



**Annual Content  
& Service Report  
to the Community**

**2012-2013**

**Explore more and open doors to a larger world**



**A SERVICE OF PENSACOLA STATE COLLEGE**  
**Viewer Supported PBS for the Gulf Coast**



# WORLD

## Vision

WSRE will positively influence the daily 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.

## Mission

The mission of WSRE 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 the quality of life and promote the joy of discovery and learning.

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Be more.



PBS

# Dear Friends

The public broadcasting system, *your PBS*, was created by Congress to use our nation's airwaves to educate, engage, and inspire all Americans. Over the past four decades, WSRE, and all other public television stations, have used the power of TV – and now, the Internet and mobile devices – to ensure that everyone has access to new ideas and information that can transform their lives. Public broadcasting provides a unique service to the American people that cannot be replicated or replaced by commercial broadcasters. And more importantly, WSRE, as the local public broadcaster, helps fulfill the needs of our Gulf Coast community.

In an 800-channel television landscape, public broadcasting is the only one committed to providing content of consequence – combined with community outreach and educational services – that opens up new horizons, and encourages viewers to learn more about the world around them.

It is with sincere gratitude for the generous support of our viewers, corporate supporters and community partners that we share our success stories and reflect on the past year of service and accomplishments.

Some of the most important work we do is for children – using the tremendous power of media to serve them, not sell to them. In an effort to demonstrate the effectiveness of this powerful medium, WSRE along with nine other Florida Public Broadcasting stations conducted classroom studies in select schools across the state to illustrate the value of incorporating public media resources into classroom curriculum. The study found that students' acquisition and comprehension of new vocabulary were positively impacted when they participated in the learning outreach program. We are excited about this impact on student learning and continue to form strategic partnerships to expand this program and explore other opportunities to help raise student achievement.

Our talented production team continued to connect with viewers through thought-provoking dialogue on *Conversation with Jeff Weeks*, explore new, regional musical acts on *StudioAmped's* fifth season, and discover destinations and happenings on *In Your Own Backyard*. One of our most impactful projects to date was our local documentary that chronicled the rich history of America's favorite sport as it unfolded in America's first city – *Baseball in Pensacola*. Excitement around this special abounded as we previewed it on the big screen at Pensacola Bayfront Stadium after a 15-inning Blue Wahoos game.

"Downton Mania" officially struck the Gulf Coast this past year, as was evidenced by the outpouring of support for our *Downton Abbey* special events and previews. This popular program has been a kind of renaissance for us, providing an invitation for us to connect to a new audience, and we welcome each of you.

It is truly an exciting time in public media, for it is the unexpected and exciting journeys we all experience every time we watch WSRE that embody our vision of what public media is all about. Your belief in this shared vision is what drives us to be *your* trusted window to the world, providing a place for everyone to access new ideas and information, so every person can help build a brighter future.

Thank you for watching and helping us open doors to a larger world for our viewers and all of us living and learning along the Gulf Coast.

Sincerely,



*Sandy Cesaretti Ray*  
Sandy Cesaretti Ray  
General Manager, WSRE



*Sandy Sims*  
Sandy Sims  
Chair, WSRE Foundation, Inc. Board

# Overview

## WSRE 24/7

Over the years, our media organization has expanded from providing just one analog broadcast channel to providing many additional services to our local community via new technologies. Our four digital channels are on the air 24 hours a day with many programs available on our online video player at [video.wsre.org](http://video.wsre.org) or through apps on personal digital devices.



**WSRE (23.1)** offers all of your favorite WSRE and PBS programs such as *Nature*, *NOVA*, *Antiques Roadshow*, *Masterpiece*, *Conversations with Jeff Weeks*, award-winning local documentaries and more – in beautiful high definition.



## WORLD

**WSRE World (23.2)** offers all of your favorite news, science, public affairs and history programs.



**WSRE Plus (23.3)** offers a variety of programming all with the goal of empowering you to Be More! On weekdays and weekend evenings, enjoy all of your favorite lifestyle programming from cooking to sewing, painting and travel – from CREATE. Weekend days feature the Florida Channel – all the latest happenings from around the state.



**V-me (23.4)** (pronounced veh-meh) features an exclusive mix of original productions, world-class acquired content and specially customized public television programming. V-me offers a fresh alternative in Spanish-language television in all genres, as well as Spanish-language versions of PBS programs presented from a U.S. Hispanic perspective.

**WSRE is your trusted guide to explore new worlds, discover new ideas and broaden personal horizons – for over 45 years.**

WSRE is a viewer supported public media institution. Children learning new words from a furry little monster, teachers inspiring school children with new technologies, ballet dancers pursuing their dreams of dance after experiencing the arts – these are just a few of the exciting activities made possible by contributions to WSRE from viewers like you. The Gulf Coast's only public television station, WSRE reaches nearly 1.2 million viewers. Founded in September 1967, WSRE began broadcasting as a closed circuit television system. Since that time, it has grown into a wide ranging service for the community that goes well beyond TV. New digital technologies enhance our ability to share knowledge that enriches the mind and inspires creativity. Our roots are firmly grounded in a belief that all people should have access to resources to help nurture a love of lifelong learning. We cultivate that love by offering unique, easily accessible programs and public media services that are valued by citizens, educational institutions, community organizations and state government to aid them in achieving their goals. We make a positive difference in people's lives and enhance the quality of life along the Gulf Coast.

**The Jean & Paul Amos Performance Studio serves as a venue for many events, from program screenings to live TV productions to**

**concerts to town hall meetings, the studio is as diverse as the audience it serves.**

**Over 72,000 households explore with WSRE every week**

Source: Nielsen, EVIP, February 2012



# Television at WSRE

**1 COVERAGE AREA** The station's digital broadcast signal covers most of a five county area extending from Mobile County, Alabama east to Okaloosa County, Florida. Cable and satellite coverage expands the station's reach and availability of service to the farthest reaches of the region.

**2 CHANNELS** WSRE operates four digital channels and one Second Audio Program (SAP) channel in which SightLine, a reading service for the visually impaired, is broadcast. SightLine is a partnership between WSRE and local NPR station, WUWF.

**3 FOR THE CHILDREN** Honoring a commitment to children's programming, WSRE devotes 48 percent of its weekday schedule to programs that educate and better prepare young children for school.

**4 NEWS & PUBLIC AFFAIRS** WSRE viewers from all backgrounds have access to analysis of a wide range of important issues and events, as more than 20 hours a week is devoted to news and public affairs programs such as *PBS NewsHour*, *Washington Week with Gwen Ifill* and *National Journal*, *Moyers & Company*, *Frontline*, *McLaughlin Group*, *Charlie Rose* and *Capitol Update*.

**5 LOCAL PROGRAMS** WSRE produces relevant, local series covering the issues, people and places you want to know about – *In Your Own Backyard*, *Conversations with Jeff Weeks*, *AWARE!*, *Legislative Review*, *Rally*, *Pensacola State Today*, *Academic Challenge* and *StudioAmped*.



# Our History



**1994** Kugelman Center for Telecommunications is dedicated

**2007** WSRE celebrates its 40th anniversary



**2007** WSRE wins silver Telly Award for **Khaki Coast: How the Panhandle Helped Win WWII**

**2001** WSRE begins broadcasting in digital format along with traditional analog

**2002** WSRE undertakes **FutureVision Capital Campaign** to fund equipment needs of transition to all digital broadcast

**1977** Earl Peyroux's **Gourmet Cooking** begins production as a local WSRE program

**1991** **WSRE Foundation, Inc.** is established as a direct support organization of PJC to support activities and capital/operating needs of the station

**1967** **WSRE** begins broadcasting under license from Pensacola Junior College

**1969** **PBS** is founded to serve America's public TV stations



## 1967

**1969** **Sesame Street** debuts



Congress creates **Corporation for Public Broadcasting** to encourage growth of noncommercial broadcasting

**1967**

**1992** **SightLine** reading service begins at WSRE



Earl Peyroux's **Gourmet Cooking** goes into national public television syndication

**1982**



WSRE wins National Educational Telecommunications Association (NETA) Award for the **14th Annual WSRE-TV Wine & Food Classic**



**1997** **WLNE - Where Learning Never Ends**, an educational cable channel, is created by a partnership with Cox Communications

**1997**

WSRE receives two Emmy nominations for its original documentaries **Gulf Coast War Memories** and **Khaki Coast: How the Panhandle Helped Win WWII**

**2008**

**2005** **Jean & Paul Amos Performance Studio** is dedicated

**2005**



**Taste, Toast & Tour the World**  
 1st Annual WSRE  
 Destin Wine & Food Classic



2008

WSRE celebrates 20th anniversary of its signature community fundraiser, **Wine & Food Classic**, with special celebrity guest Jacques Pépin



2009

WSRE launches **Wine & Food Classic in Destin, Florida**



2009

WSRE turns off its analog transmitter in accordance with the national transition to digital TV

2010

WSRE responds to Gulf of Mexico oil spill crisis with multi platform resources for the community and partners with regional NPR and PBS stations to form the Gulf Coast Consortium, a multimedia project to expand reporting on the aftermath of the spill

2011

WSRE receives an Emmy nomination for its original documentary **Lighthouses of the Gulf Coast: Sand Island to St. Marks**

2011

WSRE and WUWF partner to continue providing **SightLine** reading service



2013

WSRE wins a bronze Telly Award for **Baseball in Pensacola**

2013

2008

WSRE selected as one of only 20 PBS stations nationwide to participate in the **PBS KIDS Raising Readers** literacy campaign



2009

WSRE wins NETA award for **Gulf Coast War Memories** educational outreach campaign



2010

WSRE receives an Emmy nomination for its original documentary **Gulf Islands National Seashore: The Treasure of the Gulf Coast**

2010

WSRE wins a bronze Telly and People's Telly Award for **Gulf Islands National Seashore: The Treasure of the Gulf Coast**

2010

Pensacola Junior College becomes

**PENSACOLA STATE COLLEGE**

2013

Pensacola State College Learning Lab & WSRE Imagination Station opens at Pensacola Bayfront Stadium



2011

WSRE wins two bronze Telly Awards for its original documentary **Lighthouses of the Gulf Coast: Sand Island to St. Marks** and for its music program **Ashley Brown in Concert: Call Me Irresponsible**



2009

WSRE wins four bronze Telly Awards for its original documentaries

# PBS

## Programs

Each year WSRE brings the Gulf Coast thousands of hours of quality programming from PBS and other independent sources. Through WSRE, PBS is able to offer all Americans – from every walk of life – the opportunity to explore new ideas and new worlds through television and online content. For more than 484,000 households along the Gulf Coast, WSRE is **the** trusted source to experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front row seats to world-class drama and performances. This broad array of programs has been consistently honored by the industry's most coveted award competitions.



*The Dust Bowl*

**PBS is a leader in addressing important issues.**

Source: CARAVAN ORC International, January 2013

In yet another project by popular "son of PBS," Ken Burns presented his latest work, **The Dust Bowl**. This four-hour documentary chronicled the environmental catastrophe that, throughout the 1930s, destroyed the farmlands of the Great Plains, turned

prairies into deserts and unleashed a pattern of massive, deadly dust storms that for many seemed to herald the end of the world. It was the worst manmade ecological disaster in American history.

PBS ushered in the **election season** with a wealth of important and informative programs with coverage and insights about the candidates, the issues and the voters. In addition, PBS offered voters a much expanded online destination providing a one-stop resource for a vast array of election content that is trusted, in-depth and independent.

A new generation of preschool "neighbors" are experiencing the Neighborhood of Make-Believe.

**Daniel Tiger's Neighborhood** premiered fall of 2012 on PBS KIDS.

This program was the first TV series inspired by the iconic, award-winning Mister Rogers' Neighborhood from The Fred Rogers Company. *Daniel Tiger's Neighborhood* stars 4-year-old Daniel Tiger, son of the original program's Daniel Striped Tiger, who invites young viewers into his world, giving them a kid's-eye view of his life.

**More viewers turn to PBS for the most varied selection of arts and cultural programming than any other channel.**

Source: CARAVAN ORC International, February 2013

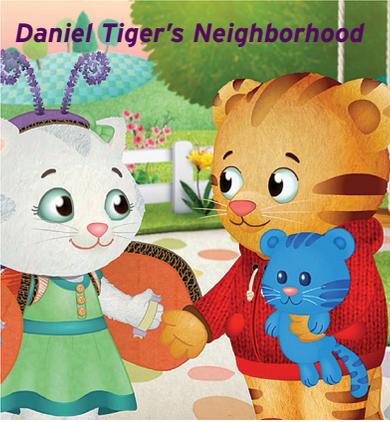
As they closely follow and share Daniel's everyday adventures, preschoolers ages 2-4 and their families learn fun and practical strategies and skills necessary for growing and learning.

**More voters trust PBS than any other television news source.**

Source: Public Policy Polling, 2/6/2013

**Masterpiece's Downton Abbey** has finally put PBS back on the map – or remote control favorites – with viewers. Season 3 of the popular program proved to live up to the hype increasing viewership by some 7 million viewers making it the highest-rated PBS drama of all time. Viewers just could not miss hearing the next zinger from the Dowager Countess, played by Dame Maggie Smith, each Sunday night.

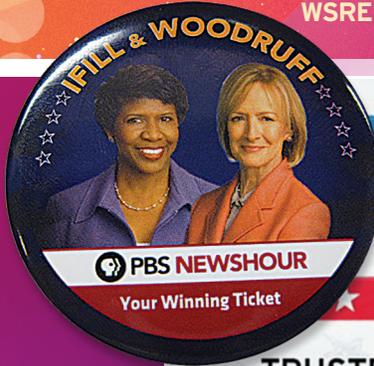
Daniel Tiger's Neighborhood



*"WSRE puts the 'public' in public television, providing a little something for everyone. I learn something new and interesting every time I watch WSRE. It is enlightening, educational and entertaining – all at one time! WSRE provides a valuable service that we should all be proud to support."*

**Joe Lovoy**

WSRE TV Foundation Board Member & Viewer



*"I have watched PBS since I was a kid, and now my kids watch. I saw the very first Sesame Street program. Thank you for the services you provide."*

**Lou Ann Manthey, WSRE Viewer**



**TRUSTED. IN-DEPTH. INDEPENDENT.**

**#pbsElection**



Masterpiece Classic: Downton Abbey

# WSRE Original Productions

Because WSRE is locally owned and operated, we are able to produce programs that reflect our community in ways that no other TV station can match. We are beholden to our community, not advertisers, so we are able to share the stories of our community with an amount of broadcast time and resources other local stations cannot provide.

## Documentary Spotlight

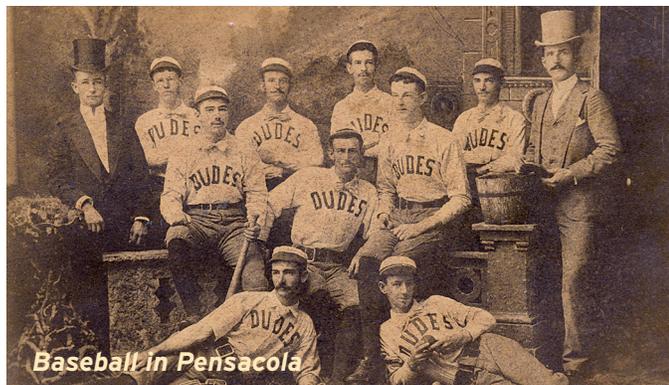
### WSRE Reveals the History of Baseball in Pensacola with New Documentary

WSRE premiered its newest documentary **Baseball in Pensacola** in its November TV lineup. The 2.5 hour documentary chronicled the rich history of America's favorite sport as it unfolded in America's first city. Viewers traveled back in time to meet teams from the 1800s all the way to present day Wahoos, including local legends such as Don Sutton, Dennis Luellen, Jay Bell, Greg Litton, Travis Fryman and many more baseball greats. A free sneak peek of the documentary was held in August 2012 in conjunction with a Blue Wahoos game at Pensacola Bayfront Stadium.

Longtime Pensacola news personality Jeff Weeks hosts the weekly in-depth interview series **Conversations with Jeff Weeks**. Filmed in high definition, *Conversations* is a half-hour, personality-driven discussion with unique individuals, leading newsmakers and many of the acclaimed celebrities visiting our area. As the show entered its fourth broadcast season, *Conversations* welcomed actor Michael Papajohn, documentary filmmaker Andrew Grace, renowned autism expert Temple Grandin, singer of the Oakridge Boys William Lee Golden, public television and New Orleans celebrity chef John Folse, trial lawyer Fred Levin, and songwriters Britton, Orenstein and Watson.

**"Baseball in Pensacola is a great program! Good show that the whole family watched together. Thank you, we truly enjoyed."**

**Colette Obroy, WSRE Viewer**



You never know what you might find **In Your Own Backyard!** In this weekly series, viewers traveled to many of our area's great attractions, some lesser known than others, discovering new things waiting to be explored right in their own backyard along the Gulf Coast. Some of the discoveries have included Historic Pensacola Village, the Gulfarium Marine Adventure Park, the Pensacola Interstate Fair, and Pensacola under the sea. *In Your Own Backyard* is hosted by Sherri Hemminghaus Weeks.

## Pensacola's History Comes to Life

WSRE, Pensacola State College and The University of West Florida presented an original television production to Gulf Coast television viewers. **Yo Solo: Bernardo de Gálvez on the Stage of the American Revolution** premiered on WSRE. Chaz Mena, actor and Florida Humanities Council Scholar, enacted the role of Bernardo de Gálvez in a one-man stage performance. The production was filmed before a live television studio audience, and included an introduction and afterword by David Hartman.

**AWARE!** explored issues of heritage, family, and health with topics like "Finding Your Roots," which looked at the importance of genealogy and knowing your family history; and profiles of notable people including Dr. Jose Garcia, the subject of a powerful documentary about the Mariel boatlift. Cultural issues were also presented through performances by local musicians and special theatrical plays.

**Pensacola State Today** exposed viewers to the latest on-campus news and happenings and spotlighted educational programs, community engagement and student achievements.

WSRE continued to be the only local broadcaster to offer citizens the opportunity to directly address the issues that matter with their Northwest Florida Legislative Delegation. We produced and aired a live dialogue with the delegation, giving citizens the opportunity to ask tough questions on a wide range of topics. Our 2012-2013 **Legislative Review: Dialogue with the Delegation** programs helped viewers make their voices heard.

The fifth season of **StudioAmped** featured local artists and bands performing before live audiences at the Jean & Paul Amos Performance Studio. WSRE's popular concert series gives fans of music the opportunity to see regional talent in an intimate setting. One may not realize what a hotbed of creativity and talent the Gulf Coast

boasts, but *StudioAmped* gives those artists the stage to expand their reach. The free concert sessions feature regional bands performing their original material live in the studio, and then the final edited product is broadcast at a later date on WSRE. Musical genres are diverse and often consist of pop, rock, reggae, indie, country and more. All *StudioAmped* concerts are free and open to the public.

**WSRE reaches more than 484,000 TV households.**

WSRE partnered with the Pensacola Beach Songwriters Festival in the tradition of helping music lovers gain access to new artists/music by hosting and taping a special edition of *StudioAmped* featuring participating festival songwriters performing their songs made famous by well-known recording artists. Singers/songwriters Beth Nielsen Chapman, Dan Demay and Kerry Kurt Phillips performed. The taping at the Amos Performance Studio was a Pensacola Beach Songwriters Festival official venue.

### WSRE Hosts Rally 2012

*Rally 2012* is co-produced by WSRE and the League of Women Voters of the Pensacola Bay Area and Okaloosa County. *Rally 2012* is a live candidate forum for upcoming elected positions in Escambia, Santa Rosa and Okaloosa counties. The purpose of the program is to give citizens an unbiased look at the candidates vying to represent them and learn where they stand on important issues. The program is provided as a public service and encourages all citizens to participate in exercising their constitutional right to vote.

**"My wife and I appreciate WSRE airing the local 'Rally' election coverage so that we could become more informed voters. After seeing and hearing our local political candidates we had a better understanding of their views and plans for the future. Keep up the good work!"**

**Keith Wise,**  
Pensacola State College –  
Academic Coordinator,  
Veterans Upward Bound



Rally



In Your Own Backyard



Pensacola State Today



StudioAmped

**WSRE's local programs reflect the community in ways that no other TV station can match.**



Conversations with Jeff Weeks



E-mail Questions  
Questions@wsre.org

Legislative Review 2013



AWARE!

**"I'm loving this 'AWARE!' episode featuring the African-American history in Pensacola on the Belmont-Devilliers area."**

**Ches Hardley,**  
WSRE Viewer

# Lifelong Learning

**WSRE enriches the community** by presenting educational programming and initiatives for lifelong learners of all ages. Our educational content, accessible through free, over-the-air broadcasting or on the Internet, is curriculum-based and created with the help of subject area experts so that every person, regardless of his or her circumstances, can learn and be in touch with a world beyond their own. From learning about the latest scientific advancements on your favorite NOVA episode to teaching a child vocabulary skills with the help of *Sesame Street* – there is something for everyone from age 2 to 92.



**WSRE provided 35,040 hours of programming over its four digital broadcast channels.**

During 2012-2013, WSRE provided 35,040 hours of programming over its four digital broadcast channels, as well as numerous hours of On Demand programs through our online video player. We offer a diverse selection of programming, from kids to Spanish language programming, there is something for everyone.

*"The Public Broadcasting Service (PBS) has played a very significant role in my home since I was a child. The programming was, and remains, educational and provocative. As an adult, I now understand the value of having, and supporting, WSRE, our local public broadcasting station. It is often through WSRE and PBS that I am introduced to new genres, outstanding artists and spectacular places – and that is priceless. WSRE continues to demonstrate a commitment to presenting diverse, high-quality, non-commercial public television and, for that reason, I am very happy to be affiliated as a viewer and supporter."*

**Tiffany Washington,**  
WSRE TV Foundation Board Member & Viewer

*"I love CREATE on WSRE Plus... Rick Steves, Cook's Illustrated, etc, etc., etc.!"*

**Cindy Schartel, WSRE Viewer**



**Rick Steves**

SightLine continues to offer timely news, information and entertainment to persons with disabilities every day via WSRE's second audio program (SAP) channel accessible through any television set and through WUWF's radio broadcast and online streaming. This service continues to be a valued partnership between WUWF Public Radio and WSRE.

**MARTHA SPEAKS™**



More than 11 hours of WSRE's weekday is dedicated to educational children's programming

Our youngest explorers are our most important learners, and WSRE is the most trusted television station along the Gulf Coast for the parents and families of those explorers. PBS KIDS leads the industry in helping children realize their potential and getting them ready for success in school and in life. Our programs and supporting resources have shown a significant impact on children's literacy development and positively impact school readiness. By providing training for parents, childcare providers and teachers, WSRE takes these award-winning programs proven impact beyond the television screen to fill a community educational need.

# Especially for Children

## Partnering for Educational Success:

### Martha Speaks Reading Buddies Statewide Research Project

Florida's 13 public television stations have provided educational resources and programming to their communities for more than forty years. During the 2012 legislative session, the Florida Legislature required a provision for Florida public television stations to provide measured results showing that contact with public broadcasting educational material helps students attain larger learning gains.

Based on the national success of PBS educational programming utilized in the classroom curriculum, Florida public television stations chose the Martha Speaks Reading Buddies Program as its basis for comparison. The program was a ten-week cross-age reading program designed to develop and enhance vocabulary in elementary school students using the PBS Kids program *Martha Speaks* as a key part of the training. Nineteen schools across 16 Florida school districts participated in the program, including A.A. Dixon Charter School and Gulf Breeze Elementary locally. The program included kindergarten or first grade "little" buddies and fourth or fifth grade "big" buddies watching *Martha Speaks* episodes; reading related books; talking about the shows, books, and words; and playing games and writing together.

Overall the results indicated a positive effect of the Martha Speaks Reading Buddies Program on improving children's vocabulary. This information is being shared with the legislature to help shape and improve the educational outcomes for Florida students and demonstrates the value and impact public television stations have in their communities.

*"I have seen positive results in the growth of vocabulary, comprehension and much more by having my students participate in the Martha Speaks Reading Buddies program. The experience really engaged my students and made them love reading!"*

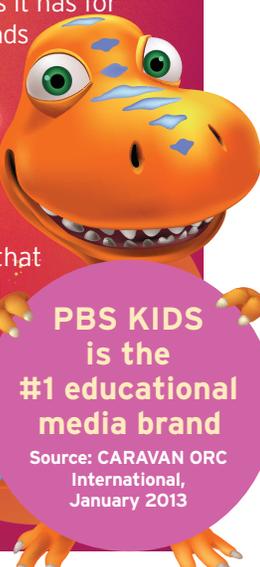
**Kindergarten Teacher, Escambia County School District**



**on WSRE & wsre.org**

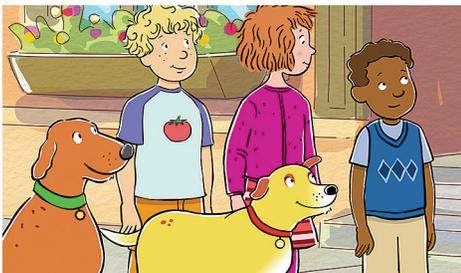
Each week, WSRE dedicates 39% of its TV schedule, more than 66 hours, to children's programming in addition to providing 24/7 access online. Parents rely on WSRE as a safe haven for their children.

The WSRE kids lineup is built on award-winning, highly researched and tested series such as *Curious George*, *Super Why!*, *Martha Speaks*, *Dinosaur Train*, *The Cat in the Hat Knows A Lot About That!* and *The Electric Company*. As it has for decades, WSRE extends the use of these and many other public broadcasting programs, making them the foundation for educational and outreach programs that help early-childhood educators, parents and caregivers through the power of media to teach necessary educational concepts.



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

Source: CARAVAN ORC International, January 2013



# In the Community

## As part of a dynamic, diverse community,

our connection to the Gulf Coast goes well beyond broadcast via a wealth of activities, events and services that engage the minds and stimulate the imaginations of people of all ages. WSRE has a vital community presence, partnering with businesses, non-profit organizations, schools and other groups to enhance the quality of life in Gulf Coast communities.

## Fun! Fun! Fun! for the Kiddos

Each year, WSRE reaches thousands of children in our viewing area through fun, community events featuring favorite PBS KIDS friends. The Cat in the Hat, Curious George, Sid the Science Kid and Clifford the Big Red Dog, who celebrated his 50th birthday, all made appearances at area community events this past year. The Cat in the Hat and Curious George read along with children at libraries in Ft. Walton Beach and Valparaiso and posed for some very cute pictures. And Sid the Science Kid hosted a red carpet premiere for his new movie at the WSRE studios. Meanwhile, Clifford the Big Red Dog hosted over 800 of his closest friends for a BIG birthday party at WSRE's Jean & Paul Amos Performance Studio to celebrate 50 years of learning and literacy with the loveable pooch. Families and children enjoyed watching a birthday-themed episode, games, crafts, pictures and of course, birthday cake!

## Learning & Imagination Take Root in Downtown Pensacola

Pensacola State College and local public television station WSRE on March 21 unveiled a Learning Lab and Imagination Station at the Pensacola Bayfront Stadium in downtown Pensacola. The colorful space features a learning and play area using PBS KIDS resources, a historic baseball exhibit and a classroom setting for college-hosted courses. The space is a unique partnership with local philanthropists Quint and Rishy Studer to provide access to educational resources for all community members and help improve the quality of life along the Gulf Coast. The Imagination Station is free to the public and open during every Blue Wahoos home game and 9 a.m.-noon every Monday, Wednesday and Friday.

Jill Hubbs, WSRE's director of educational content and services, said the idea to create the lab came about after the station made a documentary on baseball history. "It's a way to connect the community that is thinking outside the box and outside the classroom," Hubbs said, to a crowd of nearly 100 people at the grand opening.

***"We had a blast at the Imagination Station today in the Blue Wahoos stadium. So hard to believe that it is free! What an awesome place for kids!!"***

**Laura Higgins King, Parent**

***"Thanks so much for a fun morning at the Imagination Station! My kids loved the touch screen computers and the Barney ride the best. We will definitely be coming back!"***

**Stefany Fuson, Parent**

"We've been committed to education from the very beginning," Quint Studer said. "This is another commitment to improving quality of life. The only way we're going to solve the poverty issue we face is through education."

Pensacola State College President Ed Meadows said, "About half of the stadium's 450 temporary employees for this season do not have a high school diploma. The Learning Lab will be a good place to offer adult education classes for them," he said. "This is a fine example of a partnership that's going to work very well."



“Cool!” “Awesome!” “This is FREE? Really?” “WOW!”  
 “I LOVE this place!”

These are but a few of the many positive and overwhelmingly enthusiastic comments that have been made recently by visitors (young and old alike) to the Pensacola State College Learning Lab and the WSRE Imagination Station. We have seen moms and dads bring their kids, grandparents plan special outings, friends meeting to share a play date and baseball enthusiasts bringing fellow sports fans to watch some of WSRE’s *Baseball in Pensacola* documentary or check out some of the historical photographs and artifacts housed in the Learning Lab.

Since its opening, the PSC Learning Lab and WSRE Imagination Station have welcomed nearly 5,000 parents and children to discover and learn, served as a college classroom for courses and hosted training workshops for area educators.

### Bright Futures: Shining Star Awards

In May 2013, WSRE partnered with the Escambia County Principals Association to present the Shining Star Awards to honor 40 Escambia County elementary students based on the criteria of good citizenship, community service and adherence to the core values of the Escambia County School District: equality, responsibility, integrity, respect, honesty and patriotism. The students’ accomplishments were applauded by nearly 400 parents, teachers, friends and family members in attendance. Each student was presented with a certificate of recognition and a brand new, shiny bicycle and helmet as a reward. WSRE is proud to celebrate its 17th year as a partner in this initiative which recognizes the young people who demonstrate leadership and hold the promise for a bright future for our community.

### WSRE Helps Area Youth BRACE for Emergencies

WSRE participated in the Be Ready Alliance Coordinating for Emergencies (BRACE), Youth Emergency Preparedness (YEP!) expo in Pensacola, Florida. The YEP! expo is the largest youth emergency preparedness expo in Northwest Florida helping to educate youth and their families about actions they can take to prepare themselves for emergencies. WSRE brought a unique component to this expo sharing outreach resources from *Sesame Street: Let’s Get Ready – Planning for Emergencies*. This outreach from Sesame Workshop provides tips, activities and other easy tools to help the whole family prepare for emergencies together!

Throughout this event WSRE and YEP! engaged over 1,475 youth and adult participants and volunteers in emergency preparedness, collected over 2,242 pounds of food for Manna Food Pantries, assembled emergency food supplies into 72 hour disaster kits for low income families and put together 250 disaster supply starter kits to help families survive the first 72 hours after a disaster.



Curious George visits Valparaiso Public Library



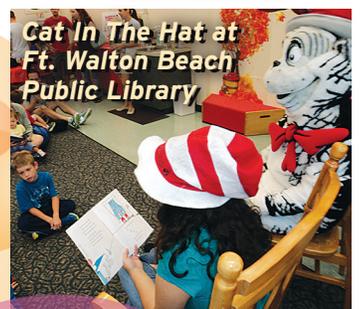
Clifford The Big Red Dog’s 50th Birthday

**Let’s Get Ready!**  
 Planning Together for Emergencies™

*“I was truly impressed by the Shining Star Awards. It was so great for everyone, especially the students.”*  
**Julie Anne McArthur**



Shining Star Awards



Cat In The Hat at Ft. Walton Beach Public Library



Student Volunteers



On-Air Fundraising Volunteers

### Volunteers Make it Happen!

Volunteers fulfill a valuable role at WSRE. From answering the phones during our on-air donor drives to setting up for fundraising events to helping at family events to ushering in the Amos Performance Studio – volunteers make it happen! WSRE is grateful to the many volunteers that are active in so many areas of the station.

# WSRE Donor Events



**WSRE Grand Slam Wine & Food Classic**

Throughout the year, WSRE hosts numerous special events aimed at raising essential funds to support the operations and various initiatives of the station for the benefit of our community. We are grateful to the many generous donors whose patronage at these events help us create a world of opportunities for the public we serve.

## 24th Annual Wine & Food Classic: Grand Slam Taste of WSRE and the Diamonds & Duds Dinner



**James Briscione & Brooke Parkhurst**



**Local Baseball Legends featured at Grand Slam**

In celebration of the premiere of our local documentary, *Baseball in Pensacola*, WSRE held two baseball-themed fundraisers presented by the Pensacola Blue Wahoos. Great food, wine and spirits were presented by local chefs for guests to enjoy. Attendees rallied around their local PBS station by stepping up to the plate and hitting a home run raising over \$85,000 in net proceeds. Guests mingled with local baseball legends and celebrity chef and authors James Briscione and Brooke Parkhurst, authors of "Just Married & Cooking."



**WSRE Diamonds & Duds Dinner**

## Downton Abbey Fans Rejoice: "Nothing Succeeds Like Excess!"

In anticipation of the third season of *Masterpiece Classic's Downton Abbey*, WSRE hosted a well-attended preview screening to whet the appetites of Downton addicts. Some 150 guests enjoyed winning door prizes, admiring each other's period attire (as Downton period dress was encouraged!), and munching on tea and cookies – so English! Season three premiered stateside in January to rave reviews and record-setting audiences.



**WSRE's Preview Screening of Downton Abbey**



**WSRE's Niceville Tea Event**

To capitalize on the success and popularity of everyone's favorite English family, WSRE hosted not one, but two fundraising events in Pensacola and Niceville. Fans just could not get enough of *Downton Abbey*. The "Linen and Lace" tea in Pensacola was held at the Pensacola Country Club and boasted a full house of ladies (and a few gentlemen), all decked out in Edwardian and Roaring 20s period attire. Some 150 guests were treated to afternoon tea and an educational presentation on fashions of the period by a guest speaker/garment historian from Auburn University.



**WSRE's Linen & Lace Tea**



**WSRE's Linen & Lace Tea**

The "No Shrinking Violets: Tea Time, Southern Women and Downton Abbey" event was equally well received by our friends to the east in Niceville. Humorist and best-selling author Melinda Rainey Thompson provided the musings and laughs for the afternoon, while nearly 60 Southern Ladies enjoyed the serene surroundings of longtime WSRE friend, Judy Byrne Riley's, bay front home.



# Set the Stage

## The Jean & Paul Amos Performance Studio

The Jean & Paul Amos Performance Studio, completed in 2005, is a 10,000 square foot television studio accommodating a variety of performances and events. Located on the west side of WSRE's Kugelman Center for Telecommunications at Pensacola State College, the studio also serves as a rental venue for community events such as concerts, lectures, town hall meetings, recitals and pageants, program production and national commercial television shoots.

### The Year's Highlights

- The fifth season of WSRE's concert series **StudioAmped** was taped in front of live studio audiences and showcased regional artists and bands.
- The Amos served as the venue for a *StudioAmped* concert and television special featuring songwriters from the Pensacola Beach Songwriters Festival.
- Legendary guitar virtuoso Tommy Emmanuel performed in concert as part of a 22-city tour.
- Much of the taping of **Yo Solo: Bernardo de Gálvez on the Stage of the American Revolution**, a co-production of WSRE and the University of West Florida, took place in the Amos. The program celebrates Pensacola's rich Spanish heritage and rarely discussed vital role in the American Revolution and stars Chaz Mena who enacted the role of Bernardo de Gálvez in a one-man stage performance.
- Forty Escambia County elementary students were honored by WSRE and the Escambia County Principals Association at the Shining Star Awards in May.
- The Amos also provided a much needed community venue for numerous job fairs, award ceremonies, business seminars, government conferences, task force meetings and training site.

### And the Award Goes to...

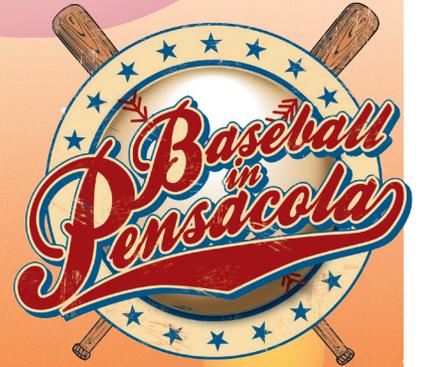
# WSRE



WSRE is proud to share award-winning productions showcasing our region's incredible beauty, rich history and exceptional talent, always mindful that they are made possible by the continued loyal support of our viewers and sponsors.

WSRE received a Bronze Telly Award for the historical documentary **Baseball in Pensacola**. This honor marks the ninth National Telly Award WSRE has won for original programming since 2008.

"Over two years were spent researching for this documentary," said producer Jill Hubbs. "What we discovered took us on a fascinating journey that revealed such an interesting and rich history of the sport in our city. WSRE is privileged to showcase the many individuals who made an impact with baseball in Pensacola on local teams, as well as those who went on to national fame," she added.



*Baseball in Pensacola* chronicles the rich history of America's favorite sport as it unfolded in America's first city – Pensacola. The film takes viewers back in time to meet teams from the 1800s all the way to the present day capturing the passion for the sport with local legends and baseball greats.

Credits for the documentary include: Jill Hubbs, producer; Tony Ferguson, director and editor; Scott Brown, writer and consultant; Tracey Burgess, graphics; WSRE production team – Mike Rowan, Ted King and James Roy; with historic/archival photographs provided by the Pensacola Historical Society.



**Yo Solo:  
Bernardo de Gálvez**



**Tommy Emmanuel**



**StudioAmped**

# Financials

## WSRE

### Statement of Financial Position

30-Jun-13

30-Jun-12

#### Assets

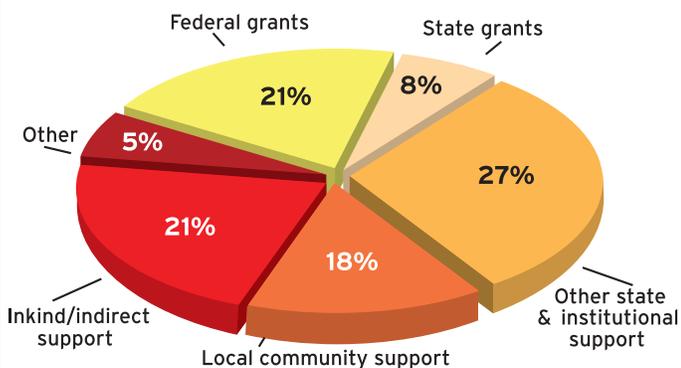
Cash and cash equivalents	2,001,825	2,155,869
Accounts and pledges receivable	218,248	355,619
Prepaid expenses	182,124	276,555
Investments	1,227,100	1,122,670
Real estate held for sale	30,000	30,000
Capital assets, net of accumulated depreciation*	6,375,788	6,896,344
<b>Total Assets</b>	<b>10,035,085</b>	<b>10,837,057</b>

\* Depreciation expense was \$565,515 and \$739,842 for 2013 and 2012, respectively.

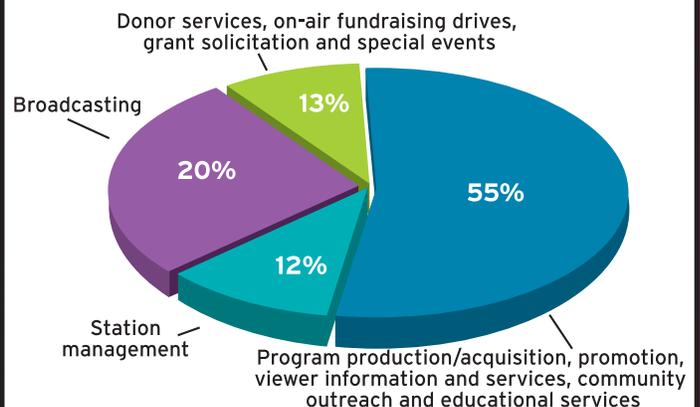
#### Liabilities and Net Position

Accounts payable and accrued liabilities	63,122	143,816
Accrued compensated absences	100,395	87,793
Deferred revenue	1,074,308	1,175,240
Net Position	8,797,260	9,430,208
<b>Total Liabilities and Net Position</b>	<b>10,035,085</b>	<b>10,837,057</b>

#### Sources of Station Resources - 2013



#### Allocation of Station Resources - 2013



Financial information, as presented above, reflects consolidated total assets, revenue and expenses of WSRE (the station) and incorporates the assets, revenue and expenses of the WSRE TV Foundation (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 25% percent of the total assets of the Station at June 30, 2013. Thirty one percent of the Station's 2013 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 [www.wsre.org](http://www.wsre.org) or by request at (850) 484-1231.

# WSRE

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Michael Johnson, Secretary  
Susan O'Connor, Past Chair  
Karen Pope, Treasurer  
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**PBS is #1  
in importance.**

Source: CARAVAN ORC  
International, January 2013

**PBS and member  
stations are #1 in  
public trust and an  
excellent use of  
tax dollars for  
10th consecutive year**

Source: CARAVAN ORC International,  
January 2013

**PBS is money  
well spent.**

Source: CARAVAN ORC  
International, January 2013





**WSRE** 

A SERVICE OF PENSACOLA STATE COLLEGE  
Viewer Supported, *PBS for the Gulf Coast*

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