

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

**2020-2021**

**INSRE**



**PBS**

**Trusted.  
Valued.  
Essential.**



**WSRE PBS serves Northwest Florida and neighboring Alabama communities** with programming of the highest quality, using media to educate, inspire, entertain and express a diversity of perspectives.

While a member of the Public Broadcasting System (PBS), the station is governed locally.

WSRE is licensed to the Pensacola State College District Board of Trustees that 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 solicits donations, conducts fundraising activities and manages the investment or expenditure of those funds in support of station activities.

## Our Leadership, 2020–2021

### Pensacola State College

Dr. C. Edward Meadows, President  
Sandy Cesaretti Ray, Associate Vice President,  
Government & Community Relations

### Pensacola State College District Board of Trustees

Patrick Dawson, Chair  
Edward Moore, Vice Chair  
Carol Carlan  
Kevin Lacz  
Marjorie Moore  
Wendell Smith  
Herb Woll

### WSRE

Jill Hubbs, General Manager;  
Director, Education Content & Services  
Darrel Harrison, Asst. General Manager;  
Director, Engineering & Broadcast  
Laura Shaud, Director,  
Business & Administration  
Tracie Hodson, Director,  
Development & Community Engagement  
Mary Riker, Director,  
Marketing & Communications  
Mike Rowan, Senior Producer & Director  
Brent Burton, Traffic Manager

### WSRE-TV Foundation, Inc.

Dr. Lusharon Wiley, Chair  
Chip Wood, Vice Chair  
David Dear, Secretary  
Laura Shaud, Treasurer  
Hal George, Past Chair  
Jill Hubbs, Executive Director

John Adams	Tyler Kercher
Becca Boles	Larry Kuhn
Jarrold Dawson	Barbara Little
Lou Donaldson	Andrew Martin
Aimee Dumas	Kim Parker
James Fitzpatrick	Dr. Troy Tippet
Dr. Paul Glisson	Dr. Brent Videau
Cameron Gore	Delarian Wiggins
Helen Ihns	Herb Woll
Jolinda Jones	

**As a noncommercial PBS member station, WSRE PBS empowers individuals** to achieve their potential and helps strengthen the social, democratic and cultural health of our region.

We are able to do this thanks to your support either as an individual member of the station or as a partner organization seeking to enrich the lives of your neighbors and to positively impact our community.

Thank you for joining us in our commitment to provide local families with multiplatform content from the nation's most trusted educational media brand for children — PBS KIDS — and to opening new worlds for learners of all ages through groundbreaking documentaries and beloved series like “Nature,” “NOVA,” “American Experience,” “Great Performances” and “Masterpiece.”

This year marked the 50th anniversary of “Masterpiece,” America’s longest-running weekly primetime drama series, which began its incredible award-winning run on Jan. 10, 1971.

Other celebrations this year included Telly Awards for two WSRE productions — a Bronze Telly for “Beyond the Menu” and a Gold Telly for “Hank Locklin: Country Music’s Timeless Tenor,” which was also honored by the National Academy of Television Arts & Sciences with a Suncoast Regional Emmy® Award nomination.

The Hank Locklin documentary has aired on more than 200 PBS stations, and our fun horror film series “Nightmare Theatre” was on six PBS stations by the end of the fiscal year.

Our team is also to be commended for how well they have adapted to the difficult circumstances we all have navigated during the coronavirus pandemic and in the wake of hurricane Sally, which caused significant damage to our facility.

To help local families and schools navigate these crises, as well, we provided At-Home Learning and PBS LearningMedia educational resources and hosted a virtual Be My Neighbor Day event that children could take part in safely at home.

Mindful of the safety of both crew and guests, we are happily returning to in-studio productions and in-person events with renewed dedication to the mission of public television and immense gratitude for your support, which allows us to remain a critical source of trusted media content and a safe media space for children to grow and learn.

We are grateful to you — our community, viewers and sponsors — for your continued dedication to this public television station. As they say, it takes a village — or as Mister Rogers would say, a neighborhood — and we appreciate everyone who is part of the WSRE PBS neighborhood.



*Lusharon Wiley*

Dr. Lusharon Wiley  
Chair, WSRE-TV Foundation, Inc.  
2020-2021



*Jill Hubbs*

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



# Everyone deserves great media.

**For more than 50 years, WSRE PBS has served local viewers of every age and interest** as a classroom, a passport and a stage for the arts. The PBS programming and local productions we deliver expand the minds of our children, increase our knowledge of history and science, keep us informed on world events and cultures, and expose us all to the worlds of music, theater, dance and art.

WSRE was established in 1967 as an educational television service licensed to the Escambia County School Board and was among the first stations to join the new Public Broadcasting Service (PBS) in 1969.

Today, we are a multiplatform media organization that serves our region through television, mobile and connected devices, the web and more, while also serving schools in Escambia, Santa Rosa and Okaloosa counties with digital resources for classroom instruction.

This year, we made important technology upgrades to the station's multichannel master control system, replacing the computer automation responsible for all on-air broadcast and the essential equipment used for the Emergency Alert System and other broadcast operations. These upgrades make possible the addition of a fifth broadcast channel to better fulfill our mission in the future.

## 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.



# Education

**Educational media from PBS, delivered to local families and teachers through WSRE PBS,** helps to prepare children for success in school and opens up the world to them in age-appropriate ways. Teachers turn to our digital content to bring classroom lessons to life.

Decades of research confirms that PBS KIDS programs and services help early learners build critical literacy, math and social-emotional skills while thousands of standards-aligned teaching resources from PBS LearningMedia inspire students at all grade levels.



## At-Home Learning

With an abundance of free educational resources, WSRE has helped local teachers and families face the extraordinary challenges of educating children during the coronavirus pandemic.

Clearly, COVID-19 has changed the way kids learn and has increased the level of parent engagement in learning activities at home. Though most students returned to brick and mortar classrooms this year, we have continued our newly established weekday broadcasts of curriculum-related, standards-aligned programs supported by companion learning resources available online.



**WSRE PBS**

**AT-HOME  
LEARNING**

A Florida Public Media Partnership

Shows for ages 2–8 air on WSRE PBS (over-the-air Channel 23.1) with printable weekly activity packets available for grades PreK–2.

Programs designed to supplement learning for middle and high school students are broadcast on WSRE WORLD (over-the-air Channel 23.2) with episodes tied to digital resources on PBS LearningMedia.

Our At-Home Learning initiatives continue as part of an effort among PBS stations to address COVID-19's impact on schools and feature a one-stop web page with links to digital resources designed to enhance learning both at home and during classroom instruction.

## Virtual Edcamp

PBS KIDS is an excellent resource for educators. In March, we invited local teachers (grades PreK–5) to take part in the free and virtual PBS KIDS Edcamp — a morning of peer-led conversations about ways to improve classroom practice and positively impact student learning using digital tools from PBS KIDS.

## Be My Neighbor Day

COVID-19 continued to impact our ability to safely engage with families in person. Our Imagination Stations at Blue Wahoos Stadium and C.A. Weis Elementary School were closed the entire year. In May, Be My Neighbor Day returned as a virtual broadcast event for families with young children to enjoy at home.

In the spirit of the iconic “Mister Rogers’ Neighborhood,” Be My Neighbor Day aims to connect local families to the many educational and public safety resources available to them.



This year's virtual event featured an on-air and streaming marathon of “Daniel Tiger’s Neighborhood” with hands-on learning activities for kids to do at home. Participants could download activity materials online, and printed activity kits were distributed by public libraries in Escambia, Santa Rosa and Okaloosa counties to ensure access for all families regardless of digital connection.

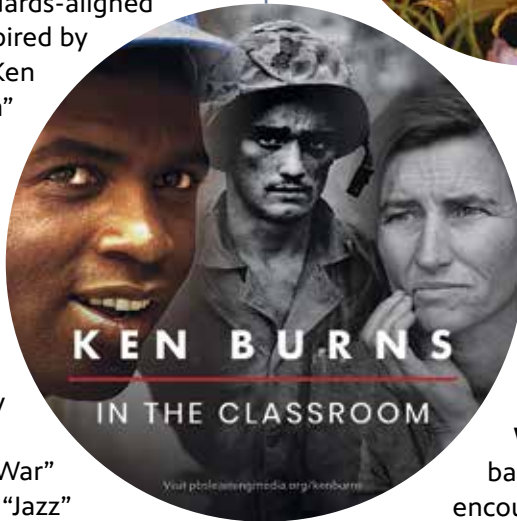
## Ken Burns in the Classroom

Teachers, now architects of online classrooms, have been aided by the expanded content offerings of **“Ken Burns in the Classroom”** on PBS LearningMedia and the new broadcast of “American History Night with Ken Burns” airing Thursdays on WSRE PBS.

Teachers can use standards-aligned lessons and videos inspired by these films from the “Ken Burns in the Classroom” collection to enrich both online and in-person classroom instruction.

Ken Burns and his collaborators have been creating historical documentary films for more than 40 years. From “The Civil War” to “The Vietnam War,” “Jazz” to “Country Music,” “Jackie Robinson” to “The Roosevelts” and “Mark Twain” to “Hemingway,” it is no wonder he is known as America’s storyteller.

Hundreds of video clips, lesson plans, activity suggestions, discussion questions, handouts and interactives help encourage students in grades 6–12 to further explore complex historical events while introducing new ideas and perspectives.



## New from PBS KIDS

**“Donkey Hodie”** is an imaginative puppet series for preschoolers inspired by the funny, quirky side of Fred Rogers and grounded in his mission to help young viewers navigate the challenges of childhood.

Each episode follows the adventures of Donkey Hodie and her pals as they come up with creative solutions to everyday problems. Kids learn about perseverance, resilience and problem-solving, while enjoying plenty of silliness along the way.

Also new to the PBS KIDS lineup are **“Hero Elementary”** and **“Elinor Wonders Why”** — STEM-based animated series that encourage children to follow their curiosity. “Hero Elementary” stars a

team of super students who problem solve and try to make the world a better place. Elinor, a most observant and curious bunny, introduces kids (ages 3–5) to science, nature and community through adventures with her friends.

Parents, caregivers and teachers can explore crafts, printable activities and classroom-ready resources from these programs and others at [pbskids.org](https://pbskids.org).



**“Through these resources, my hope is that we can further interest young people in the power of history and help them better understand the complexity of issues we face today, including the connection to the past and their relevance to the future.”**

— Ken Burns



# Entertainment

**With both PBS programming and local productions, WSRE PBS inspires viewers** to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances.

New this year, our signature WSRE PBS channel is available to stream live for free via [wsre.org/livestream](https://wsre.org/livestream). Almost all of our programming is also available on demand via the PBS Video App, and station members have additional access to an expanded library of programming via WSRE PBS Passport.

While in-studio production was essentially shutdown by COVID-19 during the period of this fiscal year report, we managed to complete two award-winning small-team projects and produce a candidate forum following precautionary CDC safety guidelines.

With final edits done remotely by staff working from home, we were able to deliver on schedule a special documentary about a beloved singer, songwriter and prolific recording artist from our area.



## HANK LOCKLIN

### Country Music's Timeless Tenor

#### **WSRE documentary remembers country music legend from Santa Rosa County**

With the 2019 release of the “Country Music” documentary series by Ken Burns, Dayton Duncan and Julie Dunfey on PBS came a grant opportunity that would help tell the story of a country music legend from our region.

The grant, awarded to the WSRE-TV Foundation by WETA in Washington, D.C., along with a local grant from The Bear Family Foundation, covered the research and field production for **“Hank Locklin: Country Music's Timeless Tenor.”** Other costs associated with the documentary were funded by individual and corporate donations ranging from \$20 to \$5,000.

In the film, Hank Locklin's story is told by his son, Hank Adam Locklin, with help from country icons including Bill Anderson, Vince Gill, Dolly Parton, Jeannie Seely, Marty Stuart and Dwight Yoakam. Others appearing in the film are guitarist Jimmy Capps; producer Dave Cobb; broadcaster Ralph Emery; country artists Crystal Gayle, William Lee Golden, Buddy Kalb, Charley Pride and Ray Stevens; historian Alan Stoker; and rock artist Jesse Wells.

The film's release was scheduled to commemorate the 60th anniversaries of “Please Help Me, I'm Falling” — Locklin's biggest hit and one of country music's all-time greatest hits — and his 1960 Grand Ole Opry induction.

The Locklin family and major funders attended a preview screening on Oct. 10 in the Jean & Paul Amos Performance Studio in advance of the Oct. 29 broadcast premiere on WSRE PBS.

Distributed to other PBS stations by the National Educational Telecommunications Association, “Hank Locklin: Country Music's Timeless Tenor” aired 380 times on 206 stations, reaching about 55 percent of the country, by fiscal-year-end.





Many of the historical photos and clips used in the film were acquired from the Country Music Hall of Fame® and Museum Archives and the Grand Ole Opry Archives. In Nashville, the film premiered on the date of Locklin's Grand Ole Opry anniversary. The Nashville Public Television premiere was announced from the Opry stage, for the famed WSM radio broadcast, in his honor.

## About Hank Locklin

Born Lawrence Hankins Locklin in McLellan, Florida, on Feb. 15, 1918, Hank Locklin began his career performing on roadhouse stages and radio stations along the Gulf Coast. He went on to perform on the Big D Jamboree and Louisiana Hayride and signed with 4 Star Records before being lured to record with Chet Atkins at RCA Victor, where he was part of creating the Nashville Sound.

Locklin made his first appearance on the Grand Ole Opry in 1953, following his first No. 1 hit, "Let Me Be the One." He performed for the first time as an Opry member on Nov. 12, 1960, following the success of "Please Help Me, I'm Falling." He remained an Opry member for 49 years, making his last performance in 2007 at age 89 and remarkably hitting the same high notes of his heyday as he performed his self-penned hit, "Send Me the Pillow You Dream On."

With six No. 1 hits and more than 15 million albums sold, Locklin received numerous industry awards, including two Grammy nominations. He was inducted into the Florida Artists Hall of Fame in 2007 and into the Alabama Music Hall of Fame in 2014. He died at his home in Brewton, Alabama, on March 8, 2009, at age 91.

Locklin is remembered for his role in introducing concept albums; for being hugely popular overseas, especially in Ireland; and for the longevity of his high tenor voice, recording well into his 80s. He is also known as the "Mayor of McLellan," a moniker given by the late country music broadcaster Ralph Emery, who had visited Locklin at his Singing L Ranch in Santa Rosa County.

Learn more at [wsre.org/HankLocklinFilm](http://wsre.org/HankLocklinFilm).

**“Congratulations on a good story, well told!”**

— *Dayton Duncan,  
Producer and Writer,  
“Country Music:  
A Film by Ken Burns”*

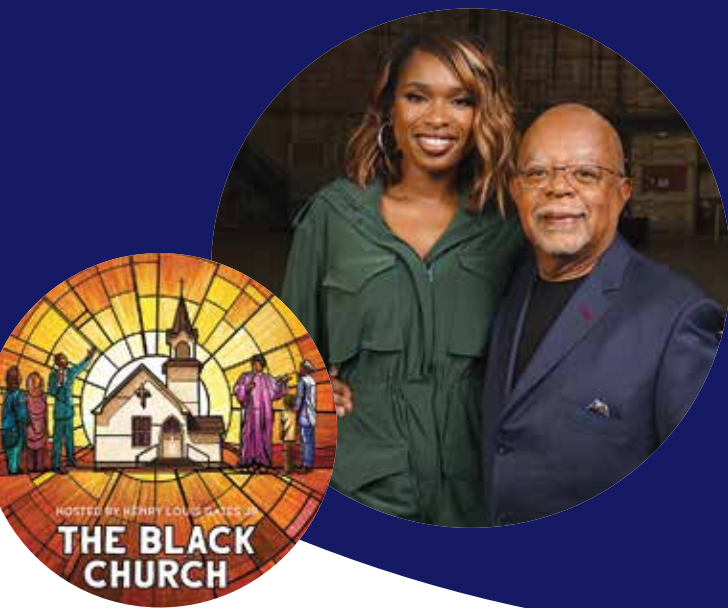
**“Hank Locklin: Country Music’s Timeless Tenor”** earned the station’s first Gold Telly Award and was honored by the National Academy of Television Arts & Sciences with a Suncoast Regional Emmy® Award nomination in 2021.



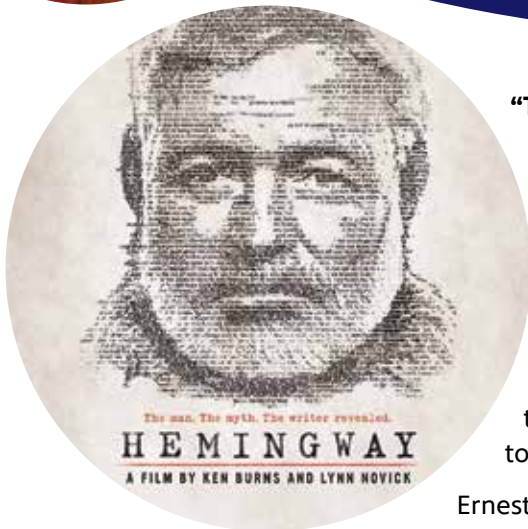
## Museum exhibit follows Hank Locklin’s “Happy Journey”

The UWF Historic Trust celebrated the release of the documentary with an exhibit, “Happy Journey: Hank Locklin and Country Music,” at the Pensacola Museum of History in Downtown Pensacola. The exhibit filled the museum’s third floor and was on display from November 2020 through July 2021.





**Viewers turn to WSRE PBS for documentaries.** In a recent market survey, the greatest percent of those interviewed said they were most likely to watch documentaries on WSRE PBS. Highlighted by the February premiere of “The Black Church” from Dr. Henry Louis Gates, Jr., and the debut of “Hemingway” from Ken Burns in April, this year’s offerings did not disappoint them.



**“The Black Church: This Is Our Story, This Is Our Song”** traces the 400-year-old history of the Black church in America. Viewers are transported by songs and preaching styles and by the beliefs and actions that drew African Americans from the violent margins of society to the front lines of change.

Ernest Hemingway is the subject of the six-hour series directed by Burns and Lynn Novick. **“Hemingway”** paints an intimate picture of the writer whose work remains deeply influential around the world.

Each series launch included online viewer engagement opportunities, and both films offer companion educational resources designed to enhance classroom instruction and inspire student discussions.

### **Production continues with staff ingenuity and Zoom**

While CDC guidelines prevented in-studio production for much of the year, show producers and directors have continued their work using Zoom technology and remote workstations as needed.

In July, Jeff Weeks produced an **“inStudio”** episode, “Songwriters, Performers and COVID-19,” using Zoom technology to host a discussion about how the regional music business had been disrupted by the pandemic.

This fiscal year began with the 2020 elections in full swing, prompting a socially-distanced return to the studios for **“RALLY”** candidate forums in July and October. Select races in both the primary and general elections in Escambia, Santa Rosa and Okaloosa counties aired on WSRE PBS with a simulcast on NewsRadio 92.3 FM & 1620 AM. Mollye Barrows was producer and co-hosted the programs with WUWF’s Sandra Averhart.

### **Local series return to the studio**

Three new episodes of **“Conversations with Jeff Weeks”** were produced this year. Guests were entertainment executive Hank Adam Locklin and veterans advocate Shad Meshad. A third episode paid tribute to Pensacola attorney Fred Levin, who died in January leaving a legacy of philanthropy and notable success.

We also produced a special edition of **“Pensacola State Today”** with highlights and performances from the 2020 AAMES/Wiggins Scholarship Banquet, which took place before the onset of COVID-19. Host Dr. Rameca Vincent Leary and her guests provided information about the African American Memorial Endowment and Dr. Garrett T. Wiggins Live Your Dream scholarships while recognizing the 2021 recipients.

At fiscal-year-end in June, we produced and aired the first of a four-part **“inStudio”** series, hosted by Sherri Hemminghaus Weeks, to commemorate Florida’s territorial bicentennial and the 200th anniversary of Escambia County.



## Nightmare Theatre entertains growing audience

With two seasons in the can, the distribution of **“Nightmare Theatre”** had grown to include six PBS stations by fiscal-year-end: WFSU in Tallahassee; East Tennessee PBS (WETP) in Knoxville; WGCU in Fort Myers; WJCT in Jacksonville; WTCI in Chattanooga; and here on WSRE PBS in Pensacola. “Nightmare Theatre” is the horror film series hosted by Mike Ensley, Chip Chism and Lemmie Crews, who appear in character as the endearing Baron Mondo Von Doren, El Sapo de Tempesto and Mittens the Werewolf.



One new episode was produced this year, a special Halloween presentation of “Encounter with the Unknown” narrated by “The Twilight Zone” host Rod Serling.

## “Legislative Review” resumes with live broadcast

WSRE PBS invited the public to submit questions for state legislators appearing on **“Legislative Review: Dialogue with the Delegation”** during a live broadcast, hosted by Jeff Weeks, in May.



The following legislators from the Northwest Florida delegation participated in this post-session community discussion: Sen. Doug Broxson (Dist. 1) and Reps. Michelle Salzman (Dist. 1), Alex Andrade (Dist. 2) and Jayer Williamson (Dist. 3). This informative program was simulcast on NewsRadio 92.3 FM & 1620 AM.

## Masterpiece marks 50 years of incredible television

January marked the 50th anniversary of “Masterpiece,” the iconic PBS drama series that sparked America’s infatuation with British television.



Produced for PBS by WGBH in Boston, “Masterpiece” is renowned for consistently high-quality productions. The series amassed an impressive 83 Primetime Emmys®, 18 Peabody Awards, 7 Golden

Globes®, and 2 Academy Award® nominations in its first 50 years.

**“Masterpiece remains the true home for acting royalty.”**

— **Executive Producer**  
**Susanne Simpson**

“Masterpiece” viewers have been treated to

the world’s greatest acting talent, including many British actors who later became international stars, such as Glenda Jackson, Kenneth Branagh, Keira Knightley, Daniel Radcliffe, Benedict Cumberbatch, Claire Foy, Rufus Sewell and Michelle Dockery, among others.

Mega hits such as “Upstairs Downstairs,” “Sherlock” and “Downton Abbey” found pop culture status.

“Masterpiece” also introduced groundbreaking shows such as “Prime Suspect” and the original “House of Cards,” but it is the literary classics such as “Bleak House,” “Wolf Hall” and “The Forsyte Saga,” as well as detective mysteries like “Foyle’s War,” “Inspector Morse” and “Grantchester,” that have consistently drawn an audience of millions each week to the series.



As part of its 50th anniversary celebration, “Masterpiece” premiered a new adaptation of “All Creatures Great & Small,” based on the beloved books by James Herriot that chronicle the heartwarming and humorous adventures of a young country veterinarian in the 1930s Yorkshire Dales.

Along with an anniversary special, “Masterpiece: 50 Fabulous Years,” the following new shows were introduced this year: “Atlantic Crossing,” “Endeavor” Season 7, “Van der Valk,” “Flesh and Blood,” “Roadkill,” “Elizabeth is Missing,” “The Unseen Alistair Cooke,” “Miss Scarlet and the Duke,” “The Long Song” and “Us.”



# Engagement

## Viewers see WSRE PBS as dedicated to providing quality programs and services

and as a mission-driven organization with loyal members who have an emotional connection with the station and positive impressions of the businesses that support us. By associating their brands with WSRE PBS, our sponsors are viewed as organizations committed to supporting the community.

We engage with our members and community partners through events, correspondence and local productions like this year's "Beyond the Menu" food culture programs. Members receive a quarterly newsletter about program highlights, community events and station news. Members also have access to an expanded on-demand library of PBS programs via WSRE PBS Passport.

## WSRE PBS Passport

WSRE PBS membership grew by 10 percent to 4,281 during this fiscal year. Each month, an average of 2,475 members were signing in to watch programs using their WSRE PBS Passport benefit.

## Local chefs and restaurants go "Beyond the Menu" to support public television

A new one-hour program showcasing local cuisine has provided viewers the opportunity to sample food and wine from local top chefs while supporting public television — much like our annual Wine & Food Classic event, plans for which were cancelled due to the pandemic this year.

Hosted by Sherri Hemminghaus Weeks, "Beyond the Menu" premiered on Thanksgiving night featuring four popular Downtown Pensacola restaurants — The District: Seville Steak and Seafood, McGuire's Irish Pub, 86 Forks and Scenic 90 Café.

A second edition of the show premiered in June featuring restaurants in Baldwin County, Alabama — Big Fish (Orange Beach), Local and Company Food + Drink (Foley), Southern Roots at The Grand Hotel (Point Clear) and Tamara's Downtown (Fairhope).

Viewers learned about each restaurant's history, met the chefs and explored their signature dishes with a desire, after watching, to go out and eat!



With a \$100 donation to the WSRE-TV Foundation, viewers received a pack of dining vouchers good for a menu item of the chef's choice and a wine pairing at each of the four restaurants.

"Beyond the Menu" has procured donations supporting the PBS programming, local productions and educational services provided by WSRE PBS.



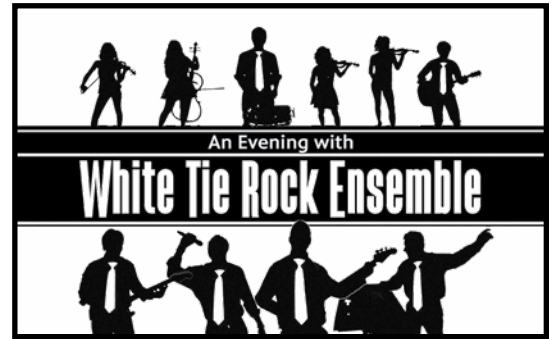
The show has also encouraged viewers to dine out and support local restaurants who have suffered losses due to the pandemic and staffing shortages this year.



**"Beyond the Menu"** earned a Bronze Telly Award in the Television: Food & Beverage category for excellence in television production.

**"Public television is so important. I've been watching it my entire life from "Sesame Street" and Mister Rogers to Julia Child, Graham Kerr and "Yan Can Cook." Those shows put me on the path I'm on and inspired me to become a chef."**

**— Executive Chef Josh Warner, The District: Seville Steak and Seafood**



**Local musicians donate concert tickets to membership drive**

White Tie Rock Ensemble, the music group popular for reproducing classic hits with a classical twist, donated tickets to their "Dark Side of the Moon" and "Led Zeppelin IV" concert at the Pensacola Bay Center in support of the WSRE-TV Foundation.

In June, the band's founder Jonathan Clark and longtime WSRE producer, Bill Harrell, hosted a special pledge program featuring performance highlights from 2018–2020. Viewers had the opportunity to request concert tickets as a thank you gift from the station for qualifying donations.

**INNER CIRCLE**  
**WSRE PBS**

**Inner Circle members share a passion for media that matters**

WSRE PBS members who support the WSRE-TV Foundation with annual gifts at the Inner Circle level (\$1,000 or more) gathered virtually in May for fellowship and station updates.

By fiscal-year-end, 72 WSRE PBS members had pledged to give annually at the Inner Circle level. Their generous support greatly impacts the station's ability to deliver trusted programming and essential educational resources to local communities.

# Statement of Financial Position

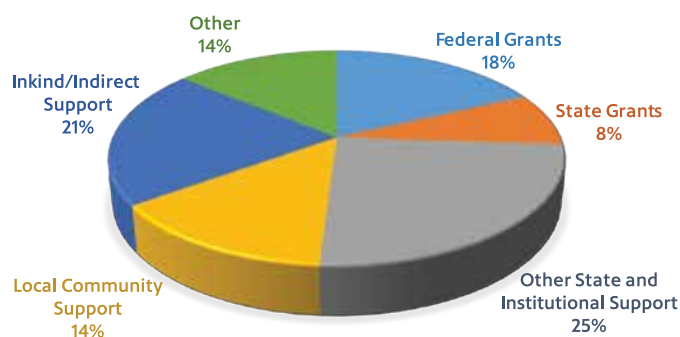
	June 30, 2021	June 30, 2020
<b>Assets</b>		
Cash and cash equivalents	3,155,319	2,425,417
Accounts and pledges receivable	129,809	230,070
Prepaid expenses	47,636	56,455
Investments	2,811,424	2,258,295
Real estate held for sale	25,000	25,000
Capital assets, net of accumulated depreciation*	6,508,401	7,111,809
<b>Total Assets</b>	<b>12,677,589</b>	<b>12,107,046</b>

\* Depreciation expense was \$702,712 and \$589,497 for 2021 and 2020, respectively.

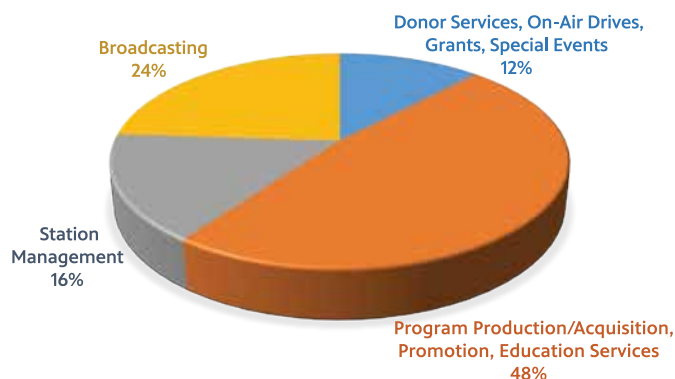
## Liabilities and Net Position

Accounts payable and accrued liabilities	93,809	196,355
Accrued compensated absences	29,429	30,187
Deferred revenue	2,142,378	1,490,999
Net position	10,411,973	10,389,505
<b>Total Liabilities and Net Position</b>	<b>12,677,589</b>	<b>12,107,046</b>

SOURCES OF STATION RESOURCES — 2021



ALLOCATION OF STATION RESOURCES — 2021



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 32% of the total assets of the Station at June 30, 2021. Twenty-eight percent of the Station's FY 2021 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](http://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.



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