

Annual Content  
& Service Report  
to the Community

**2013-2014**

Be More

**Educated**

**Informed**

**Entertained**

Be More WSRE.



A SERVICE OF PENSACOLA STATE COLLEGE

**PBS for the Gulf Coast**



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

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

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, Florida 32504.

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 support WSRE, PBS for the Gulf Coast's mission and programs by encouraging private gifts and through the financial oversight of the Foundation's investments and annual budget. The Foundation is a 501(c)(3) tax-deductible, non-profit corporation and is organized as a direct support organization of Pensacola State College under Florida Statutes. WSRE is an affiliate of the Florida Public Broadcasting Service (FPBS), the National Educational Telecommunications Association (NETA) and the Public Broadcasting Service (PBS).

Be more.



PBS®

# Dear Friends

## of WSRE,

As a Public Broadcasting Service member station, WSRE is first and foremost educational television, providing informative, thought-provoking and entertaining content for learners of all ages.

For many families, PBS KIDS programming is the primary source for early learning education before their children start school. Our PBS primetime lineup includes today's most compelling and intelligent dramas, documentaries and world-class performances along with America's most trusted delivery of the news. And our original productions connect the WSRE viewing audience to newsmakers, critically acclaimed artists and regional attractions and events of local impact.

We augment educational programming with online PBS digital learning resources and educational outreach services, like the new WSRE Imagination Station and workshops for teachers and parents.

Located at Pensacola Bayfront Stadium, the Imagination Station is a free educational venue designed to promote early education and provide access and exposure to family learning activities with a vast assortment of PBS resources – books, toys and touchscreen technology loaded with PBS KIDS educational games. Attendance has exceeded 16,000 since opening in April 2013.

Over the years, WSRE's locally produced programs and documentaries have won numerous awards and accolades. This past year, WSRE also received national recognition for educational services when the Imagination Station won the National Educational Telecommunications Association (NETA) Award for Community Engagement based on a Local Project, siting the provision of a safe place to learn for children and parents who cannot afford the latest technology.

Like no other broadcast station, WSRE provides content of consequence and access to media that matters for the communities of Northwest Florida and South Alabama. This is made possible by the generous support of our viewers, community partners and corporate underwriters.

A time-honored show of that support comes around each fall with the annual Wine and Food Classic. In 2013, WSRE celebrated the 25th anniversary of this signature community fundraiser with a weekend of culinary events featuring guest celebrity chefs, a walkabout tasting, a gourmet dinner and dance, and a beachside Sunday brunch.

As we reflect on this milestone and our accomplishments of this past fiscal year, we thank you for helping us fulfill our mission of *opening doors to a larger world for every person on the Gulf Coast who desires to be more educated, informed and entertained.*

Sincerely,



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



*Sandy Sims*  
Sandy Sims  
Chair, WSRE-TV Foundation, Inc.  
(2013-2014)



# Overview

WSRE, PBS for the Gulf Coast, broadcasts four digital channels around the clock with many programs available for viewing online at [wsre.org](http://wsre.org), through apps and 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.



**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 with 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.

**On air since 1967, WSRE is a treasured resource for learners of all ages.**

As a Public Broadcasting Service member station, WSRE offers educators and parents a vast array of PBS educational tools with training for teachers and educational apps and activities for families and classrooms. We provide a platform for the arts, making the best of the performing arts accessible for everyone. We also offer in-depth, investigative news programming, covering the most important issues of the day without the hype often associated with commercial television.

## Facilities

### Kugelman Center for Telecommunications



Opened September 1994 at Pensacola State College.

### Jean & Paul Amos Performance Studio



Opened March 2005 at Pensacola State College.

### PSC Learning Lab & WSRE Imagination Station



Opened March 2013 at Pensacola Bayfront Stadium.



# Television

## Broadcast



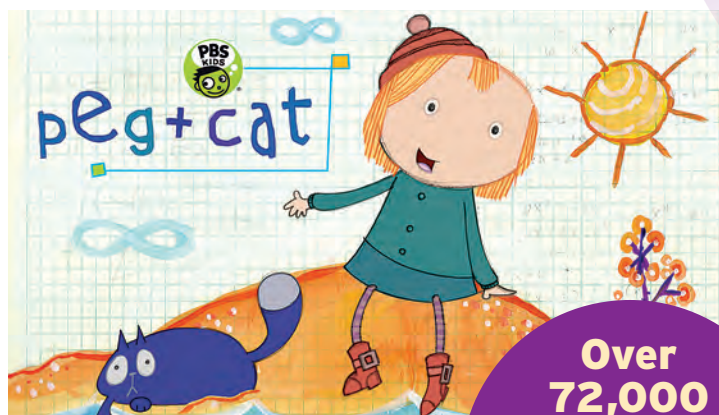
**COVERAGE AREA** The station's digital broadcast signal covers most of a five county area extending from Mobile County, Alabama east to Okaloosa County, Florida. Cable and satellite coverage expands the station's reach and availability of service to the farthest reaches of the region.

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

**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.

**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*, *Moyers & Company*, *Frontline*, *McLaughlin Group*, *Charlie Rose* and *Capitol Update*.

**LOCAL PROGRAMS** WSRE produces relevant, local series covering 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*.



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

Source: Nielsen, EVIP, February 2012



# Our History



1967

WSRE begins broadcasting under license from Pensacola Junior College.

1969

PBS is founded to serve America's public TV stations.

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.

1994

Kugelman Center for Telecommunications is dedicated.



14TH ANNUAL  
WSRE-TV  
*Wine & Food Classic*  
"A Tour of Classic Flavors"

2000

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

2005

Jean & Paul Amos Performance Studio is dedicated.



2007

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

2008

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



1967

1969

**Sesame Street** debuts.



1992

**SightLine** reading service begins at WSRE.



2002

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

2001

WSRE begins broadcasting in digital format along with traditional analog.

1997

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



1982

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

2008

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



2007

WSRE celebrates its 40th anniversary.





# Taste, Toast & Tour the World

1st Annual WSRE  
Destin Wine & Food Classic

2009

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



2009

WSRE wins  
four bronze  
Telly Awards  
for its original  
documentaries.

2009

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



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.**

2011

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



2013

WSRE celebrates  
25 years of **Wine  
and Food Classics**  
with former  
White House  
executive pastry  
chef, Roland Mesnier.



2013

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



2013

Florida Public  
Broadcasting Service  
stations launch  
the new **PBS  
LearningMedia** digital  
education platform.

2014

2009

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



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.**



2010

**Pensacola Junior  
College** becomes

2013

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



2014

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



2011

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

2008

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



**raising  
readers**

**PENSACOLA STATE  
COLLEGE**

# PBS for the Gulf Coast

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

Source: CARAVAN ORC International, February 2014

MASTERPIECE Classic: *Downton Abbey*

**As a PBS member station, WSRE provides high-quality content that inspires critical thinking, community building and curiosity about the world we share** – the impactful programming that sets PBS apart in today's media landscape. PBS makes a positive impact in the lives of millions of children and adults through locally owned and operated public television stations like WSRE, using cutting-edge technology to deliver trusted, educational and informative content every day.

Parents trust PBS more than any other media source, and their kids have fun while learning through groundbreaking new media technology and curriculum-based programming that meets national educational standards. Teachers turn to PBS for lesson plans and tools that actively engage students to help them build essential science, math and literacy skills.

American adults consider PBS the most trusted source for news and public affairs programming and can go to PBS Arts programming for front row seats to the nation's most critically acclaimed performances.

PBS' award-winning primetime dramas and documentaries, performing arts programs, engaging science and history series, and most trusted news and children's programming complete the broadcast package that offers all Americans the opportunity to be more informed, educated and entertained.

Thanks to a strong lineup of British dramas, Sunday nights continue to grow for PBS, and average primetime household ratings were up 30 percent for ***Downton Abbey*** Season 4. **MASTERPIECE** was honored by the Academy of Television Arts & Sciences in the 2014 Primetime Emmy® Awards with wins and nominations for ***Sherlock*** and ***Downton Abbey***. With seven Emmy® Awards, ***Sherlock*** received the most received by any program!



PBS programs also received 43 nominations for the 35th Annual News & Documentary Emmy® Awards, the most earned by any organization. Programs receiving multiple nominations included **FRONTLINE** (11), **INDEPENDENT LENS** (10), **POV** (6) and **PBS NewsHour** (4).

**Great Performances** kicked off the PBS Arts Fall Festival with a star-studded 40th Anniversary special including reminiscences and performances by Julie Andrews, Audra McDonald, Don Henley, David Hyde Pierce, Josh Groban, Itzhak Perlman, Peter Martins, Patti Austin and Take 6, Met Opera star Elīna Garanča and Michael Bublė.

**PBS KIDS** premiered the new animated preschool series **PEG + CAT**, a production of The Fred Rogers Company, in October 2013. The multimedia property follows the adorable, spirited Peg and her sidekick Cat as they embark on adventures, solve problems and learn foundational math concepts and skills. While teaching specific math lessons, the series displays the value of resilience and perseverance in problem-solving.





MASTERPIECE Classic: *Sherlock*



*The Cat in the Hat Knows A Lot About That*



FRONTLINE

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

Source: Public Policy Polling, 1/30/2014

***"PBS is proud to have received the most News & Documentary Emmy® nominations of any organization this year. These nominations are recognition that programs like THE PBS NEWSHOUR, FRONTLINE, INDEPENDENT LENS and POV are doing innovative, important work in the news and documentary space."***

**—Paula Kerger,  
PBS President and CEO**

***"Its simple premise was to provide a home for the world's greatest artists. The series would be a showcase for the best in music, drama and dance. And as you will see tonight, four decades later, this vision not only succeeded, but it has grown to give viewers across the country a front row seat to the performing arts."***

**—Julie Andrews  
on 40 years of Great Performances**



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

Source: CARAVAN ORC International, January 2014

PBS Arts Fall Festival



# WSRE

## Original Productions

### WSRE is locally owned and operated

and funded by viewer support – not advertisers. This gives us greater ability than that of other stations to produce and broadcast community programs that truly reflect the audience we serve.

Our ongoing series spotlight noteworthy personalities, events of public interest and issues of impact to the WSRE viewing area. Increasing use of the Jean & Paul Amos Performance Studio has expanded our delivery of musical productions and other locally produced performing arts programs. We have also created an impressive library of award-winning documentaries which chronicle the historical significance of Gulf Coast people, places and events.

For a special production of **AWARE!**, a WSRE series focused on the cultural interests of local ethnic communities, a town hall forum addressing the Affordable Care Act was held in the WSRE Amos Studio. The two-part program, **Affordable Care Act: Getting the Facts Straight**, featured a topical non-partisan discussion among national and local experts and a live studio audience as moderated by **AWARE!** host Dee Dee Sharp. The broadcast covered how to get affordable health insurance coverage under the new program – a topic of significant interest nationwide and particularly locally considering Florida's No. 2 ranking among states with the highest rate of non-insured residents under 65 years of age and reports revealing approximately 54,000 of an estimated 302,000 Escambia County residents were uninsured.



**AWARE! Affordable Care Act:  
Getting the Facts Straight**

Watching WSRE's in-depth interview series **Conversations with Jeff Weeks**, viewers get an up-close look and personal insights into the lives and accomplishments

of both local and national newsmakers. Sixteen shows were produced for the 2013-2014 season, including interviews with Chef Roland Mesnier, former White House executive pastry chef; Charlie Ward, former Florida State University Heisman-winning quarterback named Washington High School football coach; Nathan Sawaya, LEGO® artist; Jennifer Pena, educator and actor who portrays PBS KIDS' Miss Rosa; Patricia Barnes, founder of Sister Schubert's Homemade Rolls; and authors Alex Kava and Erica Spindler.



**Conversations with Jeff Weeks**

A special edition of **In Your Own Backyard**, hosted by Sheri Hemminghaus Weeks, took viewers to the skies over Pensacola with the U.S. Navy Blue Angels flight demonstration team. Based at Naval Air Station Pensacola, the Blue Angels perform two annual world-class air shows for their hometown fans – a summer show over Pensacola Beach and the season finale Homecoming Air Show at NAS Pensacola's Sherman field. The air shows draw thousands to the WSRE viewing area and, in addition to weekday practice flights, give locals a unique and exhilarating experience in their own backyards! **In Your Own Backyard** also spotlighted the Pensacola Interstate Fair – its history and contributions to the local community since 1935.

**Pensacola State Today** is hosted by Drexel Gilbert and produced monthly to explore the latest news and happenings from Pensacola State College. Academic and athletic programs are spotlighted along with stories about student achievement and the college's community engagement.

Election and legislative programs are produced as a community service by WSRE. **Rally** gives viewers an unfiltered look at the candidates running for political office at local and state levels. **Legislative Review: Dialogue with the Delegation**, produced at the start and end of each legislative session, informs viewers about issues facing the Florida legislature and engages them with their elected representatives and senators. Viewers submit questions for the legislative delegation to answer during the live broadcast. In partnership with WSRE, local news talk radio station NewsRadio1620 simulcasts these live broadcasts.



The WSRE special, **Connecting the Community: After the Flood**, was produced in response to the devastating flood experienced by the station's coastal viewing area in April 2013. Representatives from United Way, the American Red Cross, and Escambia and Santa Rosa County emergency management and first responders appeared, providing vital recovery information and updates for affected residents. WSRE on-air host Jeff Weeks moderated the program intended to provide information about the current flooding situation, where to find assistance, discussion of transportation issues and next steps for the area's recovery. Viewers were encouraged to participate in the program with their questions. This program also streamed live on NewsRadio1620.

WSRE's music series, **StudioAmped**, completed its sixth season of concert productions featuring the original material of regional artists and bands recorded live as performed on the Amos Studio stage. Produced by Bill Harrell, **StudioAmped** Season 6 presented the pop, rock, funk, folk and blues music of Timberhawk and Fatty Waters of Pensacola, Chris Alvarado and The Owsley Brothers of Santa Rosa Beach, New Earth Army of Destin and Flow Tribe of New Orleans.



#### Celebrating **Baseball in Pensacola**

On June 29, a group from the UWF Historical Trust/Pensacola Historical Society enjoyed a Pensacola Blue Wahoos baseball game and a presentation on the making of WSRE's award-winning documentary, **Baseball in Pensacola**. WSRE's Jill Hubbs, executive producer of the film, and Scott Brown, author of the book by the same title, spoke with the group who provided many of the historical photographs used in both the film and book. Earlier in 2013, WSRE won a bronze Telly Award for **Baseball in Pensacola**.



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



WSRE reaches more than 484,000 TV households.



Altogether since 2002, WSRE's locally produced programs and documentaries have been awarded three Emmy® Award nominations by the Academy of Television Arts & Sciences, ten bronze Telly Awards and one silver Telly Award. Many of WSRE's local programs are archived and available for streaming at wsre.org.





# Lifelong Learning



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

## PBS is recognized for quality television

programming that educates and engages both children and adults. Weekdays are dedicated to educational children's programs like *Sesame Street*, *Dinosaur Train* and *Word Girl*. Weeknight programs such as *Antiques Roadshow*, *Finding Your Roots*, *Nature* and *NOVA* take learners of all ages on magnificent explorations of history and science.

Traditionally, Friday's primetime schedule exposes WSRE viewers to today's most critically acclaimed performing arts productions, and our primetime dramas are educational, too! Emmy Award-winning *MASTERPIECE* dramas and mysteries, like *Downton Abbey* and *Sherlock*, are enlightening in terms of authenticity and context to historical events. These highly rated programs give fans a sense of time travel back to bygone days and ways of life. Much of WSRE's programming is available 24/7 at [wsre.org](http://wsre.org) for streaming.

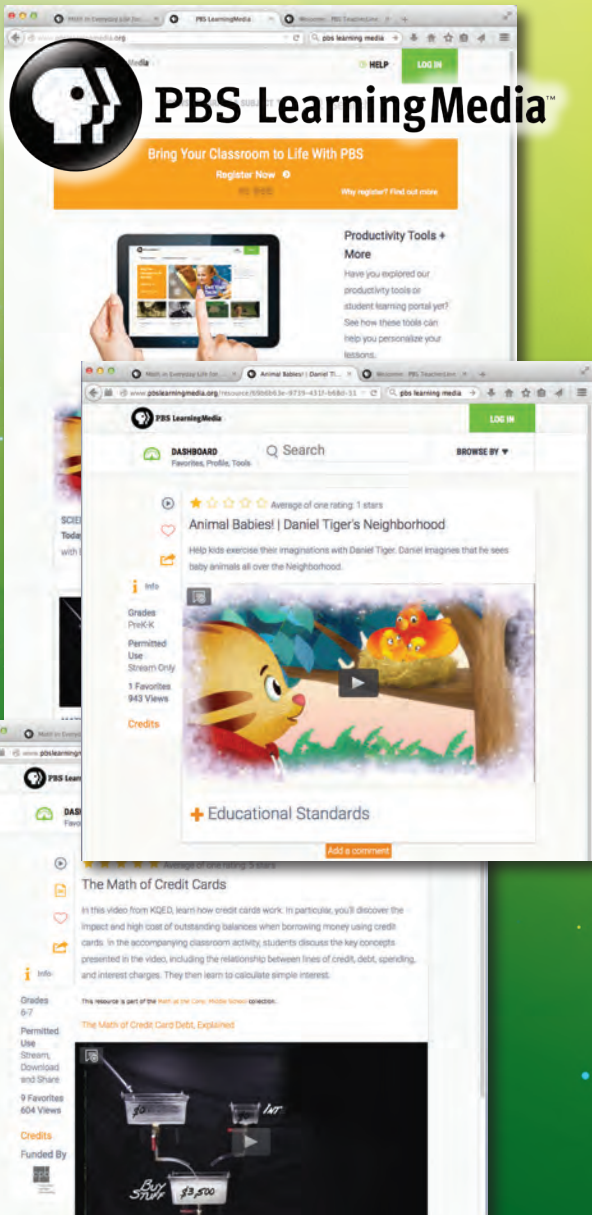
## PBS LearningMedia™

**Beyond television broadcast, PBS' online learning resources are also accessible by all Americans at no cost.** In 2013, the online digital education platform, PBS Teachers, transitioned to the new PBS LearningMedia, providing teachers, students and lifelong learners access to thousands of learning resources.

PBS LearningMedia's interactive curriculum-based content impacts teacher effectiveness and drives student success in the classroom and was recently customized for Florida classrooms thanks to support from the Florida Legislature. Now Florida PBS LearningMedia provides access to free educational materials which meet the specific needs of Florida's K-16 educators and students. Registration is free for all Florida residents, making PBS LearningMedia an invaluable resource for parents engaged in their children's learning development and a useful tool for anyone who wants to learn more.

## SightLine

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.







## PBS KIDS is America's No. 1

**educational media brand for children.** Long-standing programs like *Sesame Street* and *Curious George* set the standard, and the children of parents who grew up with

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



*Mister Rogers' Neighborhood* are now learning the same good manners and life lessons from the popular animated spin-off, *Daniel Tiger's Neighborhood*.

Throughout the years and generations, PBS children's programming has remained the industry leader in helping kids realize their potential and prepare for success in school and life.

### PEG + CAT = Fun Learning Math!

New in 2013, PEG + CAT has been added to the PBS KIDS children's programming lineup. Through engaging stories and physical comedy, PEG + CAT inspires preschool children to see math as exciting, accessible and fun. The show teaches measurement, shapes and patterns and a wide range of fundamental pre-math skills as established by the National Council for Teachers of Mathematics.

### Curious George thrills trick-or-treaters in Pensacola and Fort Walton

WSRE hosted two screening events for Curious George's Halloween BOOFEST. About 150 parents and children, dressed in Halloween costumes, showed up for the show and to meet Curious George at the Imagination Station in Pensacola. A similar event at the Fort Walton Beach Library drew approximately 125 parents and children. Both events featured the movie, story time, crafts, snacks and photos with PBS KIDS' loveable and mischievous monkey.



Lovoy Family Educational Services Suite Dedication/September 2013



Curious George BOOFEST

## Especially for Children



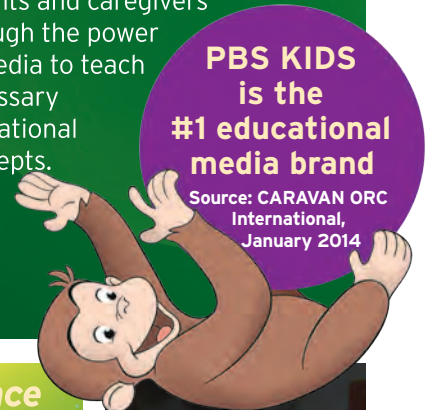
### on WSRE & wsre.org

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 PEG + CAT. 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 2014



**"We are thrilled to bring PEG + CAT to the PBS KIDS audience this October, not just because it is a smart, funny and engaging series, but also because it meets a critical need for today's kids."**

**— Lesli Rotenberg, General Manager, PBS Children's Programming**



Curious George BOOFEST



PEG + CAT



PBS KIDS' Miss Rosa greeted fans at the Amos Studio.



# In the Community

**WSRE is plugged-in to communities** throughout the viewing area. Beyond broadcast, WSRE connects with the public in schools, during community events and off-campus station fundraisers, and in Downtown Pensacola at the new WSRE Imagination Station. We also welcome viewers to the station for quarterly tours and special events at the Jean & Paul Amos Performance Studio.



## Imagination Station

### A banner first year for WSRE's Imagination Station!

In its first full year of operation, the WSRE Imagination Station engaged more than 16,000 people in fun, hands-on learning activities at Pensacola Bayfront Stadium in Downtown Pensacola. The Imagination Station is a free, educational public venue designed to promote early education and provide access and exposure to family learning activities.

The target population is children from birth through age 8, the preschool through early elementary years, and the adults in their lives. Parents and guardians accompany their children and enjoy playing and learning together in an activity center like no other in this region and unique to PBS nationwide.



*"Our goal is to make a more significant impact on early learning by bringing a proven model of effective early literacy education and parent engagement to the community. We facilitate the love of reading with an assortment of quality children's books and reading activities."*

— Jill Hubbs, WSRE Educational Services Director



Student Volunteers

*Pensacola State College Student Government Association volunteers participated in WSRE educational awareness activities at the Imagination Station during home games of the Pensacola Blue Wahoos Double-A baseball team. The students greeted fans, donned PBS KIDS costumes, distributed information and invited families to visit the PSC Learning Lab and WSRE Imagination Station located at the stadium. Their efforts significantly increased visitor counts for the recently opened learning center.*

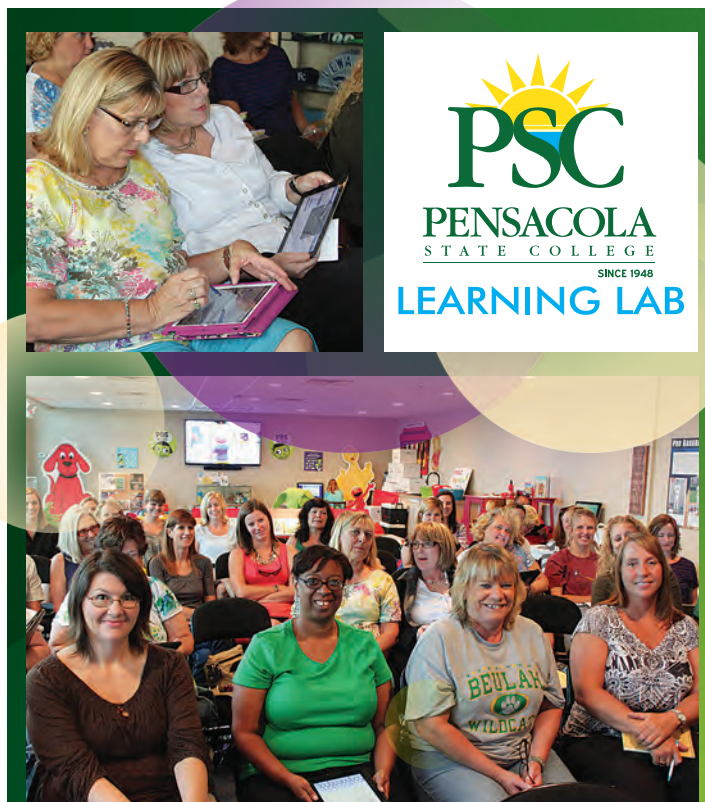


The Imagination Station leverages a vast assortment of educational resources available through PBS and is equipped with books, educational toys and touchscreen technology loaded with PBS KIDS educational games. Meet-and-greet events with popular PBS KIDS characters, like Buddy from *Dinosaur Train* and Daniel Tiger from *Daniel Tiger's Neighborhood*, have drawn hundreds of families to the stadium.

The National Educational Telecommunications Association has honored the Imagination Station with the 2014 NETA Award for Community Engagement Based on a Local Project with judges citing the provision of a safe place to learn for kids and parents who cannot afford the latest technology.

Hours of operation for the general public are Mondays, Wednesdays and Fridays from 9 a.m. to noon. Tuesdays and Thursdays are set aside for special group visits by organizations including Head Start, Escambia County Healthy Start, Autism Pensacola, Early Steps, Capstone Academy, Title I schools and different literacy groups. The Imagination Station is also open for all Pensacola Blue Wahoos home games during baseball season.

Since opening in April 2013, the Imagination Station has become a treasured resource for local families thanks in great part to the generous support from Pensacola Blue Wahoos owners Quint and Rishy Studer, the Kugelman Foundation, the Florida Department of Education and Pensacola State College.



## Teacher Training "Appstravaganza!"

In August 2013, WSRE partnered with the Escambia County Instructional Technology Department to host "Appstravaganza!" – a technology-based workshop for area educators – at the PSC Learning Lab and WSRE Imagination Station. Approximately 100 K-12 teachers participated in preparation for the new school year, touring some of the most useful common core standards mobile applications available for classroom use, including those designed and hosted by PBS.

The teachers also explored PBS LearningMedia™ – the free go-to online platform for instant access to thousands of classroom-ready, digital learning resources including videos, games, audio clips, photos, lesson plans and more. Using their own mobile devices, the teachers discovered resources designed to engage students in learning by utilizing the technology today's children embrace.





# Donor Events



**Chef Cody Carroll, Former White House Executive Pastry Chef Roland Mesnier & Chef Samantha Carroll**



**WSRE Sunset Salute Wine & Food Classic**



**WSRE Wine & Food Classic VIP Dinner & Dance**



**WSRE Wine & Food Classic Brunch**



**Chef John Besh**



**Chef John Besh Dinner**



**SoGourmet Meet-and-Greet**



**Ethan Bortnick**



**SoGourmet Meet-and-Greet**



**WSRE's Delicious Afternoon Tea Party**



**Michelle Huxtable**

**WSRE puts the "special" in special events** that help raise friends and funds to support station operations and initiatives for the benefit of our viewing area communities. Station events and pledge drives are successful only with the help of dedicated volunteers and generous donors, and we are grateful to all who contribute their support.

## WSRE Celebrates 25 Years of Legendary Wine and Food Classics!

In October, WSRE commemorated the Wine and Food Classic 25th Anniversary with a weekend of spectacular festivities for lovers of wine, food and public television. Former White House Executive Pastry Chef Roland Mesnier and "King of Louisiana Seafood" Chef Cody Carroll were the featured guest celebrity chefs joining Northwest Florida's top local chefs for a showcase and sampling of culinary masterpieces.

The three-pronged weekend of events, all held on Pensacola Beach, included the annual wine and food tasting, a dinner and dance and Sunday brunch with a view of the Gulf. Lead sponsors were Merrill Lynch Wealth Management (presenting), Innisfree Hotels, Polonza Bistro, Gulf Power Company and Republic National Distributing Company. Julian and Kim MacQueen served as gracious event chairs for this year's silver anniversary event.

## Besh's "Cooking from the Heart" Draws a Crowd

The culinary theme continued into November when WSRE presented a book signing event and patron dinner with PBS Chef John Besh at DUH and TYPE! Restaurant with Chef Blake Rushing. Besh met friends and fans and signed his highly anticipated third cookbook, *Cooking from the Heart: My Favorite Lessons Learned Along the Way*.

## Musical Phenomenon Ethan Bortnick Hosts WSRE Pledge Drive

There was added star power in the studio for WSRE's June 2014 pledge drive when internationally known 13-year-old composer and entertainer Ethan Bortnick appeared as guest host during the broadcast of his PBS special, *Ethan Bortnick Live in Concert: The Power of Music*.

## A Delicious Afternoon for Gathering with Friends

Michelle Huxtable, *The Gathering of Friends* author and chef, was WSRE's special guest for the Delicious Afternoon: A Gathering of Friends tea party in April. The fundraising event was held at the Versailles Event Center in Downtown Pensacola and featured a presentation by Huxtable and book signing. On the eve of the event, SoGourmet hosted a meet-and-greet and cooking demonstration for friends of the station with Huxtable.





## On Stage at the **Amos!** Jean & Paul Amos Performance Studio



**The Jean & Paul Amos Performance Studio** is an exceptional broadcast facility equipped for high definition production and events. Since it opened in 2005, the 500-seat television studio has served as a live-audience broadcast venue for performances by local and nationally acclaimed artists and an ideal site for special events. Through studio rental, the Amos provides an additional source of revenue for the station, as well.

As a community service, the Amos Studio hosts job fairs, award ceremonies, business seminars, government conferences, task force meetings and employee training sessions for local organizations and community groups.

The 10,000 square-foot facility is named in honor of WSRE benefactors Jean and Paul Amos. WSRE and our local community have benefited greatly from couple's generosity, and we are honored to be included as part of their long history supporting education, the arts, families and communities at home and around the world.

*We have been saddened by the recent death of Paul Amos, a former resident of Milton and co-founder of the supplemental insurance company AFLAC, and are proud to serve as a part of his legacy through the Jean & Paul Amos Performance Studio. His generosity through the Jean and Paul Amos Endowment Fund will continue to support his vision for WSRE and the Amos Studio well into the future.*

### StudioAmped Concerts

2014 marked the sixth season of **StudioAmped** performances recorded live from the Amos Studio stage. **StudioAmped** features the original music of regional artists as performed before a studio audience. The concerts are open to the public, free of charge, and recorded in the spring for broadcast throughout the year. In the fall, a special Pensacola Beach Songwriters Festival concert features award-winning singer/songwriters performing their songs made famous by well-known recording artists. Gary Culley, Lisa McCarter and Mark Elliot (aka Runaway Home) performed their hits for 2013's **StudioAmped** Songwriters' Special in October.

### Downton Abbey Season 4 Preview Screening

Local fans of the **MASTERPIECE** Emmy® and Golden Globe® Award-winning hit drama **Downton Abbey** flocked to the Amos Studio in December to watch the first hour of the new season before its January PBS premiere. Guests enjoyed light refreshments and door prize drawings in addition to the much anticipated return of Crawley household elites and domestics on the Amos' big screen. This annual event is open to the public, free of charge, and many guests come dressed in period fashions as their favorite characters from the show.



### Shining Star Awards

Forty Escambia County elementary students were honored by WSRE and the Escambia County Principals Association at the Shining Star Awards in May.



# Financials

## WSRE

### Statement of Financial Position

June 30, 2014

June 30, 2013

#### Assets

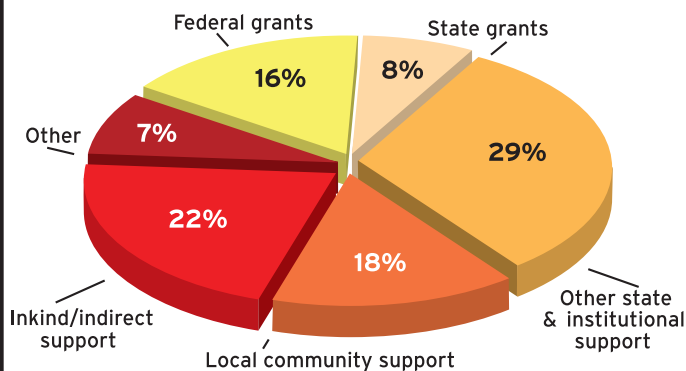
Cash and cash equivalents	2,134,209	2,001,825
Accounts and pledges receivable	181,855	218,248
Prepaid expenses	124,239	182,124
Investments	1,479,433	1,227,100
Real estate held for sale	30,000	30,000
Capital assets, net of accumulated depreciation*	5,951,707	6,375,788
<b>Total Assets</b>	<b>9,901,443</b>	<b>10,035,085</b>

\* Depreciation expense was \$438,899 and \$565,515 for 2014 and 2013, respectively.

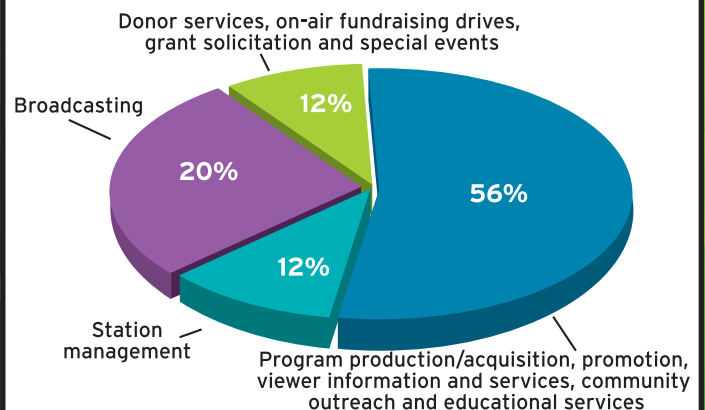
#### Liabilities and Net Position

Accounts payable and accrued liabilities	70,576	63,122
Accrued compensated absences	92,914	100,395
Deferred revenue	1,175,867	1,074,308
Net position	8,562,086	8,797,260
<b>Total Liabilities and Net Position</b>	<b>9,901,443</b>	<b>10,035,085</b>

#### Sources of Station Resources - 2014



#### Allocation of Station Resources - 2014



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 27% of the total assets of the Station at June 30, 2014. Twenty-six percent of the Station's 2014 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.



**2013-2014**

**WSRE-TV**

**Foundation, Inc.**

**Officers**

Sandy Sims, Chair  
Michael Johnson, Vice Chair  
Stephen Holman, Secretary  
Karen Pope, Treasurer  
Sandy Cesaretti Ray, Executive Director

**Board of Directors**

Gerald Adcox  
Tracy Andrews  
Pat Mills Benjamin  
Sheila Hale  
Ashton Hayward  
Stephen Holman  
Jesse Ihns  
Rick Lambert  
Joe Lovoy  
Jane Merrill  
Peg Nickelsen  
Dr. Megan Benson Pratt  
Dr. Henry "Jack" Pruett, DDS  
Rev. Carl Reeves  
Andy Remke  
Elba Robertson  
Mallory Studer  
Dona Usry, Ex-officio  
Tiffany Washington

**PBS is #1  
in importance.**

Source: CARAVAN ORC  
International, January 2014

**PBS and member  
stations are #1 in  
public trust and an  
excellent use of  
tax dollars for  
11th consecutive year**

Source: CARAVAN ORC International,  
January 2014

**PBS is money  
well spent.**

Source: CARAVAN ORC  
International, January 2014

**Pensacola  
State College**

**Emeritus**

Curtis Flower  
Gary Leuchtman

Dr. Edward Meadows, President

**Friends  
Representative**

Sally Bussell Fox  
Chris Kelly  
Ron Miller  
Randy Oxenham  
Patricia Windham

**District Board of Trustees**

John L. O'Connor, Chair  
Edward Moore, Chair  
Herb Woll, Vice Chair  
Carol Carlan  
Msgr. Luke Hunt  
Margie Moore  
Chip Simmons  
Dona Usry  
Frank H. White  
Stephania Wilson  
Deidre L. Young

**WSRE**   
A SERVICE OF PENSACOLA STATE COLLEGE



A SERVICE OF PENSACOLA STATE COLLEGE

PBS for the Gulf Coast

[wsre.org](http://wsre.org) f t p