



ANNUAL REPORT

July 1, 2017 – June 30, 2018
WSRE-TV Foundation, Inc.



Positively impacting communities through education, entertainment and engagement.

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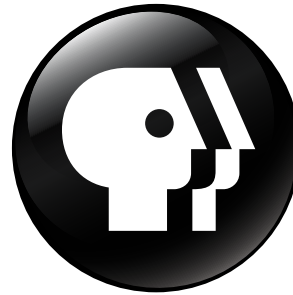
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WSRE

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From Our Leadership



A handwritten signature in black ink, appearing to read "Bobby Emmons".

Bobby Emmons
Chair, WSRE-TV Foundation, Inc.
2017-2018

WSRE is viewer-supported public television that educates citizens young and old, entertains viewers with the highest quality programming, and engages local communities through public events and interactive media. While meeting costly technological demands is key to broadcast operation, reaching families with essential educational content is at the heart of all we do.

Local communities are refocusing collective efforts to improve outcomes for our children with emphasis on early learning. WSRE delivers the #1 educational media brand for children, and we are working to increase collaborations and expand the positive impact of educational resources that affect kindergarten readiness.

Our emphasis on early childhood education has been constant for more than 50 years – from early broadcasts of “Mister Rogers’ Neighborhood” and “Sesame Street” to today’s 24/7 WSRE PBS KIDS Channel and PBS KIDS digital apps with thousands of free and safe videos and games. We’re training teachers to use the curriculum-aligned digital resources of Florida PBS LearningMedia, and we’ve served more than 54,000 people at the WSRE Imagination Station early learning activity center at Blue Wahoos Stadium.

To generate awareness of educational, health and safety resources for families, we introduced Be My Neighbor Day in April 2018. More than 2,200 children and parents engaged in activities and received useful information from 25 participating organizations. Sparked by a lead gift from the Ounce of Prevention Fund of Florida and headlined by PBS KIDS co-host Mr. Steve and characters from “Daniel Tiger’s Neighborhood,” this free event was an instant hit with local families.

Soon, we will bring educational services and digital media to low-income families in their neighborhoods. For taking this show on the road, a new WSRE PBS KIDS van and mobile digital media kiosks have been purchased with support from The Kugelman Foundation, the D.W. McMillan Trust and the Melba Bayer Meyer Charitable Trust.

Throughout this report, you will be reminded that WSRE provides educational and entertaining programs and opportunities for learners of all ages. You may have attended a Public Square presentation or a “StudioAmped” concert. Perhaps you tuned in for “The Vietnam War” and were one of the 1,200-plus volunteers who participated in the Reading of the Names at the Wall South at Veterans Memorial Park in Pensacola.

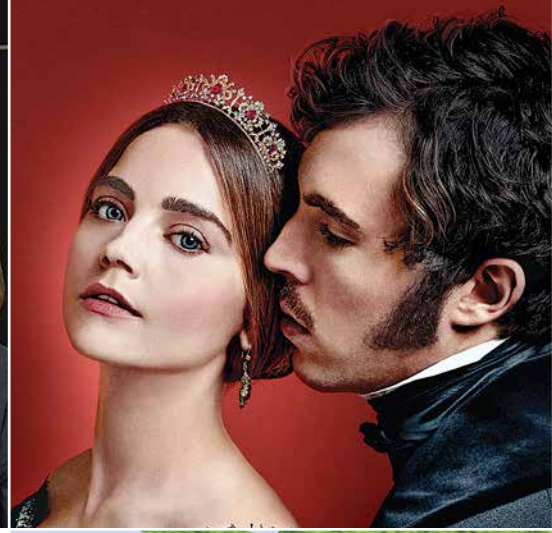
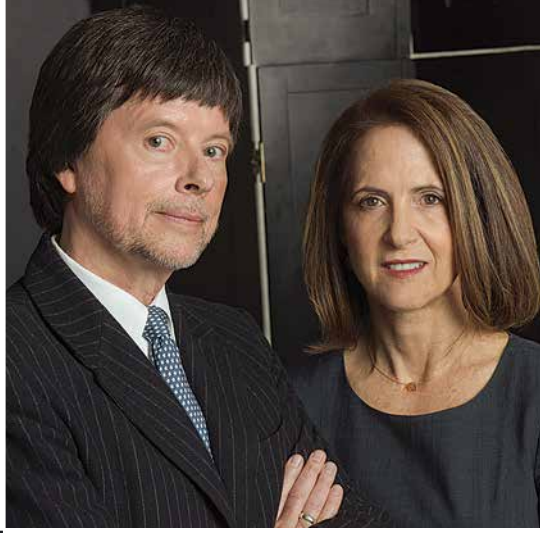
With your continued support, new community partnerships and a growing membership base, WSRE will continue to positively impact the communities we serve in meaningful ways. Thank you.



A handwritten signature in black ink, appearing to read "Bob Culkeen".

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

WSRE 
WORLD



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WSRE 
@create



Overview

Our mission: positively impact communities through education, entertainment and engagement. **Our vision** is to be recognized, utilized and supported by the communities we serve.

Licensed to the Pensacola State College District Board of Trustees in Pensacola, Florida, WSRE is one of 350 nonprofit Public Broadcasting Service (PBS) member stations in the U.S. As such, we are part of America's largest classroom, the nation's largest stage and a trusted window to the world for all citizens.

WSRE is available to all – 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 with four over-the-air channels: WSRE (23.1), WSRE World (23.2), WSRE Create (23.3) and WSRE PBS KIDS (23.4). Station information, program schedules and video streaming can be accessed at wsre.org.

WSRE is committed to delivering high quality national, regional and local content and educational outreach to the communities we serve. We provide trusted programming that is unique and different from commercial broadcasting. Our original productions and events provide opportunities for civic engagement, enlightening conversation and exposure to the arts. Our content is reflective of our audience, expressing diverse perspectives.

Production facilities are located in the Kugelmann Center for Telecommunications on the campus of Pensacola State College, accented by the 10,000 square-foot Jean & Paul Amos Performance Studio which serves as a live broadcast, performance and event venue.

In support of public service projects furthering education, public safety and civic leadership, WSRE receives public funding from both federal and state governments through the Corporation for Public Broadcasting.

WSRE 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.



WSRE hosted a PBS LearningMedia professional development workshop for 113 Escambia County K-12 teachers on Feb. 19 in the Jean & Paul Amos Performance Studio. Led by PBS LearningMedia's Rachel Morrison, Michelle Watson from Florida Public Media and Jill Hubbs, WSRE Education & Outreach director, the teachers learned how to tap into America's #1 educational media brand for free access to thousands of innovative, standards-aligned digital resources and productivity tools – like Lesson Builder, Storyboard Creator, Puzzle Builder and Quiz Maker – for enhancing classroom instruction.

**1,800+ teachers
and students in
Escambia, Santa Rosa
and Okaloosa counties
log in to
PBS LearningMedia.**



**Escambia County teacher
Sara Barcellona
was selected for
PBS LearningMedia's
Bring the Universe to
America's Classrooms
project funded by NASA.**





Since 2002, WSRE productions have won:

3 Emmy Award Nominations

2 Silver Telly Awards

17 Bronze Telly Awards



More than 70 regional bands have appeared on WSRE during the first 10 seasons of "StudioAmped."



The pilot episode of "The Eco Team" – a new children's show produced locally by Music as Message at WSRE – debuted on WSRE with an Earth Day premiere.



WSRE Productions

WSRE productions are key to meeting the station's mission to educate, entertain and engage viewers with content that truly connects the communities we serve.

Six ongoing WSRE series cover the people, places and happenings of the station's viewing area: "Aware!" and "inStudio" highlight current affairs and local initiatives; "Conversations with Jeff Weeks" spotlights notable people of local and national renown; "Pensacola State Today" provides useful information about college programs and student services; "In Your Own Back Yard" takes an in-depth look at local attractions and points of interest – like this year's episode on the architectural history of North Hill in Pensacola; and our concert series, "StudioAmped," showcases the original music of regional artists.



The 10th season of "StudioAmped" was recorded over

eight nights from Oct. 6-19 in the Jean & Paul Amos Performance Studio with its broadcast premiere in January. The lineup included Alissa Moreno, Bridgette Tatum and Amanda Colleen Williams from the Pensacola Beach Songwriters Festival, Jimmy Lumpkin & The Revival, The Underhill Family Orchestra, The Pendletons, Boukou Groove, Sugarcane Jane, The Graytones and Solomon Bozeman. Local music fans make up the studio audience with donations to Manna Food Pantries collected at the door.

“The 'StudioAmped' series provides a great opportunity for local bands to get their original music heard, and they are recording an hour-long concert that will last forever online.”

– Executive Producer Bill Harrell

Two WSRE productions win Telly Awards

"In Your Own Backyard: The Gulf Coast Hot Air Balloon Festival" and "Best of StudioAmped: Volume 2" were awarded the Bronze Telly Award for excellence in video and television production, and the "StudioAmped" special was also a NETA Award Finalist for Performance - Small Station.

"In Your Own Backyard," hosted by Sherri Hemminghaus Weeks, is about unique points of interest along the Gulf Coast. Producing this award-winning episode were WSRE's James Roy (writer, producer, videographer and editor), videographer Kendall Faust and editor/videographer Ted King.

"The Best of StudioAmped: Volume 2" is a 90-minute compilation of songs from seasons 5 through 9, showcasing 18 different bands. Bill Harrell is executive producer of "StudioAmped." Also producing this special presentation were director/editor James Roy, broadcast audio engineers Allen Abrahamson and Jeff Jordan, and technical director Ted King. Mike Rowan is WSRE's senior producer/director.



"Legislative Review: Dialogue with the Delegation" is produced before and after each legislative session,

connecting lawmakers and constituents. WSRE viewers are engaged by providing the questions asked of the Northwest Florida delegation during the live broadcasts.

This year's pre-session broadcast aired live on Dec. 12, and the post-session program aired live on April 23. NewsRadio 92.3 FM & 1620 AM partnered with WSRE by airing live simulcasts. The following legislators participated: Sen. Doug Broxson (District 1), Rep. Clay Ingram (District 1), Rep. Frank White (District 2), Rep. Jayer Williamson (District 3) and Rep. Mel Ponder (District 4).

Jeff Weeks hosts this community service program, started by WSRE in 1971.

Local eclipse watchers appear on NOVA special

On Aug. 21, America's eyes were glued to the skies as the mainland United States experienced the first total solar eclipse since 1979, and the first to cross the U.S. since 1918.

"NOVA" captured the spectacular event in "Eclipse Over America," airing hours after it took place. Upon invitation from "NOVA" producers, WSRE submitted video of local eclipse watchers for the special. Footage shot at Pensacola State College included well-known local astronomer Wayne Wooten and appeared on the national broadcast as part of a montage of star gazers from around the country.

This collaboration of public television stations and "NOVA" illustrated the excitement the eclipse had generated across the nation.



Daniel Tiger was a special guest ECARE Reading Pal at Montclair Elementary School in April.



WSRE and The Cat in the Hat visited four schools on Read Across America Day.



Shining Star Awards honored 35 outstanding 4th and 5th graders at WSRE in March.



Parents rank PBS KIDS as the most trusted and safe place for children to watch television.
Source: Marketing & Research Resources, Inc. (M&RR), January 2018.

PBS KIDS is #1 in school readiness.
Source: Marketing & Research Resources, Inc. (M&RR), January 2018.



Education & Outreach

Parents overwhelmingly agree that no other media brand meets their children's school readiness needs like PBS KIDS. WSRE delivers this leading early learning resource to local families through the 24/7 WSRE PBS KIDS channel, anytime-anywhere streaming and games via the PBS KIDS app, the WSRE Imagination Station at Blue Wahoos Stadium and various community outreach activities. Plus, 39% of WSRE's 23.1 main channel broadcast remains dedicated to educational children's programming.

Geared toward children from birth to age 5, the WSRE Imagination Station is a free early learning activity center designed to spark play, creativity and learning. It is equipped with books, toys and touch-screen computers where parents and children have access to educational games and activities at pbskids.org.

By March 2018, more than 50,000 visitors had utilized the Imagination Station in five years since its opening in 2013. The number of guests registering their attendance for FY2018 totaled 11,945.

Since April 2018, the Imagination Station's public hours have been extended from three mornings a week to six. Afternoons are reserved for community organizations like Autism Pensacola, Capstone Academy and Early Steps.

While the Imagination Station is free and open for all, many families lack the resources to get there and remain unaware of the WSRE resources that can help their children get ready to learn. To help fill this gap, funding from The Kugelman Foundation has purchased digital kiosks for bringing WSRE educational services to families where they live, visiting local community centers, schools and events.



Imagination Station

More than 54,000 people visited the Imagination Station since its opening in April 2013 through June 2018.



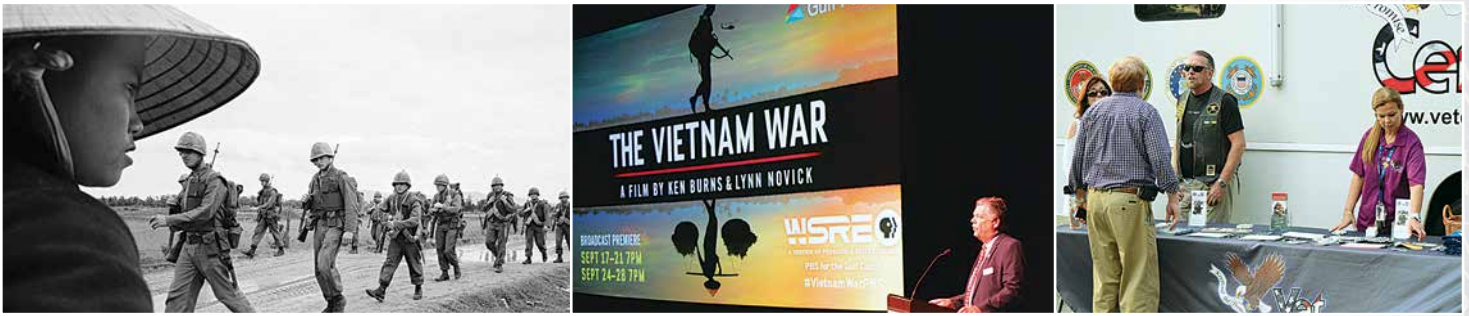
Each year, WSRE and the Pensacola Blue Wahoos team up to spotlight the importance of early learning on a child's brain development and school readiness. Together, we Hit a Home Run for Early Learning on Aug. 13 at Blue Wahoos Stadium.

Families enjoyed pre-game story time with Blue Wahoos players and children's activities at the Imagination Station. Kids received a free book and WSRE PBS KIDS beach ball and were thrilled to see PBS KIDS characters, Super Why and Clifford the Big Red Dog. Clifford helped throw out the first pitch and participated in a Fun Run for Reading around the bases.



Underwater sidekicks Splash and Bubbles made their first appearance in Northwest Florida, headlining the fourth annual WSRE PBS KIDS & Family Day at Gulfarium Marine Adventure Park on March 17. Splash, Bubbles, Curious George and the Man with the Yellow Hat were on hand to greet an estimated 1,200 children engaged in arts and crafts, a scavenger hunt and the park's exhibits, aquariums and marine life shows.

"Splash and Bubbles" encourages kids to explore the undersea world and introduces the concepts of ecological balance and the importance of taking care of the ocean – a natural fit for presenting sponsor Gulfarium Marine Adventure Park, who donates a portion of the day's admission fees to the WSRE-TV Foundation each year. Other event sponsors were Gulf Power Company and media partners Cat Country 98.7, NewsRadio 92.3 FM & 1620 AM, Cox Media and Lamar Advertising.



“The Vietnam War” spurs community engagement

WSRE was awarded a grant from PBS for educational outreach and civic engagement around the September premiere of “The Vietnam War” – an 18-hour documentary by Ken Burns and Lynn Novick.

In an immersive narrative, the film series tells the epic story of the Vietnam War through rarely seen archival footage; historical broadcasts and photographs; audio recordings from the Kennedy, Johnson and Nixon administrations; and the testimonies of nearly 100 witnesses, including many Americans who fought in the war, others who opposed it and Vietnamese combatants and civilians from both the winning and losing sides.

Local community engagement activities surrounding the film included a public film screening of highlights from “The Vietnam War;” a WSRE Public Square event featuring a film screening and guests from the independent film, “The 2 Sides Project;” and a week-long Reading of the Names at The Wall South in Veterans Memorial Park in Pensacola.

The 2 Sides Project is a nonprofit created in 2015 by Gold Star daughter Margot Carlson Delogne to connect others who lost their fathers on both sides of the Vietnam War. “The 2 Sides Project” documentary follows the inaugural journey to Vietnam, as six Gold Star Americans met more than 20 Vietnamese sons and daughters whose fathers also died in the war. The film captures the entire story of these encounters, the discovery of a shared history and common grief, and the emotional visits to sites where their fathers died some 50 years before.

In September, WSRE Public Square presented a screening of “The 2 Sides Project” with Gold Star daughters Margot Carlson Delogne and Susan Mitchell-Mattera, Gold Star son Ron Reyes, and film director Anthony Istrico for a poignant conversation about their experiences in Vietnam. WSRE Education and Outreach Director Jill Hubbs, also a Gold Star daughter of the Vietnam War, moderated the discussion.



In partnership with Veterans Memorial Park of Pensacola, WSRE hosted a Reading of the Names at The Wall South as the culminating event of community engagement activities surrounding “The Vietnam War.” The 58,318 names of service men and women whose lives were lost in the war were recited by more than 1,200 local volunteers throughout the week leading up to Memorial Day.

“ It is a huge undertaking, but one which illustrates exactly why we observe Memorial Day. Every citizen who takes part in the Reading of the Names will know that they have paid honor to those who paid for our freedoms with their lives.”

– **Paul Entrekin, President
Veterans Memorial Park of Pensacola**



“ In Vietnam, we discovered that facing the other side of the war leads to more understanding and lasting healing. ”

– Margot Carlson Delogne

An estimated 20,000 Americans and 70,000 Vietnamese lost their fathers in the Vietnam War. “The 2 Sides Project,” winner of the 2017 GI Film Festival Founders’ Choice Award, was presented by WSRE for national distribution through the National Educational Telecommunications Association.



World Channel presents national broadcast of “They Were Our Fathers”

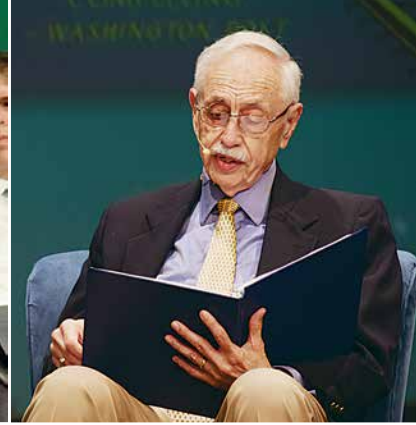
WSRE’s award-winning production, “They Were Our Fathers,” which documents the stories of Gold Star children who lost their fathers in service during the Vietnam War, aired on World Channel’s national broadcast in November 2017.

The documentary also has been picked up by PBS member stations throughout the nation via a digital feed from the National Educational Telecommunications Association. Many stations aired the film in conjunction with the September premiere of “The Vietnam War.”

“They Were Our Fathers” was filmed at the Vietnam Veterans Memorial in Washington, D.C. and tells stories from Sons and Daughters in Touch – a group formed in 1990 to locate, unite and support America’s Gold Star children who lost their fathers during the war.

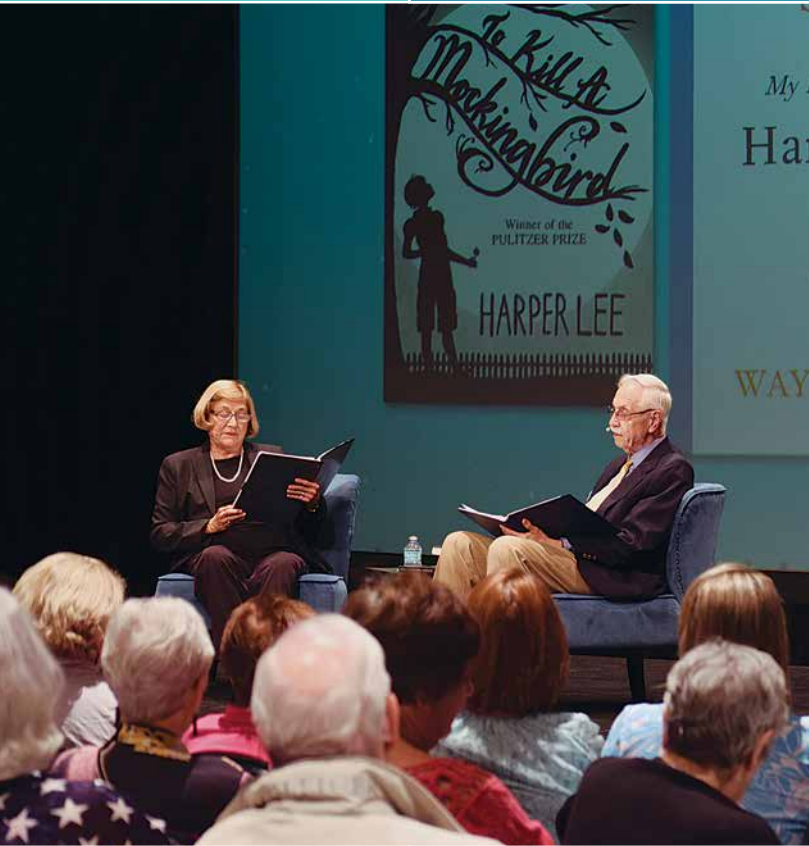
“They Were Our Fathers” won a 2017 People’s Silver Telly Award for production excellence and distinction in creative work.





the
GREAT
American
READ

Grants for production and community engagement were awarded to WSRE through the Corporation for Public Broadcasting for "American Creed" and PBS for "The Great American Read."



WSRE's "American Creed" campaign was a NETA Award finalist for Small Station Engagement Based on a National Initiative from the National Educational Telecommunications Association.



Digital storytelling campaign asks what it means to be American



In a fractured nation, what ideals do Americans share in common? That is the question asked by the independent film, “American Creed” – a production of Citizen Film and WTTW in Chicago. This timely documentary premiered in February on PBS stations nationwide. In conjunction with the film, WSRE hosted community engagement events and sponsored a storytelling campaign for the public to share personal stories about what it means to be an American. On a special edition of “inStudio,” host Sherri Hemminghaus Weeks led a discussion about the different ways citizens strive to realize America’s promise across deep divides.

“American Creed” began with two unlikely collaborators at Stanford University, former U.S. Secretary of State Condoleezza Rice and Pulitzer Prize-winning historian David M. Kennedy. They teamed up to investigate the idea of a unifying American creed, and their cross-partisan inquiry framed the stories of activists striving to realize their own visions of America’s promise.

Two of those featured in the film are U.S. Marines veteran Tegan Griffith, who advocates for fellow veterans and the working class, and Terrence Davenport, who has worked to create economic opportunity in the Arkansas Delta.

WSRE offered local citizens three ways to join the national conversation sparked by this film: a storytelling project; film screenings in Crestview and Pensacola; and a WSRE Public Square panel discussion and audience Q&A with cast members Griffith and Davenport and Pensacola State College professor Douglas Mock. While in Pensacola, Griffith and Davenport also met with students in the Pensacola State College History Department and appeared on an episode of “Conversations with Jeff Weeks.”

Digital stories told by local citizens described what it means to be American. The videos were shared via broadcast, streaming and during community events.

“Harper Lee – In Her Own Words” Public Square event launches “The Great American Read”

In his 2017 book, “Mockingbird Songs: My Friendship with Harper Lee,” Wayne Flynt says that “Nelle Harper Lee was in many ways like the mockingbirds Miss Maudie described on that hot Maycomb day – complicated and independent.” On May 24, Flynt was joined by Nancy Anderson, an English professor and sought-after Harper Lee scholar, to read excerpts from his book and letters written by the “To Kill a Mockingbird” author.

This WSRE Public Square presentation helped launch “The Great American Read,” a PBS series and national campaign in search of America’s best-loved book. Television personality and journalist Meredith Vieira hosted the broadcast, which began with a two-hour special on May 22 and launched a summer of reading and a national vote with the reveal of America’s Best-Loved Novel in the fall.

The TV series took viewers on a journey across the country to uncover the nation’s 100 most-loved novels, the people who love them and their authors. The list of 100 books came from a national survey of Americans and was revealed to begin voting during the premiere.

At the time, WSRE’s launch event offered a clue that “To Kill a Mockingbird” would be on that list of America’s favorite books. In the end, “To Kill a Mockingbird” was voted America’s Best-Loved Novel, having remained in the lead from the start.

In addition to their readers theater Public Square presentation, Flynt and Anderson spoke with Pensacola State College English Department students and faculty. Flynt also appeared on a “Conversations with Jeff Weeks” program.

“The thing I find so intriguing about ‘To Kill a Mockingbird’ is that it sears me in ways that make me understand the world differently and better. It is one of those books that transcends its own time and speaks to people through their hearts in all times.”

– Wayne Flynt, author of “Mockingbird Songs: My Friendship with Harper Lee”



**Pensacola's First Annual
Be My Neighbor Day:**
25 community partners
40 children's activities
2,200 in attendance



"Daniel Tiger's Neighborhood"
 fosters interest in reading and writing,
 encourages positive social skills
 and models age-appropriate
 problem-solving for ages 2 to 4.



“Children's play is not just kids' stuff. Children's play is rather the stuff of most future inventions.”
 – Mister Rogers



Sharing the neighborly values of Fred Rogers

It was a beautiful day in the neighborhood when 25 community organizations partnered with WSRE to host the first annual Be My Neighbor Day on April 21.

The Ounce of Prevention Fund's Prevent Child Abuse Florida chapter was presenting sponsor for this first Be My Neighbor Day, a free community event focused on early learning along with health and safety resources for families with young children and promoting the neighborly values of Mister Rogers.

Headlining this inaugural event were Daniel Tiger and Katerina Kittycat from "Daniel Tiger's Neighborhood" and PBS KIDS co-host Mr. Steve (Steve Roslonek). Mr. Steve performed three high-energy shows before a full house of delighted children and parents in the WSRE Jean & Paul Amos Performance Studio. Local agencies that support children and families provided activities for kids and helpful information for parents.

On air, during PBS KIDS programming, Mr. Steve performs original interactive songs that reinforce the curriculum themes of shows like "Curious George," "Clifford the Big Red Dog" and "The Cat in the Hat Knows a Lot About That." He is a Parent's Choice Gold Award-winning musician who performs across the country and writes each of his songs to add value to a child's life.

Mr. Steve enlisted students from N.B. Cook Elementary School to perform with him on stage in song and dance, including a new song written especially for WSRE PBS KIDS and Be My Neighbor Day. He rehearsed with the students and performed for a student assembly at the school. While in Pensacola, he also took time to perform for patients at The Studer Family Children's Hospital at Sacred Heart.



The following organizations contributed to the success of Pensacola's first Be My Neighbor Day:

- Ounce of Prevention Fund of Florida
- Bikers Against Child Abuse
- Blues Angel Music
- Cat Country 98.7 FM/NewsRadio 92.3 FM & 1620 AM
- City of Pensacola Parks and Recreation Department
- Council on Aging
- Cox Media
- Early Learning Coalition of Escambia County
- Emerald Coast Kite Flyers Club
- Escambia County Emergency Medical Services
- Escambia County Sheriff's Office
- Every Child a Reader in Escambia (ECARE)
- FamiliesFirst Network of Lakeview
- First City Arts Center
- Florida Department of Health
- Gulf Coast Kid's House
- Lamar Advertising
- Milk & Honey Outreach Ministry
- Pensacola Fire Department Station 6
- Pensacola Police Department
- Pensacola State College Kids' College
- Studer Community Institute
- Water & Youth Safety Pensacola
- West Florida Public Libraries
- Winterfest

Celebrating the 50th anniversary of "Mister Rogers' Neighborhood"

The launch of Be My Neighbor Day in Pensacola was scheduled to coincide with the 50th anniversary of "Mister Rogers' Neighborhood," which first aired on PBS stations on March 6, 1968.

Nationally, PBS scheduled a week-long programming event featuring back-to-back episodes of "Mister Rogers' Neighborhood" and "Daniel Tiger's Neighborhood," and the primetime premiere of "Mister Rogers: It's You I Like." This TV special is narrated by actor Michael Keaton, who was a stagehand for "Mister Rogers' Neighborhood" early in his career.

"Daniel Tiger's Neighborhood" is an animated recreation of Fred Rogers' original Neighborhood of Make-Believe, focused on school readiness and social-emotional learning for today's children.



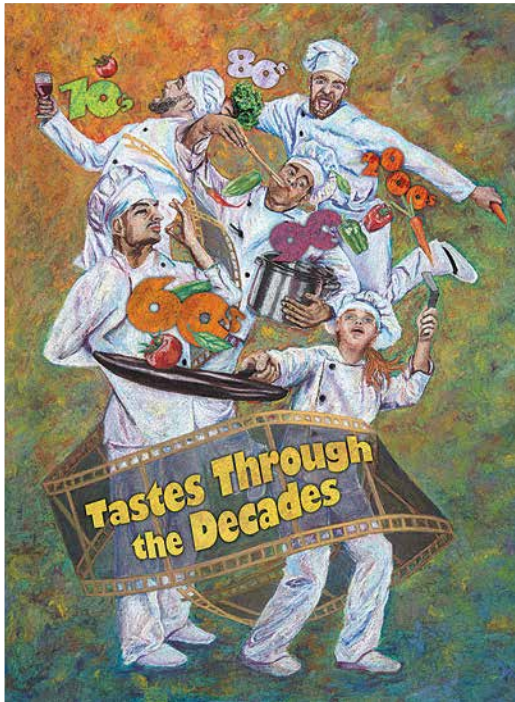
**Celebrating WSRE's
50th ANNIVERSARY**
2017 Wine & Food Classic
The 2017 Wine & Food Classic
raised \$105,600 for the
WSRE-TV Foundation.



The 2017 Wine & Food Classic
campaign and poster each won
2018 Silver ADDY Awards.
Original art and design by
WSRE graphic artist Tracey Burgess.



PBS Chef Lidia Bastianich headlines 50th anniversary celebration



Channel 23 first went on the air as WSRE in 1967. Held Oct. 20-22, the Wine & Food Classic – WSRE’s principal fundraiser for nearly three decades – rolled back the years with a grand 50th anniversary celebration in support of public television on the Emerald Coast.

PBS celebrity chef Lidia Bastianich headlined the three-day soirée, including a beachside wine and food tasting, a black tie gala at the Hilton Pensacola Beach and a meet-and-greet wine tasting and book signing hosted by presenting sponsor, A Bodacious Family of Shops. Other distinguished guests included Patricia Harrison, president and CEO of the Corporation for Public Broadcasting; Paula Kerger, PBS president and CEO; and former WSRE general managers Eric Smith (1969-1978), Allan Pizzato (1987-2000) and Sandy Cesaretti Ray (2000-2016).

Local chefs competed for people’s choice honors in cuisine and presentation during the “Tastes Through the Decades” walkabout tasting on Friday evening. George Lazi of George Bistro & Bar was awarded both Best Overall Chef and Best Booth awards. Chris Tingle (McGuire’s Irish Pub) was voted Best Decade Chef with Mike DeSorbo (Culinary Productions) voted runner-up, and Gregg McCarthy (The Grand Marlin) won Best Booth runner-up. Many guests were dressed in 1960s attire while event sponsor Boogie Inc. spun classic

tunes from that era and through the decades.

The “Milestones & Memories” black tie gala on Saturday featured presentations by Kerger, Harrison and Bastianich. Dinner courses from Bastianich’s recipes were prepared by celebrated Pensacola executive chefs Dan Dunn, Irv Miller and Gus Silivos.

The Wine & Food Classic weekend concluded with the “Celebrate Like an Italian” book signing at So Gourmet & Kitchenry in Downtown Pensacola. Guests had the opportunity to meet Bastianich, have their cookbooks signed and sample wines from the Napa Valley vineyards of Silver Oak Winery.

Altogether, the 2017 Wine & Food Classic raised \$105,600 for the WSRE-TV Foundation in support of station programs and services.

Members show their love for WSRE

Do you have a heart for public television? That was the question asked during the new I Love WSRE membership campaign, launched in February. Public media lovers had the opportunity to receive a Valentine’s Day membership package including WSRE Passport activation for two, a T-shirt, bumper sticker and homemade fudge from Bubba’s Sweet Spot. The hashtag #ILoveWSRE was introduced for WSRE viewers to show their love for favorite programs, station events and community resources.



Passport is a new member benefit from participating PBS stations that gives eligible donors and supporters extended access to an on-demand library of quality public television programming online. The WSRE Passport library features episodes from popular programs, including “American Experience,” “American Masters,” “Antiques Roadshow,” “Masterpiece,” “Nature” and “NOVA.” In addition, the library is full of public television’s acclaimed arts, science, history and lifestyle programs, including a rotating selection of films from Ken Burns and WSRE productions. Passport activation is available for WSRE members annually giving \$60 or more.

WSRE Statement of Financial Position

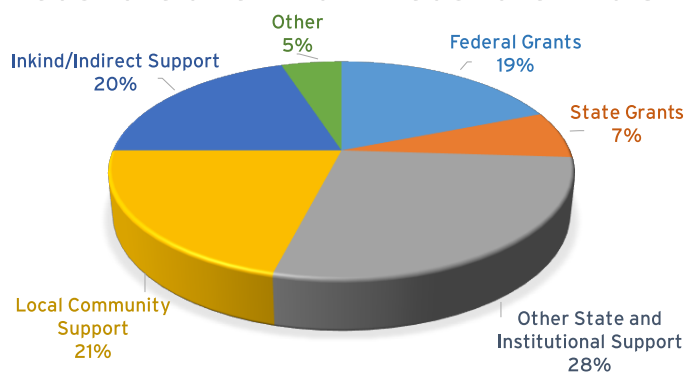
	June 30, 2018	June 30, 2017
Assets		
Cash and cash equivalents	1,997,239	2,049,266
Accounts and pledges receivable	147,826	188,299
Prepaid expenses	61,654	62,249
Investments	2,059,078	1,914,754
Real estate held for sale	25,000	25,000
Capital assets, net of accumulated depreciation*	4,970,693	5,146,745
Total Assets	9,261,490	9,386,313

* Depreciation expense was \$288,283 and \$321,755 for 2018 and 2017, respectively.

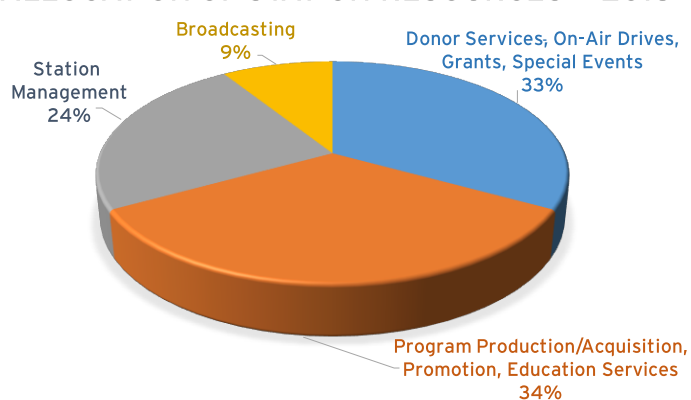
Liabilities and Net Position

Accounts payable and accrued liabilities	60,530	139,868
Accrued compensated absences	63,867	73,397
Deferred revenue	1,071,482	1,036,975
Net position	8,065,611	8,136,073
Total Liabilities and Net Position	9,261,490	9,386,313

SOURCES OF STATION RESOURCES – 2018



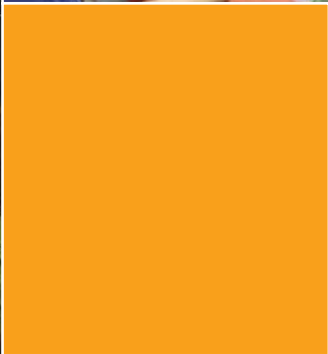
ALLOCATION OF STATION RESOURCES – 2018



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 35% of the total assets of the Station at June 30, 2018. Thirty-three percent of the Station's 2018 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 or by request at (850) 484-1231.





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