



ANNUAL REPORT

INSPIRING LEARNERS OF ALL AGES SINCE 1967



Dear Friends,

Thanks to support from the community, WSRE has delivered trusted public television programs and educational services for 50 years.

On behalf of our dedicated board members and talented staff, we are pleased to share this Annual Content & Services Report. In the following pages, we report on our annual achievements for the past fiscal year and highlight our accomplishments over the decades.

Education is at the heart of all we do, and with new 24/7 WSRE PBS KIDS services, expanded hours at the Imagination Station and the purchase of new mobile kiosks for educational outreach, WSRE is equipped better than ever to positively impact educational outcomes for our children.

Our content – on-air and online programming – expands the minds of viewers young and old with performances that make the best of music and theater accessible to everyone, documentaries that reflect on our history and open up new worlds, and non-commercialized news programs that provide multiple perspectives and crucial information.

Technology is core to our operation. Due to rapid advancements and subsequent obsolescence, the replacement of essential technology is critical. Your donations help us meet this constant demand on the WSRE broadcast operation.

From the first WSRE sign-on, this community has supported our station with time, talent and treasure. While we are proud of the station's growth and accomplishments over the past 50 years, we remain mindful of the challenges ahead and grateful for your continued support.



A handwritten signature in black ink, appearing to read "Stephen T. Holman".

Stephen T. Holman
Chair (2016-2017)
WSRE-TV Foundation, Inc.



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

Bob Culkeen
General Manager
WSRE

Inspiring learners of all ages since 1967

In 50 years, WSRE has come from closed-circuit classroom broadcast to becoming Northwest Florida's premier public television station, serving Escambia, Santa Rosa and Okaloosa counties with educational, cultural and public affairs programs, along with educational outreach.

Today's broadcast is delivered over-the-air, via cable and satellite providers, and through digital streaming on TVs, mobile phones and tablets, keeping pace with technology.

WSRE is one of 350 television stations that are members of the Public Broadcasting Service (PBS). Licensed to the Pensacola State College District Board of Trustees in Pensacola, WSRE covers a viewing area of 1.5 million people all along the Gulf Coast from the Alabama/Mississippi state line to Destin with four channels: the signature channel WSRE (23.1), WSRE World (23.2), WSRE Create (23.3) and WSRE PBS KIDS (23.4).

Along with the station's progress and growth, the educational focus of WSRE's mission has remained constant over the years.

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.



1953

Federal Communications Commission assigns TV channel to Escambia County School District.



1963

Ferry Pass Junior High School PTA leads effort for community support of Educational TV.

Closed circuit classroom broadcast begins at Ferry Pass and Workman junior high schools and at Pensacola Junior College (PJC).

1966

First station and tower at PJC and transmitter building on Fairfield Drive are constructed.

Escambia County School District assigns WSRE call letters.



1967

WSRE begins broadcast over UHF Channel 23 on September 11.

President Lyndon B. Johnson signs Public Broadcasting Act on November 8.

WSRE's vision is to positively influence 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.

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



WSRE greatly relies on additional support from individual members and corporate funders for programs, production and capital required to fulfill its mission and integral role in the communities it serves.

With generous support from local funders, WSRE has been situated from the very start to keep ahead of advancements in broadcast technology, ensuring the delivery of trusted media that educates, inspires, entertains and expresses diversity of perspectives.



1967
Garden Magic premieres with host Dr. Bill Bennett.



1969
Public Broadcasting Service (PBS) founded.
WSRE Program Director Eric Smith becomes first Station Manager.

1969
PJC introduces TV production courses at WSRE.

Open Forum premieres with hosts Dave Pavlock and Vince Whibbs.



1971
Equipment acquired to broadcast in color.
FCC transfers license to Pensacola Junior College Board of Trustees.



WSRE PBS KIDS anytime, anywhere!

WSRE PBS KIDS – a new multiplatform delivery of 24/7 children’s services – is WSRE’s latest initiative to support early learning.

The free services include a new TV channel and live stream on digital platforms with games integration to follow. Streaming launched nationally on January 16 at pbskids.org and on the PBS KIDS Video app.

On March 6, WSRE began the 24/7 PBS KIDS broadcast on over-the-air Channel 23.4 and via local cable providers.

The new 24-hour broadcast makes it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high. With live stream viewing on mobile devices and tablets, families can access the new

channel anywhere and anytime they are ready to watch and learn.

Research shows that PBS stations reach more kids ages 2-5, more moms with children under 6 years old and more children from low-income families than any other kids’ TV network. (*Nielsen NPower, 9/21/2015-9/18/2016*) With the new 24/7 channel and digital offerings, WSRE is building on this reach and impact.

1972

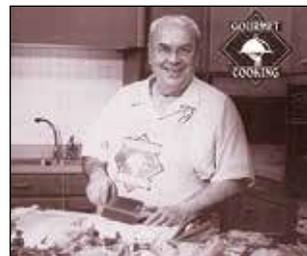
New tower and microwave dish provide PBS interconnect access, improving program delivery.



WSRE Community Affairs Department introduces local election coverage.

1974

College credit TV courses branded Campus of the Air. \$500,000 color television unit semi-truck offers first color productions.



1977

Gourmet Cooking with Chef Earl Peyroux premieres on WSRE.



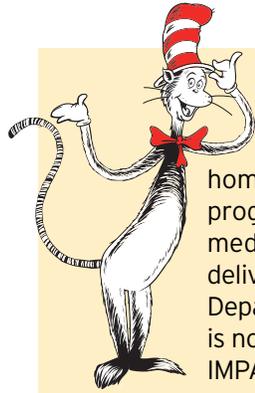
1978

New satellite ground station receives regular transmissions.

New animated series explores the ocean

Splash and Bubbles – a new animated series by The Jim Henson Company – premiered on Nov. 25, 2016. The show, designed to encourage kids ages 4-7 to explore the natural undersea world, follows the adventures of Splash – a yellow fusilier fish – who befriends Bubbles – a Mandarin dragonet whose vivid colors match her colorful personality.

Together, Splash, Bubbles and their friends explore the world's undersea habitats, make new friends and learn about the many different ways life looks and lives in the ocean. The series introduces the concepts of ecological balance and the importance of taking care of the ocean.



Digital resources keep kids learning

Since its earliest days, WSRE has been Northwest Florida's home to some of the most creative, inspiring and educational programming for families on TV. Today, with access to digital media, the amount of educational resources and activities delivered by WSRE seems endless. Through funding from the U.S. Department of Education's Ready to Learn television grant, WSRE is now informing new parents about these resources by way of the IMPACT Brain Bags project in local hospitals.



PBS KIDS is committed to making a positive impact on the lives of children through curriculum-based entertainment with positive role models and content designed to nurture a child's total well-being. Families can explore apps, episodes, ebooks and more from their favorite PBS KIDS shows at pbskids.org.



Florida PBS LearningMedia™

Hundreds of free and fun learning activities can also be found at florida.pbslearningmedia.org – a digital library of thousands of educational resources customized for Florida's K-12 classrooms and also a great source for Pre-K early learning activities.



The pbsparents.org website is a trusted resource filled with child development and early learning information. Children learn and grow with PBS KIDS activities, and parents can monitor progress with the PBS Parents Child Development Tracker and sign up for the monthly PBS Parents Newsletter for free parenting tips, family-friendly recipes, cool crafts and fun educational games.



Imagination Station

The WSRE Imagination Station provides a safe and free environment for parents to engage with their children in both hands-on and online early learning fun. Located at Blue Wahoos Stadium, the Imagination Station served more than 12,600 people during the 2016-2017 fiscal year.

wsre.org/imaginationstation



1978
Don Dorin becomes Station Manager.



1979
Hurricane Frederick response includes weather coverage, relief information and a newsroom for Pensacola News Journal operations.

HIGH SCHOOL FOOTBALL



STATE CHAMPIONSHIP

Pine Forest vs Merritt Island

Taping of tonight's game precludes coverage of FJC Basketball

SATURDAY 10:00 AM



1980
Precision at 460 M.P.H. about the U.S. Navy Blue Angels is picked up by PBS for national broadcast.

Sports coverage expands to include high school football with commentator Dan Shugart.



1982
Gourmet Cooking goes into national syndication.

Making a splash for our kids!

Educational outreach projects focus on early learning, literacy and ocean conservation



WSRE PBS KIDS & Family Day dives into spring break fun

For the third year, the annual WSRE PBS KIDS & Family Day at Gulfarium Marine Adventure Park kicked off spring break in Okaloosa County. Beloved PBS KIDS characters greeted young fans engaged in hands-on learning activities along with the park's dolphin and sea lion shows, animal exhibits and aquariums.

With event sponsorship by Gulf Power Company and the park's donation of a portion of admissions, this event has raised \$15,000 for the WSRE-TV Foundation each year.



WSRE recognizes local champions for early learning

The national *American Graduate: Let's Make It Happen* campaign uses the power and reach of public media to share community-based solutions helping communities across America improve graduation rates as well as college and career preparedness. The overall goal is to reach a national graduation rate of 90 percent by 2020.

Localizing the campaign during the national *American Graduate Day 2016* broadcast, WSRE premiered videos recognizing Sacred Heart Hospital's Early Steps and Studer Community Institute as local American Graduate Champions who advocate for early learning and providing children with a solid foundation for improved academic and social outcomes.



1983
Nautilus News is produced by PJC and University of West Florida students.

1984
\$1 million transmitter, antenna and tower upgrade adds 1,500 square miles to coverage area.

Dance 23 premieres.



1987
Allan Pizzato becomes Station Manager.

The annual WSRE-TV Wine Tasting & Auction (Wine & Food Classic) debuts.



1989
WSRE celebrates 20 years of *Sesame Street*.

Public Square speakers advocate for child development and early literacy

WSRÉ's Public Square Speakers Series presented former *Sesame Street* actress and writer Sonia Manzano on September 13; marine scientist Ellen Prager on February 23; and Harvard political scientist Robert Putnam on April 18.

Playing Maria on *Sesame Street* for 44 years gave Sonia Manzano a unique look at how children's educational television has evolved. She was the first leading Latina woman on TV and retired from *Sesame Street* in 2015 as one of the show's most recognizable faces and a role model for generations of young girls and women. She was also an Emmy-winning writer for the show and has authored several books.

WSRE took Manzano to visit preschool and kindergarten students at Ensley Elementary School, where she read from two of her children's books, and each child was given a book to take home.

As former chief scientist at the Aquarius Reef Base in Key Largo, Ellen Prager has conducted extensive research on how corals build reefs. She writes and speaks about the wealth of life in the sea and the need to protect it.

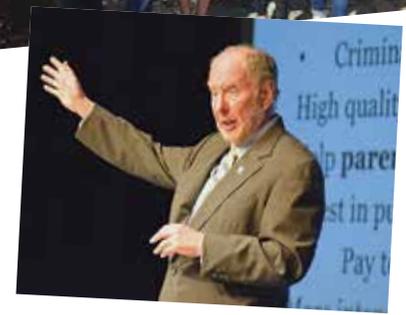
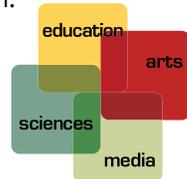
WSRE connected Prager with students from King Middle School and the Washington High School Marine Science Academy to encourage their interest in both marine science and reading. The 7th graders received a copy of *Stingray City*, her latest book in the Tristan Hunt fiction series for middle school readers.

Harvard University public policy professor and bestselling author Robert Putnam is a leading expert on the topic of inequality and opportunity in America. He shared his ideas and solutions for diminishing the opportunity gap for today's youth as chronicled in his latest book, *Our Kids: The American Dream in Crisis*.

Manzano was sponsored in part by Gulf Power Company, and Studer Community Institute partnered with WSRE to present Putnam.



PUBLIC SQUARE Speakers Series



1990

AWARE! debuts with hosts William Jackson and Dee Dee Sharp.

WSRE-TV Foundation, Inc. is established to support fund development efforts.

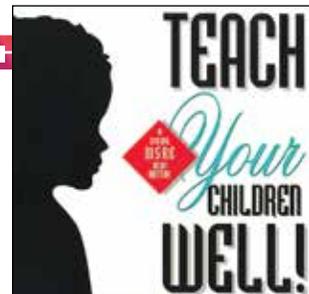


1991

Mobile broadcast introduced with \$680,000 satellite uplink van.

1992

Sightline reading service launched for the visually impaired.



1993

Teach Your Children Well! A Special Town Meeting is broadcast from PJC Hagler Auditorium.

Sesame Street Preschool Education Program is launched.



1994

First broadcast from \$7 million Kugelman Center for Telecommunications on September 8.

PBS Mathline expands use of technology in local classrooms.

Connecting the community

WSRE productions keep viewers informed

Candidate forums help voters assess candidates

WSRE's televised candidate forums have been an election cycle tradition in Northwest Florida going back to the 1970s. For both primary and general elections in Escambia, Santa Rosa and Okaloosa counties, *RALLY 2016* aired in August and October respectively.



RALLY is produced in partnership with the Pensacola Bay Area and Okaloosa County Leagues of Women Voters to give viewers an unbiased look at the candidates running for public office and an opportunity to hear their responses to questions on current issues. *RALLY 2016* was produced by Mollye Barrows and co-hosted by Barrows and WUWF's Sandra Averhart.

In keeping with the spirit of encouraging an informed electorate before Election Day, WSRE also offered a special edition of *Conversations with Jeff Weeks* in which U.S. First Congressional District candidates were interviewed.



WSRE also delivered gavel-to-gavel coverage from *PBS NewsHour* during the Republican and Democratic national conventions in July 2016.



Legislators answer questions from constituents

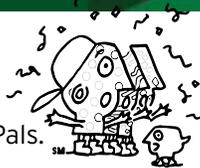
Before and after each legislative session, WSRE solicits questions from Northwest Florida residents and presents them to state legislators during the live broadcast of *Legislative Review: Dialogue with the Delegation*.

Moderated by Jeff Weeks, WSRE presented this Q&A with legislators on January 31 and May 23 with simulcasts on NewsRadio 92.3 FM & 1620 AM.

The following legislators participated: Sen. Doug Broxson (District 1); and Reps. Clay Ingram (District 1), Frank White (District 2), Jayer Williamson (District 3) and Mel Ponder (District 4).

Florida's legislative session convened on March 7 and concluded on May 8.

1996
Kids club becomes P-Pals.



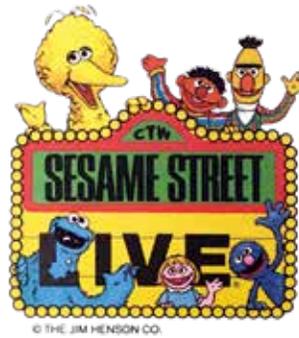
WSRE named National Teacher Training Institute site for annual seminar.

1997
WLNE (Where Learning Never Ends) is created in partnership with PJC Distance Learning and Cox Communications.



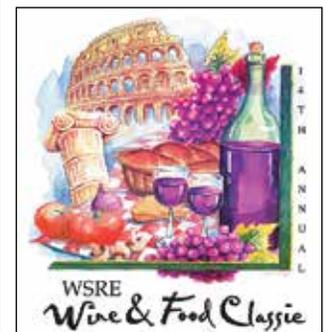
Ready To Learn

WSRE named Ready to Learn site offering resources and workshops for parents and teachers.



1998
Sesame Street Live is presented at the Pensacola Saenger Theatre.

1999
Wine & Food Classic event wins National Educational Telecommunications Association (NETA) Award.



inStudio

inStudio spotlights issues of local impact

Hosts Sherri Hemminghaus Weeks, Rameca Vincent Leary and Jeff Weeks have continued to tackle issues of significant impact and put the spotlight on individuals and organizations making a difference.

In the program's second year, *inStudio* provided a platform for local experts and advocates to share critical information on topics including end-of-life care, religious tolerance, human trafficking, animal welfare, the environment, mental health, addiction and early learning. The program also celebrated community milestones, like Five Flags Speedway's 50th anniversary, and featured a three-part series on the arts in Pensacola.



2000
Sandy Cesaretti Ray becomes General Manager.

2000
2000-foot tower for broadcast transmitter constructed in Baldwin County, Alabama.



2001
Four digital channels are added to traditional analog broadcast.

Juergen and Helen Ihns Production Facility is equipped for high definition production.



2001
FutureVision capital campaign helps raise \$2 million for digital transition.



Still watching after all these years

TV's longest running series continue to capture primetime viewers

As a PBS member station, WSRE delivers America's longest running weekly primetime drama series, *Masterpiece* (since 1971); longest running performing arts series, *Great Performances* (since 1972); and the popular science series, *NOVA* (since 1974). National news coverage from *PBS NewsHour* began as *The Robert MacNeil Report* in 1975, and other principal programs debuted in the 1980s: *Nature* (1982); *American Masters* (1986); and *American Experience* (1988).

(the PBS audience is 135% larger), Bravo (126%), TLC (122%), Discovery Channel (70%) and HGTV (39%). (Nielsen NPower, 9/19/2016-9/24/2017)

Among this year's primetime highlights were the premiere season of *Victoria* on *Masterpiece* – following the romance and reign of the girl behind the famous monarch; *Spy Creatures on Nature* – employing animatronic spy cameras disguised as animals to secretly record behavior in the wild; and *Hamilton's America* on *Great Performances* – a behind-the-scenes look at the hit Broadway musical.

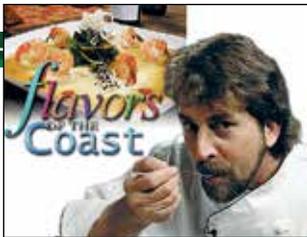
Local viewers can count on WSRE to remain a trusted source for quality television content that enriches, educates and enlightens.

PBS' Summer of Adventure brings back family TV viewing

PBS' *Summer of Adventure* gave viewers a sweeping look at some of the most fascinating places on Earth. This family-friendly primetime lineup encouraged family night screen time and exploring together beyond TV with science and history programs like *The Story of China*, *Big Pacific* and *Great Yellowstone Thaw*.

For decades, public television has provided trusted programming that is uniquely different from commercial broadcasting. Public media is driven by the interests of the American people – not by the markets – and Americans are watching.

PBS ranks sixth among all broadcast and cable networks, and PBS' primetime household audience is significantly larger than many commercial channels, including A&E



2002

Flavors of the Coast with Chef Irv Miller premieres.

Website is launched at wsre.org.

WSRE partners with WEAR to host 9/11 telethon for American Red Cross.

Local segments air on ZOOM national broadcast.

2003

Jean and Paul Amos Performance Studio is constructed.



2004

Scoops Reading Challenge launched in partnership with the Pensacola Pelicans baseball team.

Connecting the Community originates to assist Hurricane Ivan recovery.



2004

PBS President Pat Mitchell, Jim Lehrer, Mrs. Fred Rogers and David Newell (Mr. McFeely) participate in the Jean & Paul Amos Performance Studio grand opening.

Jean & Paul Amos Performance Studio is dedicated.



WSRE productions gain national exposure and awards

They Were Our Fathers selected for PBS' *Stories of Service*

They Were Our Fathers became part of PBS' *Stories of Service* collection in November 2016. Viewable at pbs.org/veterans, *Stories of Service* is a multi-platform initiative that unites powerful stories and conversations around military veterans.

This WSRE production documents the stories of Gold Star Americans, joining Sons and Daughters in Touch – a group formed in 1990 to locate, unite and support Americans who lost their fathers in the Vietnam War – as they gathered in the nation's capital to honor their fathers, reflect on

their common grief and support one another like no one else can.

Other honors for the film included screenings at the Ronald Reagan and Richard Nixon presidential libraries in 2016 and a 2017 People's Silver Telly Award for production excellence and distinction in creative work.

"The programs featured as part of Stories of Service tell the compelling stories of those who have served and provide a deeper understanding of our nation's military history."

–Paula Kerger
PBS President and CEO

WSRE wins Telly Award for *Forts of Pensacola Bay*



WSRE was awarded the Bronze Telly Award for production of the *Forts of Pensacola Bay: Advanced Redoubt* episode of *In Your Own Backyard*. The program focuses on the Advanced Redoubt of Fort Barrancas, which saw action during the Civil War and is located at Naval Air Station Pensacola. *In Your Own Backyard*, hosted by Sherri Hemminghaus Weeks, is about unique points of interest along the Gulf Coast.



2006
WSRE presents Andre Rieu and the Johann Strauss Orchestra at the Pensacola Civic Center.

2007
Khaki Coast: How the Panhandle Helped Win WWII wins Telly Award.



2008
20th Wine & Food Classic hosts celebrity chef Jacques Pépin.
Gulf Coast War Memories and *Khaki Coast: How the Panhandle Helped Win WWII* receive Emmy nominations.
PBS KIDS Raising Readers literacy campaign launched.

2008
WSRE World and WSRE Vme channels introduced.
Teachers Domain online classroom resource is launched.
StudioAmped concert series premieres.





PBS Nerd™

Everyone's a nerd for something

PBS Nerd is 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.

In support of WSRE and fans of public television, Pensacon has provided space for a PBS Nerd photo booth during its annual convention in February. This year, WSRE brought Jet

Propulsion from the PBS KIDS series *Ready Jet Go!* to Pensacon, where he greeted fans and fellow nerds. *Ready Jet Go!* follows Jet and his friends as they explore the solar system and its effects on the science of our planet, while also learning about friendship and teamwork.

For lovers of sci-fi classics, the PBS Nerd Night broadcast of *Doctor Who* on Saturdays “regenerated” from episodes starring Tom Baker as the Doctor to those featuring actor Peter Davidson, one of Pensacon’s featured guests in 2016.

Dancing Through the Decades to celebrate 50 years

In the mid-1980s, Seville Quarter was home to WSRE’s *Dance 23* television show, which was broadcast live from Phineas Phogg’s. On February 4, friends of the station gathered in Phineas Phogg’s for the *Dance 23: Dancing Through the Decades 50th Anniversary Kickoff*.

Channel 23 began broadcasting as WSRE-TV from the campus of Pensacola Junior College in 1967 – a year when bands like The Monkees, The Beatles, The Rolling Stones and The Supremes topped the music charts. For this event, Boogie, Inc. donated their services, spinning top hits from that era and through the years, and attendees dressed in costumes from their favorite decades.



2009

Pensacola Veterans Memorial Park; Honor Flight ... A Journey of Heroes; Gulf Coast War Memories; and The Ripple Effect: The Digital School Initiative win Telly Awards.

Gulf Coast War Memories outreach campaign wins NETA Award.

Analog broadcast ends.



2009

EnvisionIt! capital campaign raises more than \$800,000 for production equipment.

Mayor Ashton Hayward presents PBS President Paula Kerger with a proclamation declaring March 16 PBS Day in Pensacola.

2010

Gulf Coast Consortium forms to expand Deep Water Horizon reporting.

Gulf Islands National Seashore: The Treasure of the Gulf Coast receives an Emmy nomination and two Telly Awards.

Online access to WSRE productions launched.



2011

Lighthouses of the Gulf Coast: Sand Island to St. Marks receives Emmy nomination and Telly Award.

Ashley Brown in Concert: Call Me Irresponsible receives Telly Award.





Painting "happy little trees" in support of WSRE

Also as part of the 50th celebration, WSRE fans discovered their inner Bob Ross during the *Cinco de Mayo Fiesta Paint Party* at the station in May. Participants painted Painting with a Twist's *Tree of Life* and enjoyed food and drink donated by Moe's Southwest Grill. Painting with a Twist also sponsored a similar event in Fort Walton Beach in June.



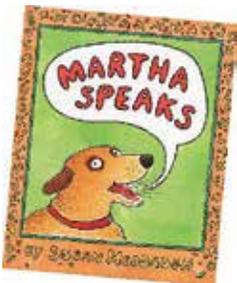
Local music fans provided the studio audience for the ninth season of *StudioAmped*, WSRE's televised concert series recorded in the Jean & Paul Amos Performance Studio.

The annual *Pensacola Beach Songwriters Festival Special* kicked off the performances on Sept. 30, 2016 with Nashville singer-songwriters Charlie Black, Dana Hunt Black and Don Poythress. The following bands completed the season lineup, performing their shows in October 2016:

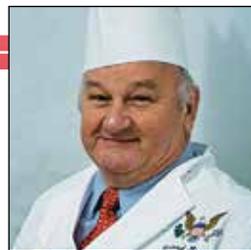
- Southern Drawl Band (Nashville)
- Nick and the Ovorols (Pensacola)
- The Vegabonds (Nashville)
- Lee Yankie & The Hellz Yeah (Gulf Shores)
- Hotel Oscar (Destin)
- Paw Paw's Medicine Cabinet (Mobile)
- The Mulligan Brothers (Mobile)
- The Truth Featuring Cat Rhodes (Pensacola)

StudioAmped Season 9 made its broadcast debut on WSRE in January.

2012
WSRE participates in *Martha Speaks* Buddies statewide research project.



2013
Pensacola State College Learning Lab & WSRE Imagination Station opens at Blue Wahoos Stadium.
Baseball in Pensacola wins Telly Award.



2013
25th Wine & Food Classic hosts former White House pastry chef Roland Mesnier. Florida PBS LearningMedia digital education platform is aligned with state curriculum standards.



2014
WSRE Imagination Station wins NETA Award for Community Engagement.

WSRE produces *Ethan Presents: A Celebration of America* for national distribution.





Inner Circle lifetime members honored

W SRE Inner Circle members share a passion for media that matters – programming that is trusted to educate, inform and entertain everyone from the youngest viewers watching PBS KIDS to lifelong learners and arts enthusiasts.

As part of WSRE's 50th anniversary celebration, the following lifetime members were honored in March: Vicki A. Baroco, Helen Ihns, Michael Johnson, Bob Kerrigan, Jane

Kugelman, Teri Levin, Joe Lovoy, Jane Merrill and Patricia Windham.

Their longtime support and ongoing investment significantly impact WSRE's delivery of quality programs and educational services that improve quality of life for local communities.

By the close of FY 2016-17, 55 WSRE members had pledged to annually give, at the \$1,000 Inner Circle level or above, to the WSRE-TV Foundation.



2016 Wine & Food Classic is Seasoned in the South

North Carolina's Troy Gagliardo was WSRE's guest celebrity chef for the *Seasoned in the South* Wine & Food Classic on October 14-15 at the Hilton Pensacola Beach. This 28th annual event included the Grand

Carmen's Lunch Bar was voted Top Chef, earning the Earl Peyroux Culinary Legacy Award, and Chef Chris Pichotta from V. Paul's Italian Ristorante was runner-up for Top Chef and Best Booth winner.

Southern Tasting, featuring local chefs, and the VIP Cuisine Scene with a menu presented by Chef Troy.

So Gourmet & Kitchenry was the presenting event sponsor; Gulf Power Company was lead sponsor for the Grand Southern Tasting; and Polonza Bistro was celebrity chef sponsor. Honorary event chairs were Michael and Phyllis Johnson. Altogether, the event raised a net total of \$113,950 for the WSRE-TV Foundation.

Chef MariCarmen Josephs from



2015

Public Square Speakers Series launched with author Rick Bragg.



In Your Own Backyard: Blue Angels Air Show and An Evening with Tommy Emmanuel win Telly Awards.



2015

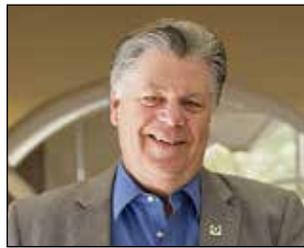
Annual WSRE PBS KIDS & Family Day at Gulfarium Marine Adventure Park is launched.

Autism Pensacola Stories of Champions spot appears on national *American Graduate Day* broadcast.

inStudio premieres.

2016

Bob Culkeen becomes General Manager.



In Your Own Backyard: Pensacola and In Your Own Backyard: Undersea Northwest Florida win Telly Awards.



2017

WSRE PBS KIDS channel launched.

They Were Our Fathers and *In Your Own Backyard: Forts of Pensacola Bay/Advanced Redoubt* win Telly Awards.



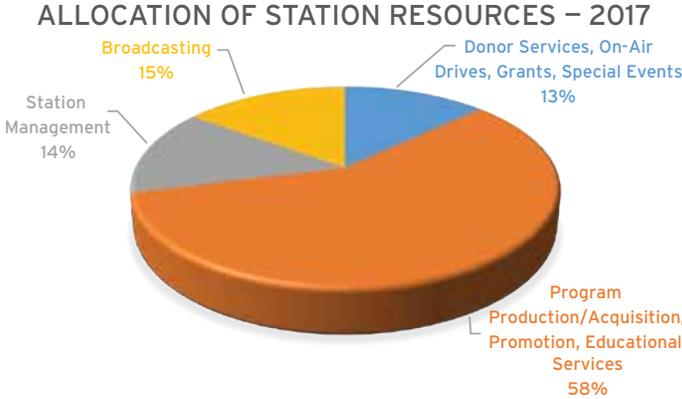
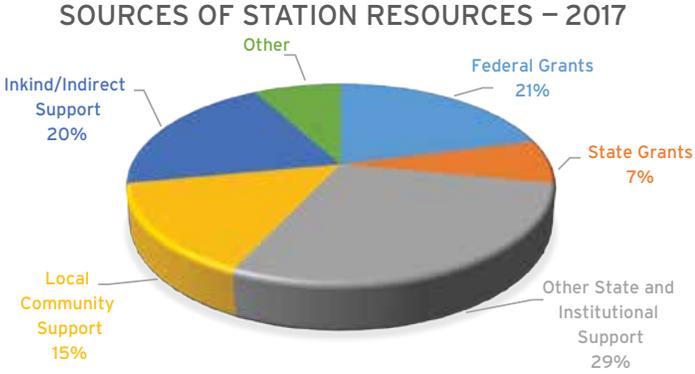
WSRE Statement of Financial Position

	June 30, 2017	June 30, 2016
<i>Assets</i>		
Cash and cash equivalents	2,049,266	1,914,940
Accounts and pledges receivable	188,299	142,833
Prepaid expenses	62,249	71,553
Investments	1,914,754	1,735,025
Real estate held for sale	25,000	25,000
Capital assets, net of accumulated depreciation*	5,146,745	5,439,095
Total Assets	9,386,313	9,328,446

* Depreciation expense was \$321,755 and \$345,988 for 2017 and 2016, respectively.

Liabilities and Net Position

Accounts payable and accrued liabilities	139,868	93,309
Accrued compensated absences	73,397	86,152
Deferred revenue	1,036,975	1,066,965
Net position	8,136,073	8,082,020
Total Liabilities and Net Position	9,386,313	9,328,446



Financial information, as presented above, reflects consolidated total assets, revenue and expenses of WSRE (the Station) and incorporates the assets, revenue and expenses of WSRE-TV Foundation, Inc. (the Foundation). The Foundation is a 501(c)(3) organization operating as a direct support organization under Florida Statutes in support of the operating and capital needs of the Station. The Foundation's assets comprised 32% of the total assets of the Station at June 30, 2017. Thirty percent of the Station's 2017 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.

Governance

WSRE-TV Foundation, Inc. was established in 1990 as a direct support organization of Pensacola State College to support the activities and capital and operating needs of WSRE.

Pensacola State College

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We are grateful for all who volunteer at WSRE, and our staff gave back in April volunteering for Pensacola Habitat for Humanity's tornado rebuild in Century.



PACE Center was one of several groups to tour WSRE studios in 2016-2017.

WSRE

A SERVICE OF
PENSACOLA STATE COLLEGE



New Leadership

Bob Culkeen became General Manager of WSRE and Executive Director of the WSRE-TV Foundation on Dec. 5, 2016.

Culkeen replaced Sandy Cesaretti Ray, who was promoted to Associate Vice President of Community and Government Relations for Pensacola State College.

WSRE is licensed to the Pensacola State College District Board of Trustees, 1000 College Blvd., Pensacola, FL 32504. The WSRE-TV Foundation Board of Directors supports WSRE's mission and programs by encouraging private gifts and through the financial oversight of the Foundation's investments and annual budget. The Foundation is a 501(c)(3) tax-deductible, non-profit corporation and is organized as a direct support organization of Pensacola State College under Florida Statutes. WSRE is a member of the Florida Public Broadcasting Service (FPBS), the National Educational Telecommunications Association (NETA) and the Public Broadcasting Service (PBS).

Pensacola State College does not discriminate on the basis of race, ethnicity, national origin, gender, age, religion, marital status, disability, sexual orientation or genetic information in its educational programs and activities. For inquiries regarding nondiscrimination policies, contact the Office of Institutional Diversity at (850) 484-1759, Pensacola State College, 1000 College Blvd., Pensacola, FL 32504.

*Station managers, past and present, at WSRE's
50th Anniversary Gala on Oct. 21, 2017*

Pictured L to R: Eric Smith, 1969-1978; Allan Pizzato, 1987-2000;
Sandy Cesaretti Ray, 2000-2016; Bob Culkeen, 2016-Present.



WSRE General Manager Bob Culkeen, PBS President/CEO Paula Kerger
and Corporation for Public Broadcasting President/CEO Patricia Harrison
celebrating 50 years of public television in Northwest Florida.