

Annual Content and Service  
Report to the Community

**2015-2016**



A SERVICE OF PENSACOLA STATE COLLEGE

**PBS for the Gulf Coast**

[wsre.org](http://wsre.org)    

**Trusted.  
Valued.  
Essential.**

# Trusted. Valued. Essential.



**PBS is #1  
in public trust.**

Source: Marketing &  
Research Resources, Inc.  
(M&RR), January 2017



**WSRE aired  
3,292 hours of  
educational  
PBS KIDS shows  
on Channel 23.1  
during 2015-16.**

WSRE serves Gulf Coast communities in Northwest Florida and South Alabama by delivering quality broadcast and internet content; educational resources; community outreach; and performances, discussions, screenings and other events at the Kugelman Center for Telecommunications in Pensacola.

**WSRE's vision** is for positively influencing the lives of all on the Gulf Coast through broadcast programming and educational outreach services that encourage us to engage more deeply in the world around us.

**WSRE's mission** is to open doors to a larger world with quality programming and educational outreach services for every person on the Gulf Coast who desires to be more educated, informed and entertained. WSRE helps people make informed decisions with a better understanding of the community and world in which they live. As a community-supported outreach service of Pensacola State College, WSRE brings forth culture and ideas that enhance quality of life and promote the joy of discovery and learning.

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, PBS for the Gulf Coast'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 an affiliate of the Florida Public Broadcasting Service (FPBS), the National Educational Telecommunications Association (NETA) and the Public Broadcasting Service (PBS).

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## WSRE exists for everyone to explore new ideas and broaden personal horizons

As Northwest Florida's PBS member station, WSRE delivers content that expands the minds of children; programs that ensure the best of music, theater, dance and art remain available to all; documentaries that open up new worlds; and non-commercialized news programs that provide citizens with multiple perspectives on world events and cultures.

WSRE also provides local programming and educational outreach for learners of all ages, such as the Imagination Station early learning activity center at Blue Wahoos Stadium; PBS LearningMedia in classrooms throughout Escambia, Santa Rosa and Okaloosa counties; and free Public Square Speakers Series events featuring national personalities known for their achievements in education, the arts, science and media.

Chances are that you already are familiar with these programs and services and recognize their value to our Gulf Coast community. That is reason enough to support the WSRE-TV Foundation.

Here are some other reasons for supporting WSRE, PBS for the Gulf Coast:

- PBS has been rated as the most trustworthy institution among nationally known organizations for 13 consecutive years.
- National studies confirm that PBS is No. 1 in public trust and an excellent value for tax dollars. For every tax dollar invested in public media, local stations raise six dollars.
- PBS is an essential educational resource and the undisputed leader in children's programming—PBS KIDS is the No. 1 educational media brand for children.

Trusted. Valued. Essential.

As you review this Annual Content & Service Report to the Community, you will find many other reasons, backed by recent research, for helping to sustain public television in our community for generations to come. We trust that you will find our report informative and that you will be inspired by the year's accomplishments made possible by your continued support to the WSRE-TV Foundation.

Thank you for helping WSRE enrich and empower everyone within our viewing area with programs and services that inspire, inform and entertain.



**PBS and its local member stations ensure that the worlds of music, theater, dance and art remain available and free to all Americans, many of whom might never have the opportunity to experience them otherwise.**



A handwritten signature in black ink that reads "Sandy Cesaretti Ray".

Sandy Cesaretti Ray  
General Manager, WSRE  
Executive Director,  
WSRE-TV Foundation, Inc.  
2015-16



A handwritten signature in black ink that reads "Michael Johnson".

Michael Johnson  
Chair, WSRE-TV Foundation, Inc.  
2015-16



WSRE, PBS for the Gulf Coast, is first and foremost educational television, providing informative, thought-provoking and entertaining content for learners of all ages with funding support in part from viewers and local businesses.

On the main channel (23.1), 39% or 63.5 hours of the schedule is devoted to PBS KIDS programming that helps educate and prepare children for school. Families and teachers also benefit from online educational tools with apps and activities that make learning fun for kids at home, on the go and in the classroom.

Adult viewers experience the joy of learning, as well, with historical dramas, documentary films, in-depth investigative news and exposure to the best in performance.

PBS is a consistent leader in television's most prestigious competitions with acclaimed series like *Masterpiece* and *Nature*, and WSRE delivers more than 20 hours a week of trusted PBS news and public affairs programming with the award-winning reporting of *PBS NewsHour*, *Frontline*, *Independent Lens* and *POV*.

Local shows, produced by WSRE, inspire viewers to engage in their own communities with knowledge of the area's history and awareness of current events impacting its future. WSRE also produces community events—in keeping with learning initiatives and program offerings—designed to be educational, entertaining and accessible for everyone.

WSRE's four digital channels are delivered free over the air for an estimated 1.5 million viewers in the coverage area. Secondary channels—WORLD, Create and Vme—offer complementary content. (By March 6, 2017, Channel 23.4 will have switched from Vme to the new WSRE PBS KIDS channel.)



**PBS provides the most varied arts and cultural programming.**

Source: CARAVAN ORC International, January 2015

**More than two-thirds of all kids ages 2-8 watch PBS.**

Source: Nielsen NPower, 9/21/2015-9/18/2016



WSRE (Channel 23.1) broadcasts the national PBS schedule, with an array of programs that have been consistently honored by the television industry's most coveted awards, along with outstanding local programs. PBS' premiere children's programming airs weekdays, early morning through daytime hours, followed by *PBS NewsHour* and a primetime lineup rich with documentaries, science and history shows and the best in arts programming. Weekends offers popular food shows, British comedies and critically acclaimed period dramas. Award-winning content of particular interest to the viewing area, produced locally by WSRE, completes the channel's content mix. [wsre.org](http://wsre.org)



WSRE WORLD (Channel 23.2) features public television's signature nonfiction documentary, science and news programming complemented by original content from emerging producers. Favorites like *NOVA*, *Frontline*, *PBS NewsHour*, *Nightly Business Report*, *Tavis Smiley*, *Global Voices*, *Nature*, *Independent Lens* and *POV* are scheduled within seven days of their original broadcasts. WORLD also delivers content from new film and multimedia creators, public television stations, news sources and individual producers—programming unique to the channel featuring a number of topical, timely special reports and productions. [worldchannel.org](http://worldchannel.org)



WSRE Create (Channel 23.3) delivers a round-the-clock broadcast of public television's most popular lifestyle and how-to shows. Home improvement buffs, food fans, explorers and budding artists tune in for their favorite series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other lifestyle interests—shows like *This Old House* and *Rough Cut—Woodworking with Tommy Mac*; *America's Test Kitchen* from *Cook's Illustrated*, *Lidia's Kitchen* and *Jacques Pépin: More Fast Food My Way*; *Globe Trekker* and *Rick Steves' Europe*; and *The Best of the Joy of Painting with Bob Ross* and *Knit & Crochet Now*. [createtv.com](http://createtv.com)

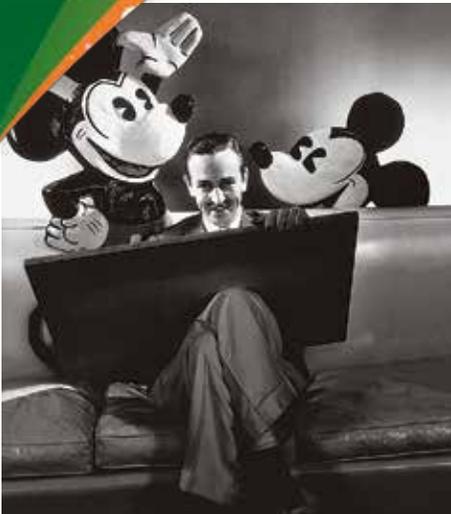


WSRE Vme (Channel 23.4) is the first national Spanish-language network in association with public television stations. Vme (pronounced veh-meh) entertains, educates and inspires families in Spanish with a contemporary mix of original productions, exclusive premieres, acquisitions and popular public television programs specially adapted for American Latinos. Vme is "Televisión Diferente," including preschool, lifestyle, nature, original entertainment, television series and current affairs programming for Hispanics seeking entertaining quality television. [vmetv.com](http://vmetv.com)



## American icons in the spotlight of PBS primetime

### Walt Disney on American Experience



Fall weeknights on PBS began with the world's greatest entertainment legend and his magical legacy in *Walt Disney on American Experience*. Uniquely adept at art as well as commerce, Walt Disney was a master filmmaker who harnessed the power of technology and storytelling. This unprecedented look at his complex life includes rare archival footage; scenes from some of his greatest films; and interviews with biographers, animators and artists who worked on early films and the designers who helped turn his dream of Disneyland into reality.

### Ken Burns' Jackie Robinson

In April, America's preeminent documentary filmmaker, Ken Burns, brought PBS viewers the film *Jackie Robinson*, memorializing the life of the Major League Baseball legend, who in 1947 lifted the nation and an entire race on his shoulders when he crossed baseball's color line. This two-part, four-hour film tells the story of an American icon, whose life-long battle for first class citizenship for all African-Americans transcends even his remarkable athletic achievements and reveals fascinating stories about the legend's life after baseball.



Another September premiere, *American Masters' Althea* recounts the life and achievements of the groundbreaking African-American tennis player Althea Gibson.

“Beyond the strong drama lineup, our schedule showcases PBS' commitment to a diverse programming slate, highlighted by Stanley Nelson's *The Black Panthers: Vanguard of the Revolution* from *Independent Lens*, Ken Burns' new epic film *Jackie Robinson* and Henry Louis Gates Jr.'s *Black America Since MLK: And Still I Rise*, as well as captivating new and returning specials across science and nature, biography, history, genealogy and the arts.”

—Beth Hoppe, PBS Chief Programming Executive and General Manager, General Audience Programming

inStudio



(L to R) Hosken Powell, JJ Cannon, Rameca Vincent Leary (host), Scott Brown and Adron Chambers on the *inStudio* set for *Baseball in Pensacola*.

To spotlight Robinson's impact on the local viewing area, WSRE produced *Baseball in Pensacola*, a special edition of *inStudio*, with author and historian Scott Brown and former Major League players Johnny "Joe" Lewis, Hosken Powell, Greg Litton, JJ Cannon and Adron Chambers.



### Antiques Roadshow turns 20

Part adventure, part history lesson and part treasure hunt, *Antiques Roadshow* is PBS' most-watched ongoing series. The fan favorite premiered its 20th season in January 2016 with a new look, new hidden treasures and more appraisals than ever with fascinating finds discovered in Spokane, Tucson, Little Rock, Charleston, Cleveland and Omaha.



### On Two Fronts: Latinos & Vietnam

examines the Latino experience during a war that placed its heaviest burden on working-class youth and their communities. Framing the documentary are memoirs of two siblings, Everett and Delia Alvarez, who stood on opposite sides of the Vietnam War, one as a POW and the other protesting at home.

In partnership with La Costa Latina Media, WSRE hosted a free preview screening of the film in the Jean & Paul Amos Performance Studio on September 18. *On Two Fronts: Latinos & Vietnam* premiered on PBS stations nationwide on September 22 and is archived for viewing as part of PBS Stories of Service at [pbs.org/veterans](http://pbs.org/veterans).



## New WSRE film documents stories about the true cost of war

Some 20,000 American boys and girls lost their fathers during the Vietnam War. In a new documentary film produced by WSRE, a group of these Gold Star children, now adult men and women, share their stories which serve as powerful testimonies about the true cost of war. WSRE premiered *They Were Our Fathers* with a special Father's Day broadcast. The film is now archived for viewing as part of PBS Stories of Service at [pbs.org/veterans](http://pbs.org/veterans).

Every five years on Father's Day, members of Sons and Daughters in Touch—a group formed in 1990 to locate, unite and support Gold Star children who lost their fathers serving in the Vietnam War—gather at the nation's capital to honor their parents, reflect on their common grief and support one another like no one else can. Under the direction of Executive Producer Jill Hubbs, a WSRE production crew traveled to Washington, D.C. in 2015 to document the gathering and record personal accounts.

The film is narrated in first person by Hubbs, whose father became missing in action during his second tour of duty in Vietnam on March 17, 1968. U.S. Navy Cdr. Donald Richard Hubbs was commanding officer of the VS-23 Black Cats and was stationed aboard the USS Yorktown in the Gulf of Tonkin when his S-2E Tracker reconnaissance aircraft disappeared off the North Vietnam coast.



U.S. Navy Cdr. Donald Richard Hubbs with his wife Bereth and daughter Jill.

*They Were Our Fathers* was edited by James Roy. Ted King was director of photography. The film was screened at the National Naval Aviation Museum aboard NAS Pensacola on June 11.

“Each of these sons and daughters has a unique story to tell. We are bonded together by tragedy, but also joined together in patriotism, honor and respect for the fathers we loved and lost.”

—Jill Hubbs, Executive Producer



In 2016, PBS won 14 News & Documentary Emmy® Awards, more than any other organization, including seven for *Frontline*, more than any other individual series.



WSRE aired 327 hours of local productions on Channel 23.1 during 2015-16.



WSRE has a coverage area of more than 1.5 million people in 577,000 households.

Sources: PBS LearningMedia; Corporation for Public Broadcasting

## Local PBS kids enjoy playing and learning at the Imagination Station

Serving the needs of children is at the heart of WSRE's mission



**PBS KIDS is the #1 educational media brand.**

Source: Marketing & Research Resources, Inc. (M&RR), January 2017



Located at the Blue Wahoos Stadium in downtown Pensacola, the Imagination Station is a free, educational public venue designed to promote early education and provide access and exposure to family learning activities with a vast assortment of educational PBS resources—books, toys and touchscreen computers loaded with PBS KIDS educational games.

By June 2016, there had been more than 29,746 visitors to the Imagination Station since its April 2013 opening. A total of 10,656 adults and children visited between July 2015 and June 2016. An average of 100 to 150 visitors a week enjoy the facility during public hours of 9 a.m. to noon on Mondays, Wednesdays and Fridays in addition to during Blue Wahoos ball games.

Tuesdays and Thursdays are reserved for special groups which focus on early intervention and children with special needs. Among the organizations and programs who frequent the Imagination Station are Early Head Start; Autism Pensacola; Capstone Academy (formerly known as United Cerebral Palsy); Pensacola Naval Air Station New Parent Support Group; Mended Hearts (children with heart defects); Mothers of Preschoolers from Okaloosa County; and Sacred Heart Early Steps, providing free early intervention services to minimize developmental delays for children birth through age 3 from throughout the WSRE viewing area.

**“It was great to see the children interacting and parents socializing. This is what our services are all about—social and developmental play.”**

—Irma Cofield, Sacred Heart Early Steps Parent Advocacy Support Specialist



NAS Pensacola New Parent Support Group

WSRE values our military community and thanks those who serve along with their families. We appreciate their sacrifice and are happy to open the Imagination Station to families from the NAS Pensacola New Parent Support Group.



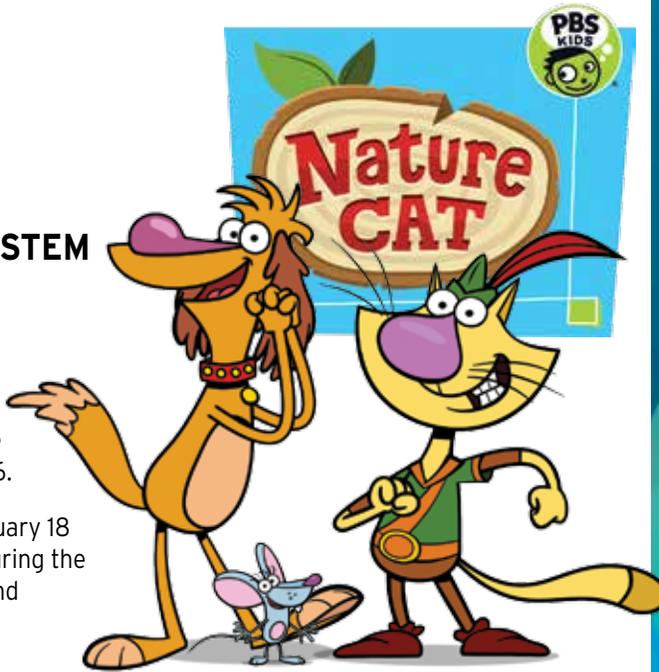


## PBS KIDS goes full-STEM ahead into 2016

Two new shows, designed to promote STEM education with a fun approach to earth and space science, joined the PBS KIDS lineup in early 2016.

*Nature Cat* began airing January 18 with a one-hour special featuring the show's fearless feline hero and his furry friends as they venture into the city, explore where streams begin, follow a flower seed's journey and go on a rainbow hunt.

*Ready Jet Go!* follows two neighborhood kids, Sean and Sidney, and their new friend Jet Propulsion from the planet Bortron 7. Together, they explore the solar system and its effects on the science of our planet, while learning about friendship and teamwork.



Nature Cat and associated characters, trademarks and design elements are owned by Spiffy Entertainment, LLC (c) 2016 Spiffy Entertainment, LLC. All rights reserved.



PBS KIDS' mission is to open up worlds of possibilities for all of America's children, using educational media to light a spark—a thirst for learning that empowers kids to actively pursue an interest long after the screen is turned off. PBS KIDS, the No. 1 educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online, mobile and community-based programs.

## Florida PBS LearningMedia is customized for Florida schools

The PBS LearningMedia digital platform provides interactive, curriculum-based content that impacts teacher effectiveness and drives student success.



With support from the state legislature, Florida's teachers, students and lifelong learners now have access to thousands of customized digital learning resources at no cost. During the 2016 legislative session, Florida Public Broadcasting Service (FPBS) was awarded \$1 million for the 2016-17 budget for the continued customization of digital learning materials from the national PBS LearningMedia library to meet state standards and the specific needs of Florida's PreK-12 educators and students.



This classroom-ready, curriculum-targeted, multi-platform digital resource is aligned to the state's core standards for classroom instruction and student achievement. An added benefit to local school districts is the analytics and reporting tools that track and measure student engagement.

Florida PBS LearningMedia is free for all Floridians: [florida.pbslearningmedia.org](http://florida.pbslearningmedia.org).

“PBS LearningMedia is one of those tools that will change the way we teach.”

—Mary Beth Jackson, Superintendent  
Okaloosa County Schools

# Masters of the stage and screen shine on WSRE

## Latin artists headline 2015 PBS Arts Fall Festival

The *PBS Arts Fall Festival* anchors primetime Fridays and underscores PBS' commitment to giving the viewing audience front row seats to the best arts performances from around the globe.

The fifth season of this fall tradition was hosted by international music superstar and Grammy winner Gloria Estefan and featured an exquisite lineup including *Unity—The Latin Tribute to Michael Jackson*; *Billy Elliot the Musical, Act One* and *Elfman: Tim Burton Film Music on Live From Lincoln Center*; *Kern & Hammerstein's Show Boat*, *Andrea Bocelli: Cinema* and *Chita Rivera: A Lot of Livin' to Do on Great Performances*.



## Masterpiece welcomed the return of a classic and bid farewell to fan favorites

While PBS bid farewell to the powerhouse drama *Downton Abbey*, there remains a bounty of British drama to satisfy WSRE viewers who have craved more of the genre.

### Poldark rides again

Almost 40 years ago, Captain Ross Poldark galloped across TV screens, vexing villains and winning hearts in one of *Masterpiece's* earliest hit series, *Poldark*. The gallant captain has returned in a thrilling new version with all the action, adventure and romance of the original. Aiden Turner stars as the redcoat who returns to Cornwall after the American Revolutionary War to discover his father is dead, his lands are ruined and his true love is about to marry his cousin.

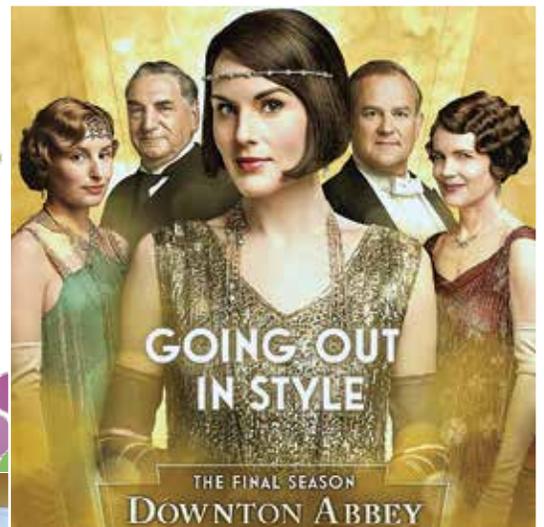
### Downton Abbey's curtain call

The top PBS drama of all time, *Downton Abbey*, premiered its sixth and final season, closing the series in the year 1925 with momentous change threatening the Crawleys and their servants. This farewell performance of the beloved ensemble closed the book on a television legend with nearly 10 million viewers tuned in for the season premiere on January 3.

Earlier on December 15, local *Downton Abbey* fans filled the WSRE Jean & Paul Amos Performance Studio for the last of the annual season premiere preview screenings. Nearly 500 of the *Downton Abbey* faithful came dressed in period costume for a holiday reception and sneak peek on the Amos Studio big screen.

**“Masterpiece is like the little black dress that every woman should have hanging in her closet. It never goes out of fashion.”**

—Rebecca Eaton, *Masterpiece* Executive Producer





- The enthralling new *Masterpiece* drama **Indian Summers** made its debut in October. Acclaimed actress Julie Walters plays the glamorous doyenne of an English social club in the twilight of British rule in India.
- **Sherlock: The Abominable Bride** premiered New Year's Day on PBS and simultaneously online at [pbs.org/masterpiece](http://pbs.org/masterpiece). The special finds high-functioning sociopath Sherlock Holmes (Benedict Cumberbatch) and his sidekick Dr. John Watson (Martin Freeman) in 1890s London.
- On the fourth and final season of **Mr. Selfridge**, Jeremy Piven returned as London's retail king, Harry Selfridge, who struggled to keep the reins of the store he loved in the face of old troubles, new opportunities and unsettled scores.
- Spring marked the return of **Grantchester**, set in 1950s England, with Rev. Sidney Chambers (James Norton) suspected of murder on the Season 2 premiere.

## Mercy Street goes beyond the battlefield and into the lives of Americans on the Civil War home front

WSRE welcomed the highly anticipated premiere of the PBS Civil War drama *Mercy Street* on January 17. Inspired by real people and events, *Mercy Street* goes beyond the front lines of the Civil War and into the chaotic world of the Mansion House Hospital in Union-occupied Alexandria, Virginia.

Set in the spring of 1862, the series follows the lives of two volunteer nurses on opposite sides of the conflict: Nurse Mary Phinney (Mary Elizabeth Winstead),

a staunch New England abolitionist, and Emma Green (Hannah James), a naive young Confederate belle. The two collide at Mansion House, the Green family's luxury hotel that has been taken over and transformed into a Union Army hospital.

Ruled under martial law, Alexandria served as the melting pot of the region with soldiers, civilians, female volunteers, doctors, wounded fighting men from both sides, runaway slaves, prostitutes, speculators and spies.



## Original music of local artists is showcased on StudioAmped

*StudioAmped* is WSRE's televised concert series spotlighting the original music of local artists and regional acts with local connections. Shows are recorded live before a studio audience in the Jean & Paul Amos Performance Studio. The concerts are open to the public, free of charge, with food donations for MANNA Food Pantries collected at the door.

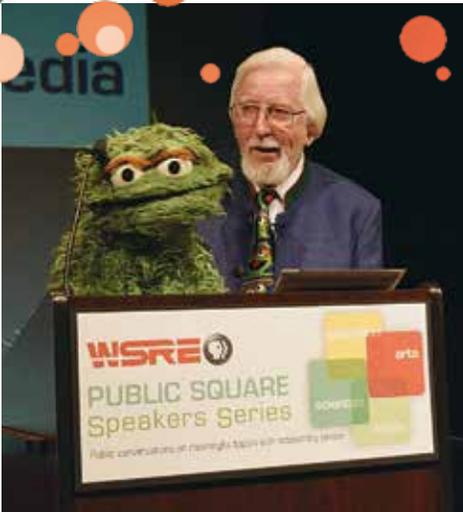
Season 8 was recorded September 28-October 8 with the following lineup of bands: The Wide Open from Fort Walton Beach; Whyte Caps and Melissa Joiner from Gulf Shores;

Bear With Me, Post Pluto and John Hart Project from Pensacola; Morning Fatty from Gainesville; and The Mosleys from Chatt Hills, Georgia.

Nashville artists from the Pensacola Beach Songwriters Festival were also part of *StudioAmped* Season 8, performing this annual special edition on October 2. Songwriters Jim Femino, Brian White and Nicole Johnson performed their songs made famous by well-known recording artists. The playlist included Femino's *Just Got Started Lovin' You*, recorded by James Otto, and White's *Watching You*, recorded by Rodney Adkins.

All *StudioAmped* performances are archived for viewing online at [wsre.org/StudioAmped](http://wsre.org/StudioAmped).





Spinney had created and played the characters of both Big Bird and Oscar the Grouch from *Sesame Street's* start in 1969, and the local audience was thrilled when Oscar joined him at the podium. In conjunction with Spinney's Public Square event on September 15, Tree House Cinema in Gulf Breeze showed the recent Tribeca Film documentary, *I Am Big Bird: The Caroll Spinney Story*.

**Public conversations on meaningful topics with noteworthy people**

The WSRE Public Square Speakers Series is an educational outreach initiative of WSRE, and the series welcomed *Sesame Street's* Caroll Spinney, National Geographic explorer and global water advocate Alexandra Cousteau, robotics engineer James McLurkin, and "The Mads"—Trace Beaulieu and Frank Conniff—of *Mystery Science Theater 3000*.



Photo Credit: Hana Frenette/PNJ

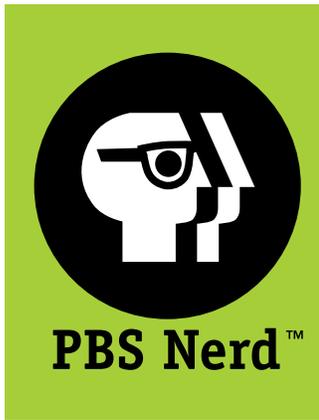
Through the Public Square Speakers Series, WSRE is able to help connect community organizations with a broader audience. Representatives from both Emerald Coast Keeper and Baykeeper of Mobile Bay joined Cousteau on stage, helping to give local relevance to the Q&A exchange with the audience during her presentation on November 17.

On February 25, Google robotics engineer James McLurkin engrossed an audience of STEM enthusiasts, young and old, during his presentation on swarm robotics. McLurkin is a leader in the field who uses Mother Nature as a model to research and develop algorithms and techniques for constructing and programming large swarms of autonomous robots.

The Institute for Human and Machine Cognition invited McLurkin for a tour of their Pensacola facility, and both IHMC and the Pensacola MESS (Math Engineering Science & Stuff) Hall helped inform local families about his Public Square appearance, which helped draw STEM-oriented students who participated in McLurkin's swarm robotics demonstration on stage.



As part of WSRE's new PBS Nerd campaign, Beaulieu's and Conniff's Public Square event on May 26 included an interview, moderated by Pensacon Chairman Mike Ensley, and their live movie-riffing show, *The Mads are Back*. Beaulieu and Conniff played *MST3K* mad scientists Dr. Clayton Forrester and TV's Frank and also wrote for the Peabody Award-winning series. They spoke about their creative journey with the show and its impact on the rise of social TV. Beaulieu also played the role of *MST3K's* Crow T. Robot.



## PBS Nerd

"Everyone's a nerd for something." That is the mantra behind PBS Nerd, a community engagement campaign focused on the things that public media does best—catering to niche interests, catalyzing learning in every space and convening the community around these ideals.

WSRE debuted the PBS Nerd campaign in Pensacola with a photo booth at Pensacon in February, a new Saturday late-night programming lineup featuring Tom Baker's *Doctor Who* and *Mystery Science Theater 3000* and an *MST3K* screening at the station in April, and a special Public Square Speakers Series event in May featuring *MST3K*'s Trace and Frank and *The Mads are Back* show held in the Jean & Paul Amos Performance Studio.



**PBS LearningMedia offers over 120,000 PreK-12 digital resources.**

Source: PBS LearningMedia



**On average, students in classrooms using PBS LearningMedia content outperformed national assessment norms by 10 percentage points.**

Source: PBS Learn More Report; 2015 ([pbslearningmedia.org/research](http://pbslearningmedia.org/research))



## WSRE expands its offering of original series and local content

### New show invites community *inStudio* for discussions of local impact



WSRE launched a new show for the local lineup in October. *inStudio* is a bi-weekly conversation on issues impacting the WSRE viewing area. Live, in-depth discussions are broadcast on the second and fourth Thursdays. Guest hosts and producers for the show's launch have included Drexel Gilbert, Rameca Vincent Leary, Jeff Weeks and Sherri Hemminghaus Weeks.



The inaugural season spotlighted current events, community milestones and noteworthy people and initiatives. Among the local organizations represented on the program: Achieve Escambia, Pensacola Police Department, Studer Community Institute, Gulf Power Company, Navy Federal Credit Union, WEBY Radio, Baptist Health Care, Blue Zones Project, Escambia Westgate School, WCOA Radio, Spirit Gate Medicine, Baybridge Chiropractic Clinic, Vedic Conservatory Thai Yoga, University of West Florida, Gulf Coast Kid's House, Florida Department of Children and Families, United Way of Escambia County, United Way of Santa Rosa County, IMPACT 100, MANNA Food Pantries, Keep Florida Beautiful, Florida Department of Environmental Protection, and the Community Drug and Alcohol Council.

- *The Soundtrack of the Vietnam War*
- *Visiting Cuba*
- *The Spirit of Giving*
- *Powered Alcohol*
- *Keeping Dr. King's Dream Alive in Escambia County*
- *Snoezelen Therapy for Children*
- *Discovering Pensacola's Past*
- *Baseball in Pensacola*
- *Living Shoreline*
- *WCOA: Pensacola's First Radio Station*
- *Integrative Health*
- *Rethinking Education: Getting an Early Start*
- *Olympians Among Us*
- *Blue Zones Concept: Healthy Habits & Longevity*
- *From Blue to Better: How the Gulf Coast Kid's House is Changing Lives*

**Other local series** have continued WSRE's tradition of showcasing local events, attractions and talent while also keeping viewers informed about issues impacting their local community and connected to lawmakers.

### Aware!

Dee Dee Sharp hosts in-depth discussions on issues impacting diverse communities.



- *Aware 25th Anniversary Show*
- *Dancing with Aware!*
- *Dr. Kand McQueen, An Aware! Profile*
- *Dozier School for Boys Part 1: The White House Boys*
- *Dozier School for Boys Part 2: The Community Speaks Out*
- *Pensacola Police Chief David Alexander III*
- *Spelman College Glee Club*
- *Upcoming Fall Events, Celebrations & Family Fun*
- *Vanishing Occupations: Black Farmers*
- *Who Will Tell the Story? Diversity & Inclusion in the Media*



Each month, PBS content is streamed an average of 367 million times across all PBS and station digital platforms.

Source: Google Analytics  
1/1/2016-12/31/2016



PBS is a trusted and safe place to visit on digital platforms.

Source: CARAVAN ORC International,  
January 2015



Over the course of a year, 82% of all U.S. television households and 200 million people watch PBS.

Source: Nielsen NPower,  
9/21/2015-9/18/2016

## In Your Own Backyard

Host Sherri Hemminghaus Weeks spotlights local events and attractions.



- *Forts of Pensacola Bay: Fort Pickens*
- *Forts of Pensacola Bay: Fort Barrancas*
- *Forts of Pensacola Bay: Advanced Redoubt*
- *The National Shrimp Festival*
- *Saenger Theater: Grand Dame of Palafox Street*

## Conversations with Jeff Weeks



Host Jeff Weeks conducts one-on-one interviews with noteworthy people.

- Aaron Beam, Former Health South CFO/Author
- Trace Beaulieu and Frank Conniff, *Mystery Science Theater 3000*
- Katherine Clark, Author
- Tim Cope, Filmmaker/Australian Adventurer
- Alexandra Cousteau, Filmmaker/National Geographic Explorer
- Dr. Sunil Gupta, Retina Surgeon
- Kristen Hadeed, Student Maid Founder/Speaker
- Jill Hubbs, *They Were Our Fathers* Executive Producer
- Roy Kinsey and Veterans Flight Pilots, WWII Veterans
- James Ledbetter, Inc. Magazine Editor
- Alan Manning, Author/Historian
- James McLurkin, Google Robotics Engineer
- Kevin Miller, Former Naval Aviator/Author
- Jerry Pratt, Institute for Human & Machine Cognition Research Scientist
- Dawn Quarles, Author/Teacher
- Pete Shinnick, University of West Florida Head Football Coach
- Caroll Spinney, *Sesame Street* Puppeteer/Big Bird and Oscar the Grouch
- Kay Stephenson, Former NFL Coach
- Bert Thornton, Former Waffle House President and COO/Author
- Brian White, Jim Femino and Nicole Johnson, Nashville Songwriters



## Legislative Review

*Legislative Review: Dialogue With the Delegation* airs at the start and end of each legislative session for the public to address important issues with Northwest Florida lawmakers. Questions for legislators are submitted in advance and during the live broadcast.

## Pensacola State Today



Hosted by Drexel Gilbert, this show has covered the people, programs and impact of Pensacola State College. Nursing degree programs, OSHA training in partnership with the University of Alabama, community partnerships, and TRIO student services were among the topics covered during the 2015-16 season.

## Local WSRE productions receive Telly Award honors

The Telly Award honors excellence in video and television production, recognizing distinction in creative work. WSRE received bronze Telly Awards for production of two *In Your Own Backyard* episodes: *Pensacon*, produced and directed by James Roy, and *Undersea Northwest Florida*, produced and directed by Ted King. Sherri Hemminghaus Weeks hosts the local *In Your Own Backyard* series, which spotlights unique points of interest within WSRE's four-county viewing area. Mike Rowan is executive producer.



Each weekday,  
11 or more WSRE  
broadcast hours are  
dedicated to educational  
children's programs  
on Channel 23.1.



PBS is the undisputed leader  
in children's programming.

Source: CARAVAN ORC International,  
January 2015

## March means marine park fun for little learners



For the second year, WSRE invited local families to join characters from their favorite PBS KIDS shows at Gulfarium Marine Adventure Park. A fun-filled day of hands-on activities and learning fun included arts and crafts and a scavenger hunt in addition to the park's dolphin and sea lion shows and marine life exhibits.

The WSRE PBS KIDS & Family Day at Gulfarium Marine Adventure Park was co-sponsored by Gulf Power Company, Cox Communications, Lamar Outdoor Advertising, Cat Country 98.7/NewsRadio 1620 and Gulfarium

Marine Adventure Park, who donated a portion of the day's admission fees to the WSRE-TV Foundation.



## American Graduate spotlights champions of children

*American Graduate Day* is part of public media's American Graduate: Let's Make It Happen initiative to help more kids stay on the path to graduation. The national *American Graduate Day* broadcast focuses on the critical themes of career readiness

and college completion, caring and consistent adults, dropout prevention and reengagement, early education, more and better learning, special needs communities and STEAM (Science, Technology, Engineering, Arts and Math).

Leading up the day-long broadcast, WSRE premiered three local *Stories of Champions*, spotlighting groups and individuals who provide support, advice and intervention services to at-risk students, families and schools. WSRE featured Susan Byram, Autism Pensacola president and CEO;

Laurie Rogers, Pace Center for Girls executive director with Lisa Armstead, Pace Center for Girls teacher; and Jennifer Ponson of Pensacola State College, SkillsUSA regional coordinator. Their American Graduate stories aired on WSRE throughout the year and have been archived online at [wsre.org/AmericanGraduate](http://wsre.org/AmericanGraduate).

The American Graduate: Let's Make it Happen campaign uses the power and reach of public television to help communities across America address the high school dropout crisis. The goal is to reach a national graduation rate of 90 percent by 2020. Local American Graduate champions are helping to make it happen here in Northwest Florida.



## WSRE Wine & Food Classic serves Southern fare surfside

Themed *Savor & Surf Southern*, the 27th Annual WSRE Wine & Food Classic began with the surfside Grand Southern Tasting of fine wines and the signature dishes of top local chefs on October 16 at the Hilton Pensacola Beach, sponsored in part by Gulf Power Company.

The station's premiere fundraising event also featured PBS celebrity Chef John Besh for an afternoon book signing at So Gourmet followed by a sold-out dinner at Jackson's Steakhouse in Pensacola, sponsored in part by Polonza Bistro.

Honorary event chairs were longtime WSRE supporters Will and Jane Merrill, and the presenting sponsor was A Bodacious Family of Shops. This year's Wine & Food Classic was the most successful in the event's history, raising more than \$167,000 (net) in support of the mission of WSRE.

Photos © Deanie Sexton Photography



## INNER CIRCLE



WSRE's sustaining members who give annually at \$1,000 or above have the opportunity to come together throughout the year for fun social gatherings and updates on how their support is invested into the station's programming, productions and educational outreach.

At the close of FY 2015-16, Inner Circle membership had grown to 49. Activities included two membership luncheons, the second annual PBS and All That Jazz cocktail party and the Act4Murder dinner theater performance of *Mobbed Up for Murder*—all held in the Jean & Paul Amos Performance Studio.



Pensacola State College employees Mike and Susie Gilbert were among those who booked their dream vacation to Ireland in support of public television in April. WSRE partnered with Collette Guided By Travel to offer the 10-day **Shades of Ireland** trip.

WSRE's **Jean & Paul Amos Performance Studio** frequently doubles as a venue for community events, hosting functions like job fairs, awards presentations and town hall meetings. Through studio rental, the 500-seat television production facility also serves as a source of revenue for the station when used by organizations for business seminars, performances, conferences and church services. The Amos Studio generated more than \$53,180 (gross) in rental income during FY 2015-16.





**PBS provides excellent value for tax dollars, ranked second only to military defense in a national survey.**

Source: CARAVAN ORC International, January 2015

## WSRE

### Statement of Financial Position June 30, 2016 June 30, 2015

#### Assets

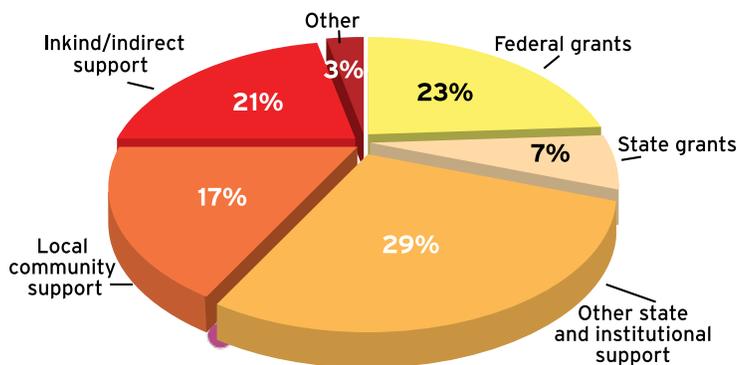
Cash and cash equivalents	1,914,940	1,688,219
Accounts and pledges receivable	142,833	227,440
Prepaid expenses	71,553	82,101
Investments	1,735,025	1,710,504
Real estate held for sale	25,000	30,000
Capital assets, net of accumulated depreciation*	5,439,095	5,755,439
<b>Total Assets</b>	<b>9,328,446</b>	<b>9,493,703</b>

\* Depreciation expense was \$345,988 and \$396,350 for 2016 and 2015, respectively.

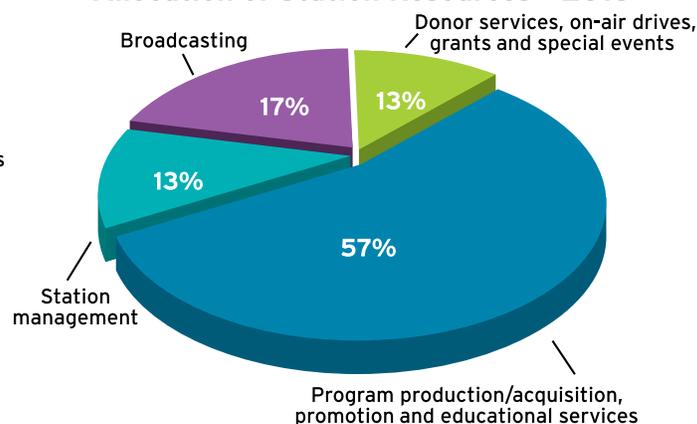
#### Liabilities and Net Position

Accounts payable and accrued liabilities	93,309	103,521
Accrued compensated absences	86,152	74,884
Deferred revenue	1,066,965	941,175
Net position	8,082,020	8,374,123
<b>Total Liabilities and Net Position</b>	<b>9,328,446</b>	<b>9,493,703</b>

Sources of Station Resources - 2016



Allocation of Station Resources - 2016



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 28% of the total assets of the Station at June 30, 2016. Thirty percent of the Station's 2016 operating revenue was provided by the Foundation from donations, program grants, inkind 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.

## WSRE-TV Foundation, Inc.

was established in 1991 as a direct support organization of Pensacola State College to support the activities and capital and operating needs of WSRE.

### Officers

Michael Johnson, Chair  
Stephen T. Holman, Vice Chair  
Tracy Andrews, Secretary  
Laura Shaud, Treasurer  
Sandy Cesaretti Ray, Executive Director

### Board of Directors

Gerald Adcox  
Becca Boles  
Doug Campbell  
Steve Clark  
Bobby Emmons  
Sheila Hale  
Jesse Ihns  
Joe Lovoy  
Pat Mills Benjamin  
Tammi Moftaqir  
Ann Neal  
Peg Nickelsen  
Sharon Nobles  
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Mallory Studer  
Dona Usry  
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Gary Leuchtman  
Elba W. Robertson

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Sally Bussell Fox  
Chris Kelly  
Jane Merrill  
Ron Miller  
Jan Miller  
Dr. Henry "Jack" Pruett  
Susan O'Connor  
Randy Oxenham  
Dr. Megan Benson Pratt  
Patricia Windham

Bob Culkeen joined WSRE as General Manager and WSRE-TV Foundation Executive Director on December 5, 2016.

## Pensacola State College

Dr. C. Edward Meadows, President

### District Board of Trustees

Marjorie T. Moore, Chair  
Frank White  
Carol Carlan  
Patrick Dawson  
Monsignor Luke Hunt  
Kevin Lacz  
Edward Moore  
Chip W. Simmons  
Herb Woll



New board members Becca Boles, Doug Campbell, Steve Clark, Sharon Nobles, John Peacock and Larry Work were welcomed during the WSRE-TV Foundation Annual Meeting on August 20. Pictured: Stephen T. Holman, Vice Chair; Sandy Cesaretti Ray, Executive Director; Dr. Ed Meadows, PSC President; and Mike Johnson, Chair.



Each year in March, WSRE-TV Foundation board members go on-the-air live as volunteer hosts and phone operators during a special pledge drive broadcast.

**PBS for the Gulf Coast**

1967

WSRE begins broadcasting under Pensacola Junior College license; Congress creates Corporation for Public Broadcasting.

1969

PBS is founded to serve America's public television stations; *Sesame Street* debuts.

1977

Earl Peyroux's *Gourmet Cooking* premieres as a WSRE production.

1982

*Gourmet Cooking* goes into national public television syndication.

1991

WSRE Foundation, Inc. is established to support station activities and capital/operating needs.

1992

Sightline reading service for the visually impaired is launched.

1994

Kugelman Center for Telecommunications is dedicated.

1997

Educational channel WLNE is created in partnership with Cox Communications.

2000

14th Wine & Food Classic wins National Educational Telecommunications Association (NETA) Award.

2001

WSRE begins broadcasting in digital format along with traditional analog.

2002

FutureVision Capital Campaign launched to fund transition to digital broadcast equipment needs.

2005

Jean & Paul Amos Performance Studio is dedicated.

2007

WSRE wins Telly Award for the film *Khaki Coast: How the Panhandle Helped Win WWII*.

2008

20th Wine & Food Classic hosts celebrity chef Jacques Pépin; WSRE receives Emmy nominations for *Gulf Coast War Memories* and *Khaki Coast: How the Panhandle Helped Win WWII*; WSRE selected as one of 20 stations to participate in the PBS KIDS Raising Readers literacy campaign.

2009

WSRE wins four Telly Awards for original documentaries; WSRE wins NETA Award for *Gulf Coast War Memories* educational outreach campaign; analog transmitter is turned off in accordance with the national transition to digital TV.

2010

Gulf Coast Consortium of regional PBS and NPR stations is formed to expand reporting on the Deep Water Horizon oil spill; *Gulf Islands National Seashore: The Treasure of the Gulf Coast* receives Emmy nomination, bronze Telly Award and People's Telly Award.

2011

*Lighthouses of the Gulf Coast: Sand Island to St. Marks* receives Emmy nomination and bronze Telly Award; *Ashley Brown in Concert: Call Me Irresponsible* receives bronze Telly Award; WSRE partners with WUWF to continue Sightline reading service.

2013

Pensacola State College Learning Lab & WSRE Imagination Station opens at Pensacola Bayfront Stadium; *Baseball in Pensacola* wins bronze Telly Award; 25th Wine & Food Classic hosts former White House executive pastry chef Roland Mesnier; Florida Public Broadcasting Service launches new PBS LearningMedia digital education platform.

2014

WSRE Imagination Station wins NETA Award for Community Engagement Based on a Local Project.

2015

The WSRE Public Square Speakers Series launched with author Rick Bragg, filmmaker Rory Kennedy, *Sesame Street* puppeteer Carol Spinney and explorer Alexandra Cousteau. WSRE wins Telly Awards for *In Your Own Backyard: The Blue Angels Air Show* and *An Evening with Tommy Emmanuel*.