weis Elementary School. She is also the award-winning producer of several WSRE productions.

WSRE Statement of Financial Position

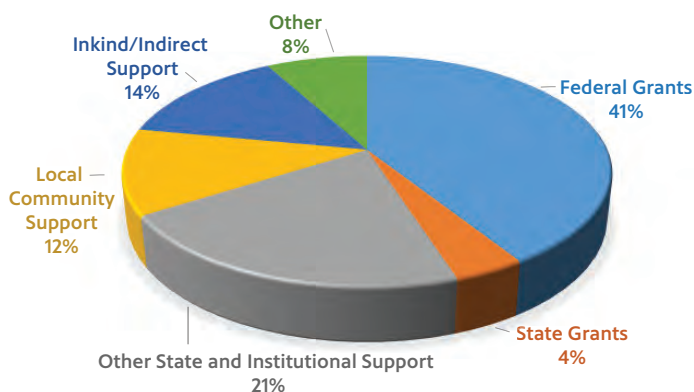
	June 30, 2020	June 30, 2019
Assets		
Cash and cash equivalents	2,425,417	1,080,141
Accounts and pledges receivable	230,070	993,869
Prepaid expenses	56,455	49,883
Investments	2,258,295	2,152,392
Real estate held for sale	25,000	25,000
Capital assets, net of accumulated depreciation*	7,111,809	5,634,890
Total Assets	12,107,046	9,936,175

* Depreciation expense was \$589,497 and \$278,995 for 2020 and 2019, respectively.

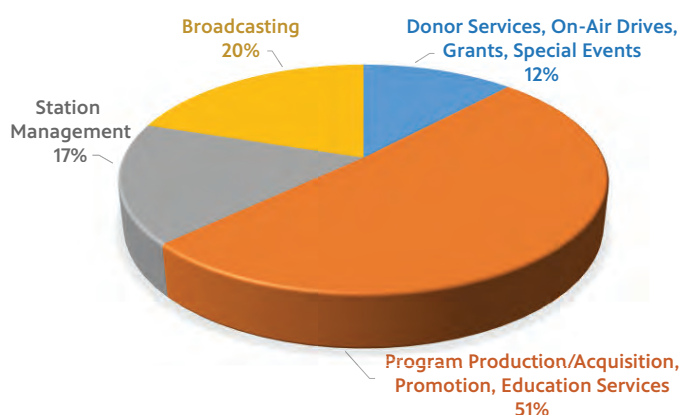
Liabilities and Net Position

Accounts payable and accrued liabilities	196,355	884,850
Accrued compensated absences	30,187	63,942
Deferred revenue	1,490,999	237,631
Net position	10,389,505	8,749,752
Total Liabilities and Net Position	12,107,046	9,936,175

SOURCES OF STATION RESOURCES — FY 2020



ALLOCATION OF STATION RESOURCES — FY 2020



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 29% of the total assets of the Station at June 30, 2020. Thirty percent of the Station's FY 2020 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

- 1967** WSRE begins broadcast over UHF Channel 23; President Lyndon B. Johnson signs Public Broadcasting Act.
- 1969** Public Broadcasting Service (PBS) founded; Eric Smith becomes WSRE's first station manager.
- 1977** "Gourmet Cooking" with Chef Earl Peyroux, a WSRE production, premieres.
- 1978** Don Dorin manages station as Pensacola Junior College Director of Television Services.
- 1982** "Gourmet Cooking" goes into national public television syndication.
- 1988** Allan Pizzato becomes station manager.
- 1990** WSRE-TV Foundation, Inc. established to support station activities and capital/operating needs.
- 1992** Sightline reading service for the visually impaired launched.
- 1994** First broadcast from \$7 million Kugelman Center for Telecommunications.
- 1997** WLNE (Where Learning Never Ends) created in partnership with Pensacola Junior College Distance Learning and Cox Communications.
- 2000** 14th Wine & Food Classic wins National Educational Telecommunications Association (NETA) Award for Innovative Fundraising Initiative; Sandy Cesaretti Ray becomes general manager.
- 2001** FutureVision Capital Campaign launched to fund analog-to-digital transition; digital transmitter installed.
- 2002** "Pearl Harbor Remembered" wins Bronze Telly.
- 2004** The 10,000 sq. ft. Jean & Paul Amos Performance Studio dedicated.
- 2007** "Khaki Coast: How the Panhandle Helped Win WWII" wins Silver Telly; 18th Wine & Food Classic invitation wins Addy Judges Award for Creative Concept.
- 2008** "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.
- 2009** "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.
- 2010** "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.
- 2011** "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.
- 2013** 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.
- 2014** WSRE Imagination Station wins NETA Award for Community Engagement Based on a Local Project.
- 2015** WSRE Public Square Speakers Series launched with Pulitzer Prize-winning writer Rick Bragg; "An Evening with Tommy Emmanuel" and "In Your Own Backyard: The Blue Angels Air Show" win Bronze Telly awards.
- 2016** "In Your Own Backyard: Pensacon" and "Undersea Northwest Florida" win Bronze Telly awards; Bob Culkeen becomes general manager.
- 2017** 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.
- 2018** First annual Be My Neighbor Day celebrates 50th anniversary of "Mister Rogers Neighborhood;" "In Your Own Backyard: The Gulf Coast Hot Air Balloon Festival" and "Best of StudioAmped: Volume 2" win Bronze Telly awards.
- 2019** "Aware: Healthcare Connect" and "StudioAmped: Pensacola Beach Songwriters Festival Songwriters' Special 2018" win Bronze Telly awards.
- 2020** 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.



"For 50 years, your local PBS station has been a trusted neighbor. Now as America faces a new challenge, we are all in this together, and PBS remains a critical source of timely and trusted information, a vital part of our nation's emergency response system, and a safe space for young children to learn and to grow."

—Paula Kerger, Public Broadcasting Service CEO

