



## WSRE Report to the Community

# 2010-2011



A SERVICE OF PENSACOLA STATE COLLEGE  
Viewer-Supported Public Television for the Gulf Coast

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



un servicio de



## 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. WSRE brings forth culture and ideas that enhance the quality of life and promote the joy of discovery and learning.

WSRE is licensed to the Pensacola State College District Board of Trustees, 1000 College Blvd., Pensacola, FL 32504. The WSRE TV Foundation Board of Directors 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 Education Television Association (NETA) and the Public Broadcasting Service (PBS).

Be more.



PBS



# Dear Friends

It is with sincere gratitude for the generous support of our viewers and sponsors that we share our success stories in this 2010/2011 Annual Report. During a fiscally challenging year of decline in public funding amid an already unfavorable economic climate, we were able to maintain the distinctive programs and services that inspire us all to **be more** educated, informed and entertained.

We have continued to nurture the academic achievement of students and teachers through dynamic educational outreach programs. We built upon the success of our early literacy program, Raising Readers, and our Teacher Training Institute celebrated its 15th year of helping teachers enhance curriculums and their use of technology in the classroom.

In an effort to help local viewers make informed decisions at the ballot box, we hosted televised candidate forums for the pivotal Pensacola mayoral and regional general elections of 2010. WSRE also participated as one of ten PBS and NPR stations forming the Gulf Coast Consortium, a multimedia project supporting regional journalism coverage and public forums addressing the BP oil spill's effect on our shores and livelihoods.


Our award-winning production team is to be commended for the Emmy® nomination for original documentary "Gulf Islands National Seashore: The Treasure of the Gulf Coast." We were also honored with two Bronze Telly Awards for the original documentary "Lighthouses of the Gulf Coast: Sand Island to St. Marks" and music program "Ashley Brown in Concert: Call Me Irresponsible."

In addition to quality local productions and services, WSRE serves the Gulf Coast as part of America's largest classroom, largest stage for the arts and a trusted window to the world. PBS children's, cultural, documentary, science and public affairs programming earns more awards and critical acclaim than any other television service.

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 our inspiration to **Be more**. 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  
General Manager, WSRE



  
Gordon Sprague  
Chair, WSRE Foundation, Inc. Board

# Overview

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

Children reading books, teachers utilizing technology in their classrooms, people from all walks of life exploring new horizons – these are just a few of the inspiring activities made possible by contributions to your PBS station from viewers like you. The Gulf Coast's only public television station 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. Our roots are firmly grounded in a belief that all people should have access to educational resources to help build a love of lifelong learning. We cultivate that love by offering a variety of programming covering a wide range of genres from national programs to educational children's programs to our award-winning local, original documentaries and series.

## 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 also available on our online video player at [video.wsre.org](http://video.wsre.org).



**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 nature 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 news from Tallahassee.



**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.

**Over  
75,000  
households  
choose WSRE  
every week as  
their trusted  
guide**

The Jean and Paul Amos Performance Studio serves as a venue for myriad events, from documentary screenings to live TV productions to business seminars to town hall meetings, the studio is as diverse as the audience it serves.







# Television at WSRE

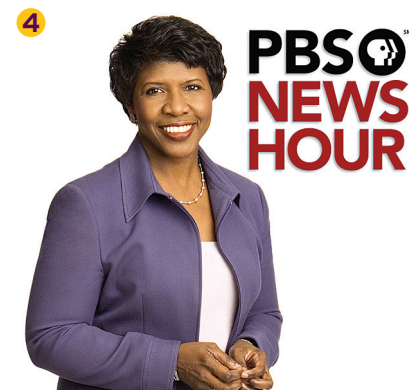
**1 COVERAGE AREA** The station's digital broadcast signal covers most of a five county area extending from Mobile County, Alabama east to Okaloosa County, Florida. Cable and satellite coverage expands the station's reach and availability of service to the farthest reaches of the region.

**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.

**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 30 hours of the WSRE weekly schedule is devoted to news and public affairs programs such as PBS NewsHour, Washington Week with Gwen Ifill and National Journal, Frontline, Need to Know, Charlie Rose and Capitol Update.

**5 LOCAL PROGRAMS** WSRE produces relevant, local series covering the issues, people, and places you need to know about – Connecting the Community, Conversations with Jeff Weeks, AWARE!, Legislative Review, Rally and Food for Thought.





# Our History



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

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



**1982** | Earl Peyroux's **Gourmet Cooking** went into national public television syndication

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

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

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

**2000** | NETA Award for the **14th Annual WSRE-TV Wine & Food Classic**



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

## 1967

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



**1967** | Congress creates **Corporation for Public Broadcasting** to encourage growth of noncommercial broadcasting

**1992** | **SightLine** reading service begins



**SIGHTLINE**

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



**1994** | Kugelman Center for Telecommunications is dedicated

**2001** | WSRE begins broadcasting on digital format along with traditional analog

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



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





2008 WSRE receives two Emmy nominations for its original documentaries **Gulf Coast War Memories** and **Khaki Coast: How the Panhandle Helped Win WWII**



**raising readers**

2008 WSRE selected as one of only 20 PBS stations nationwide to participate in the **PBS KIDS Raising Readers** literacy campaign



1st Annual WSRE Destin Wine & Food Classic

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

2010

WSRE responds to Gulf of Mexico oil spill crisis with multiplatform 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

2008

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

2009

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

2009

WSRE wins four bronze Telly Awards for its original documentaries



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**

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**

2007

WSRE celebrates its 40th anniversary



A SERVICE OF PENSACOLA JUNIOR COLLEGE

# 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 481,000 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. There was a lot to be proud of in 2010/2011, including 32 primetime Emmy nominations – more than A&E, Bravo, Discovery Channel and History combined.

Sixteen years after the initial broadcast of *Baseball*, Florentine Films created ***The Tenth Inning*** to bring the landmark series up to date. Directed and produced by **Ken Burns and Lynn Novick**, the documentary tells the tumultuous story of the national pastime from the 1990s to the present day. The story is a celebration of baseball's resilience and enduring appeal, as well as its remarkable ability to reflect the country – at its worst and at its best.

As part of an ongoing strategy to bolster science learning in young children, ***PBS KIDS GO!*** launched a new series, ***Wild Kratts***, in January 2011. The show transforms the Kratt Brothers, creators of the award-winning *Kratts' Creatures* and Emmy-winning *Zoboomafoo*, into animated versions of themselves, allowing the real-life zoologists to visit wild animals in their rarely-seen habitats and showcase age-appropriate key science concepts along the way.

PBS viewers hit the road with ***Circus*** in November, taking an unforgettable trip with the legendary Big Apple Circus. From the big top to the "back lot" – where the real heart of the circus beats – *Circus* explored a distinctive world with its own rules, lingo and no fixed address. The three-part series shared the fears and frustrations,

triumphs and failures of the diverse Big Apple family living life in the ring.

***PBS NewsHour*** celebrated its 35th anniversary and the career of longtime anchor **Jim Lehrer** who, on June 6, stepped down as regular anchor of the daily television news broadcast. Lehrer, who still frequently appears on *NewsHour*, said in announcing his decision, "I have been laboring in the glories of daily journalism for 52 years...36 of them here at the *NewsHour* and its earlier incarnations... and there comes a time to step aside from the daily process, and that time has arrived." *NewsHour* continues to be the news source of record for the well-informed citizen with a commitment to serious journalism.

A multiplatform media leader, PBS announced free **PBS apps for the iPad, iPhone and iPod** and subscription-based PBS KIDS® iPad and iPhone apps for children. The PBS apps keep local viewers connected with WSRE and their favorite PBS programs with previews of the day's program highlights, video shorts and full episodes. Six PBS KIDS® apps serve as teaching tools with a suite of interactive whiteboard activities plus nearly 1,000 free, educational games online. All downloads are available at [itunes.com/appstore](http://itunes.com/appstore).

Plans were announced by PBS in early 2011 to move the iconic science program ***NOVA*** to a new night. Traditionally seen as part of the Tuesday night lineup, *NOVA* moved to Wednesdays in an effort to better reach its audience. Launched with new episodes and explorations, *NOVA* continues to serve as the flagship favorite science program to PBS viewers all around the country.

Jim Lehrer





The Tenth Inning

"Thank you for the overall great programming! I especially appreciate the PBS NewsHour, Independent Lens, Tavis Smiley, Journal, NOVA and Frontline. These programs are superb."

– Cynthia

Orange Beach, Alabama



NOVA



Wild Kratts



PBS app for the iPad



Circus



# WSRE Original Productions

## New Documentaries, Series & Specials

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.

### **Oil Spill Coverage**

As one of ten PBS and NPR stations across the Gulf Coast region partnering to create the Gulf Coast Consortium, a multi-media project to expand reporting on the aftermath of the BP oil spill in the Gulf of Mexico, WSRE supported stations' local journalism efforts by covering the crisis along the Gulf Coast. The news reports and video footage was shared with consortium partners for broadcast and digital distribution.

### **Lighthouses of the Gulf Coast: From Sand Island to St. Marks**

In November 2010, WSRE premiered its original documentary *Lighthouses of the Gulf Coast: From Sand Island to St. Marks*. A year in the making, this documentary tells the compelling stories of the graceful structures that symbolize our region's seafaring heritage. Shot in beautiful high-definition video, the hour-long program uses archival photos, maps and paintings to help recount the history of these magnificent beacons.

### **Ashley Brown in Concert: Call Me Irresponsible**

Pensacola's hometown sweetheart Ashley Brown returned home to perform in two concerts on Nov. 6 at WSRE's Jean & Paul Amos Performance Studio. Brown, who rose to stardom with her Broadway role as Mary Poppins, performed songs from her debut album *Speak Low* and other "Great American Songbook" favorites. Singer Tony DeSare also appeared during the concert, which was taped in high definition to air on WSRE. *Ashley Brown in Concert: Call Me Irresponsible* was awarded one of two National Telly Awards honoring WSRE this year.

### **Connecting the Community Special: Mayoral Race for Pensacola**

In 2009, City of Pensacola residents voted to change the city's government structure, giving the next mayor more accountability in running city government. WSRE broadcast a special live edition of *Connecting the Community*

on Aug. 5 showcasing the candidates for Pensacola's new "strong mayor" and their views on various issues. Candidates Charles Bare, Ashton Hayward III, Diane Mack and Mike Wiggins appeared on the candidate forum; Hayward won the mayoral seat.



### **Christmas with John Tesh! Live in Concert at the Amos**

WSRE partnered with Soft Rock 94.1 to bring John Tesh and a lot of Christmas spirit to the Gulf Coast. The acclaimed performer, known for his popular syndicated radio program *Music & Intelligence for Your Life*, performed a holiday concert before a live audience on Dec. 16 at the Jean & Paul Amos Performing Arts Studio. The evening of Christmas music and comedy was taped in high definition to air on WSRE.

### **RALLY 2010**

WSRE brought *RALLY 2010* to the voters of Escambia, Santa Rosa, and Okaloosa counties in August and October as they prepared to vote in the primary and general elections. The televised candidate forums featured candidates in local races as well as those running for the Florida Senate seat in District 2, and Florida House seats in Districts 1 and 2. *RALLY 2010* was co-sponsored by WSRE and the League of Women Voters of the Pensacola Bay Area and of Okaloosa County. The Q&A forums were moderated by DeeDee Sharp, Lloyd Patterson and Sandra Averhart.

## Ongoing Local Series

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 second broadcast season, *Conversations* welcomed John Tesh,

Quint Studer, Don Yaeger, Dr. John Woodall, Gov. Rick Scott, Josh Sitton, Elyse Luray, PBS President & CEO Paula Kerger, Cheryl Conley, Mickey Andrews, Dr. Tom Schneider, Albert Nahas and music group Acoustic Alchemy.

If it's of concern to our citizens, it's on ***Connecting the Community***. *CTC* continues to bring newsworthy issues affecting our community to the forefront with discussions on health care reform, the economic recession, the housing market and the BP oil spill.





**Conversations with Jeff Weeks**



**StudioAmped**



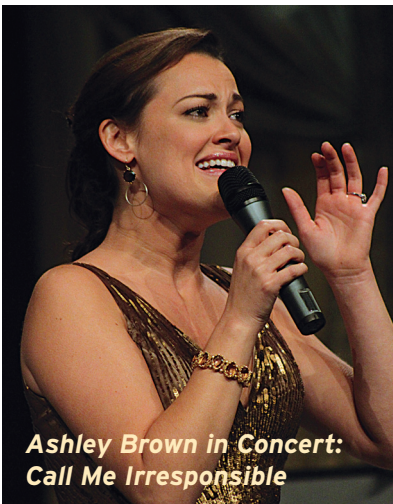
**AWARE!**



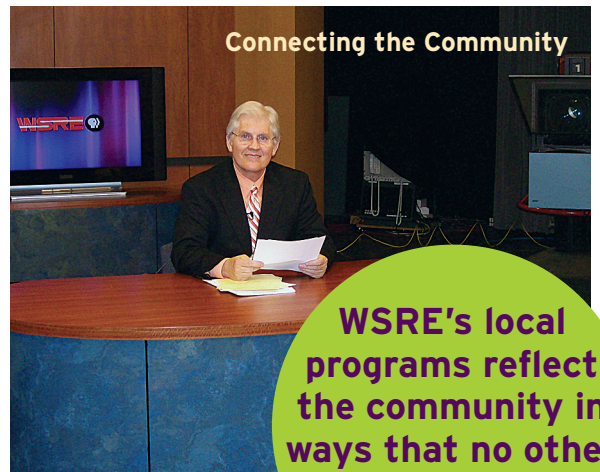
**Lighthouses of the Gulf Coast: From Sand Island to St. Marks**



**Oil Spill Coverage**



**Ashley Brown in Concert: Call Me Irresponsible**



**Connecting the Community**

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

**AWARE!** host DeeDee Sharp and her guests explore issues of family, safety and health with local musicians featured on occasion, while **Food for Thought** highlights interesting and notable speakers visiting our community.

*PJC Today* changed its name along with the college it showcases. **Pensacola State College Perspectives**, hosted by Patrice Whitten, exposes viewers to the latest on-campus news and happenings and spotlights educational programs and student achievements.

WSRE continues to be the only local media offering citizens the opportunity to address issues directly with the Northwest Florida Legislative Delegation. Our 2010-2011 **Legislative Review: Dialogue with the Delegation** programs helped viewers make their voices heard.

**StudioAmped** features local artists and bands performing before live audiences at the Jean & Paul Amos Performance Studio. The concert series offers a variety of musical genres including rhythm and blues,

rock, reggae, indie, country and more. Season 3 kicked off in January and included concerts by Bella Orange, Heritage, Mr. Fahrenheit, Sounding Rick, Mama Lucky, Morris Minor, The Internationals and Rumor Mill. A special taping of *StudioAmped* featured songwriters from the Pensacola Beach Songwriters Festival performing their songs made famous by well-known recording artists. All *StudioAmped* concerts are free and open to the public.



# Lifelong Learning

**WSRE enriches the community** by presenting educational 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.



*The Shining Star Awards*



In May 2011, WSRE partnered with the Greater Escambia Community Foundation to present the Shining Star Awards to honor 39 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.

WSRE's Teacher Training Institute entered its 15th year in 2011, helping 270 educators. Through this program, K-12 educators participate in various hands-on workshops designed to enhance curriculum and strengthen creative use of technology in the classroom. WSRE continues to be a strong partner for Northwest Florida teachers, parents, and students, offering quality, curriculum-based programming, extensive outreach services, and online resources that truly make a positive difference and measurable impact in education.





**As part of a dynamic, diverse community, our connection** to the Gulf Coast goes well beyond broadcast via a wealth of activities and services that engage the minds and stimulate the imaginations of people of all ages.

# In the Community

**SightLine**



For nearly 20 years, SightLine, WSRE's free reading service designed for people who have impaired vision or who are otherwise unable to read for themselves, has been a vital service to our community. SightLine offers timely news, information and entertainment to persons with disabilities every day via WSRE's second audio program (SAP) channel accessible through any television set.

For over a decade, WSRE has partnered with Baptist Health Care to sponsor Family Expo, a free and fun event designed to build stronger families for a healthier community. Favorite PBS characters Clifford the Big Red Dog, the WSRE Kids and Princess Presto and Whyatt from *Super Why!* made special appearances delighting hundreds of children of all ages. It always makes for a fun day as we are able to share important information about our available educational resources with parents and caregivers.

**Family Expo**



**"We appreciate what WSRE is doing for the community as well as the information and entertainment you provide individuals."**

**– Charles & Patricia Ryle**  
Milton, Florida



## We Couldn't Do It Without You!

Volunteers fulfill a valuable role at WSRE. From answering the phones during our on-air donor drives to setting up for fundraising 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.



**On-Air Fundraising Volunteers**







# Especially for Children

Our youngest explorers are our most important learners. By using the power of media, WSRE is able to provide, in most cases, free access to early learning resources for thousands of children, parents and caregivers. Thanks to the internet and smartphone apps, there has been an explosion of resources developed to aid in the learning process. This has sparked the creation of a variety of learning resources from the formation of strategic partnerships to the development of innovative community-based programs. WSRE reaches out to parents, teachers and child-care providers, offering powerful tools designed to help and impact children right here along the Gulf Coast every year.

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



**KIDS  
on WSRE & wsre.org**

Each weekday, WSRE broadcasts more than 11 hours of children's programming and provides 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!*, *WordWorld*, *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 children 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.



## Building a Community of Readers through Public Media

As one of only 20 PBS stations initially selected to participate in the national PBS KIDS Raising Readers literacy campaign, WSRE, recognizing the importance of early learning, decided to make the initiative a permanent part of its educational resources unit. The campaign focuses on building reading skills at home, at school, in child care and in the community. The program engages children through multimedia PBS KIDS resources such as popular Raising Readers television programs, exciting games and playful websites – all with the goal of helping children ages 2 to 8, especially those from low income families, get ready to read. The content and materials used in the initiative are based on PBS KIDS series – *Super Why!*, *WordWorld*, *Sesame Street*, *Martha Speaks* and *The Electric Company*.

By bringing the PBS KIDS Raising Readers project to the Gulf Coast community, WSRE has become a community leader in promoting child literacy. Already, we have been successful in reaching 4,638 children, 410 teachers, 26 schools, and nearly 750 parents and caregivers. WSRE is continuing its work, partnering with teachers at Title I pre-schools and elementary schools to offer *Super Why!* Reading Camps and *Martha Speaks* Reading Buddies literacy projects both based on popular PBS programs designed to help strengthen early reading skills.

## Unprecedented Commitment to Early Literacy

WSRE is a *Ready To Learn* PBS station. *Ready To Learn* is an innovative initiative funded by Congress and the U.S. Department of Education enabling public media to carry out mission critical work that is helping a new generation of children master the fundamentals of reading.

Family Reading Fun Nights are an impactful feature of WSRE's PBS *Ready To Learn* program, bringing parents, kids and PBS characters together in a night of food, fun and family literacy. Six community events and six school-hosted Family Reading Fun Nights have helped 65 teachers, 1,250 students, and 750 parents and caregivers get our community's children "ready to learn."



## Literacy is central to a child's success in life.

Our nation's economic and social prosperity depends upon a highly literate population. The 25 fastest-growing professions in America require workers who have higher-than-average literacy skills. Yet today, approximately 6 million kids - 70 percent of all eighth graders and 65 percent of all 12 graders - read below their grade level. A critical part of the solution is addressing the literacy needs of our nation's youngest children, and right here in our community, WSRE's *Ready To Learn* initiative plays a significant role, since 99 percent of kids have access to a television, and their access to mobile devices and the Internet is continually and rapidly increasing.



**"As an educator, I value how WSRE serves our teachers, students and parents. WSRE is a critical partner in education."**

**– Tim Wyrosdick**

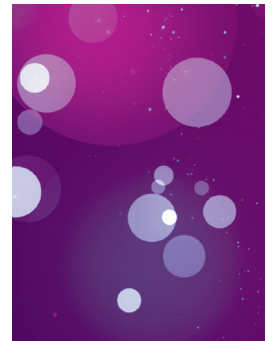
**Superintendent  
Santa Rosa County  
School District**

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

Source: ORC CARAVAN,  
Mar. 2011



The Raising Readers logo, along with favorite PBS characters that kids of all ages have come to know and love, are now prominently displayed on WSRE's newly wrapped van. The artwork features Big Bird, Elmo, Whyatt from *Super Why!*, Curious George, WordGirl and two favorite PBS canines, Clifford the Big Red Dog and Martha the talking dog from *Martha Speaks*. Also featured is the Cat in the Hat from the new PBS Kids show *The Cat in the Hat Knows A Lot About That!*. The Raising Readers logo is a reminder of the very important mission WSRE has to make a difference in literacy in our community by providing quality, curriculum-based children's programs and outreach services. The van is used by WSRE's production crew and can be seen at schools and community events. It is a moving billboard for WSRE and a reminder that we are more than just TV; WSRE is a partner in education, helping kids learn and grow. We're Raising Readers!





# WSRE Donor Events

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 that back these events and help us to create a world of opportunities for the public we serve.

## Corks and Forks Wine & Food Classic Events

WSRE's Wine & Food Classic events have become some of the most anticipated community events of the year. With a rich tradition of presenting the best the Gulf Coast has to offer in divine culinary creations and fine, award-winning wines, these fundraisers generate thousands of dollars annually for WSRE to continue its mission of making a positive difference in the lives of Gulf Coast citizens through programming and educational outreach services.

In October 2010, WSRE celebrated "Corks and Forks," the 22nd Annual Wine & Food Classic, at the Hilton Pensacola Beach Gulf Front with two evenings of fine wines and culinary creations from local top chefs. While Friday evening featured a walkabout tasting with silent auction bidding, the Sunday evening fete featured a five-course dinner prepared by five local chefs and paired with award-winning wines. The live auction proved to be lively and lucrative as essential support was raised. Jazz artist Al Martin provided entertainment for both evenings. Honorary event chair Patricia Windham and event co-chairs Michael Johnson and Ed Lemox led the weekend events. Some 500 attendees helped to raise nearly \$150,000 for WSRE.

In February 2011, top chefs presented their perfect pairings of food and wine in Destin to 100 event goers. "Corks and Forks," the 3rd Annual Destin Wine & Food Classic, featured a chef's welcome reception and spectacular four-course dinner with award-winning wines at the Emerald Grande. Kendal Shelton & Friends provided the entertainment and auction bidding added to the fun...and proceeds of nearly \$30,000! Event co-chairs were Demetria and Richard McNeese and Debbie and Bruce Craul.



Celtic Woman



WSRE Donor Celebration



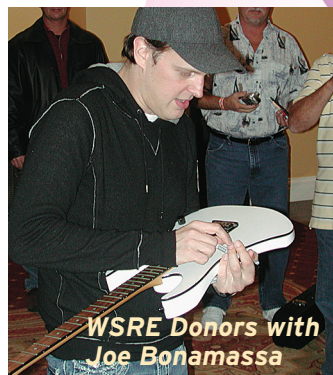
Tea-Licious Tea Party

## Other Highlights

- WSRE welcomed the Celtic Woman tour to the Pensacola Civic Center in February 2011. Exclusive ticketing opportunities offered through our on-air fundraising drives raised \$20,000. Celtic Woman fans both young and old were treated to a magical evening of traditional Irish music and dance.
- WSRE donors also enjoyed special seating and a meet and greet with blues guitarist Joe Bonamassa in concert at the Pensacola Saenger Theatre in December.
- In March, WSRE hosted a donor celebration to honor several loyal, lifetime donors. Those honored included Phyllis and Michael Johnson, the Lovoy family, Drs. Nell and James Potter, Colleen Rogers, and Harry and Pamela Schwartz. We thank all of our supporters for their commitment to WSRE and for envisioning a brighter tomorrow through public television.
- Lee House Bed & Breakfast hosted an afternoon tea in May which raised \$10,000 for the station. The Tea-Licious Tea Party featured Becca Boles and her Ten Tea-Licious Lessons for Life as learned from the quintessential Southern film *Steel Magnolias*. Approximately 100 guests enjoyed tea, catered by Nancy's Haute Affairs and the Jazz sounds of Al Martin.



WSRE Wine & Food Classic



WSRE Donors with Joe Bonamassa



## The Jean & Paul Amos Performance Studio



## Set the Stage

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, and also for national commercial television shoots.

### The Amos Goes HD!

WSRE is proud to announce the conversion of all of its studios, including the Amos, to full high-definition production services. For purposes of creating content for broadcast, WSRE uses the studio for live and taped productions.

## The Year's Highlights

- The third season of WSRE's concert series *StudioAmped*, taped in front of a live studio audience of hundreds of fans, featured regional artists and bands including Bella Orange, Heritage, Mr. Fahrenheit, Sounding Rick, Mama Lucky, Morris Minor, The Internationals and Rumor Mill. Also taped was a *StudioAmped* special featuring songwriters from the Pensacola Beach Songwriters Festival. James Slater, Lisa Carver and Jim "Moose" Brown, co-writer of Grammy-winner "It's Five O'Clock Somewhere," performed their songs made famous by well-known recording artists.



**StudioAmped**



**Shining Star Awards**

- John Tesh, the popular crooner known for sharing his soul throughout the year on his nationally syndicated radio program, performed with lots of holiday cheer on the Amos stage in December. *Christmas with John Tesh! Live in Concert at the Amos* was an evening of music and comedy recorded in high definition before a live audience for broadcast on WSRE.
- Thirty-nine Escambia County elementary students were honored by WSRE and The Greater Escambia Community Foundation at the Shining Star Awards in May.

## And the Winner is...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.

### Emmy® Nomination

The Suncoast Chapter of the National Academy of Television Arts & Sciences nominated WSRE's original documentary *Gulf Islands National Seashore: The Treasure of the Gulf Coast* for the coveted Emmy® Award in the Documentary (Topical) category.

### Telly Awards

WSRE won two National Telly Awards, receiving Bronze Telly Awards for the original productions *Lighthouses of the Gulf Coast: Sand Island to St. Marks* in the Documentary category and *Ashley Brown in Concert: Call Me Irresponsible* in the Entertainment category. These honors mark the seventh and eighth National Telly Awards WSRE has won for original programming since 2008.

### PBS Awards

The awards are too numerous to detail, but collectively PBS garnered some 85 industry awards from primetime, daytime, news and documentaries to children's media. Once again, PBS outpaces other media when it comes to recognition of the extraordinary work presented for the benefit of the American people. With 12 Daytime Emmys, our work in children's media continues to lead the way in providing educational, entertaining television content. Other notable awards include seven Primetime Emmys, five News & Documentary Emmys, two Business and Financial Reporting Emmys, nine George Foster Peabody Awards, three Writers Guild of America Awards, two Golden Globe nominations and one Academy Award nomination.

# Financials

## WSRE

### Statement of Financial Position

30-Jun-11

30-Jun-10

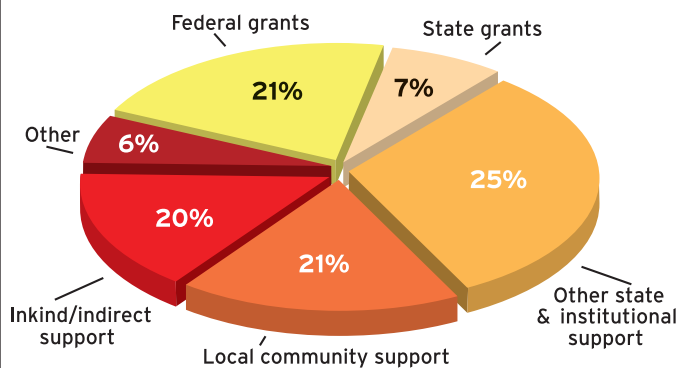
#### Assets

Cash and cash equivalents	2,168,066	2,151,244
Accounts and pledges receivable	599,031	596,419
Prepaid expenses	331,467	393,206
Investments	1,106,592	979,331
Real estate held for sale	30,000	30,000
Capital assets, net of accumulated depreciation	7,604,278	8,190,888
<b>Total Assets</b>	<b>11,839,434</b>	<b>12,341,088</b>

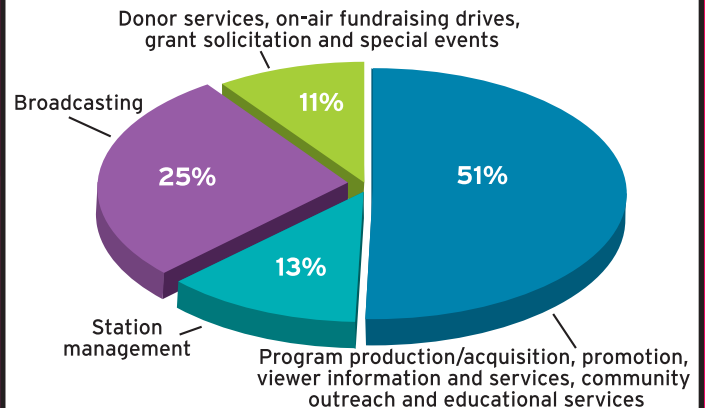
#### Liabilities and Net Assets

Accounts payable and accrued liabilities	61,294	362,370
Accrued compensated absences	270,632	246,520
Deferred revenue	1,357,721	1,212,998
Net Assets	10,149,787	10,519,200
<b>Total Liabilities and Net Assets</b>	<b>11,839,434</b>	<b>12,341,088</b>

Sources of Station Resources - 2011



Allocation of Station Resources - 2011



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 24 percent of the total assets of the Station at June 30, 2011. Thirty percent of the Station's 2011 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 Foundation, Inc.

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**PBS is the  
nation's largest  
stage providing  
everyone access  
to the Arts**

**PBS is #1 in  
public trust for  
8th consecutive  
year**

Source: Hart Research  
Associates/American  
Viewpoint polling, Feb 2011

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

Source: ORC CARAVAN,  
Mar. 2011

## Emeritus

Curtis Flower  
Gary Leuchtman

## Friends Representative

Sally Bussell Fox  
Ron Miller  
Randy Oxenham  
Andy Remke

## Private Support More Important Than Ever

Florida public broadcasters were surprised by the unexpected and complete zeroing out of all state funding for public broadcasting. The cuts came on May 26, 2011 as part of \$615 million in vetoes by the governor, of which \$4.8 million was eliminated for all public broadcasting. Originally slated to receive a 30 percent cut in the state's budget, WSRE had to make difficult decisions as the fiscal year ended due to the sudden loss of funding.

As a result, a total of five staff positions were eliminated against WSRE's full-time staff of 27. Other expense reductions resulted in some local productions going on hiatus pending future funding for those projects, as well as the non-renewal of broadcast rights for longtime favorite The Lawrence Welk Show to reduce programming costs. Cuts to core PBS programming and WSRE's educational services and community outreach units were circumvented.

Be more



# Pensacola State College

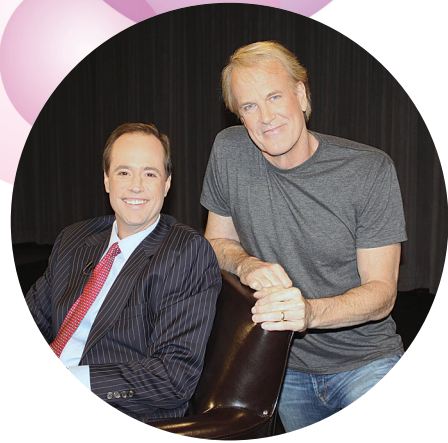
Dr. Edward Meadows – President

## District Board of Trustees

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