

Annual Content & Service Report to the Community

2014-2015

**Be More.
Learn More.
Watch.**



A SERVICE OF PENSACOLA STATE COLLEGE

PBS for the Gulf Coast

wsre.org f t p i

Be More. Learn More. Watch.



**PBS is #1
in public trust.**

Source: CARAVAN
ORC International,
January 2015



**Nearly 11 million
people visit
pbskids.org
each month.**

Source: Google Analytics,
January-December 2014

WSRE serves Gulf Coast communities in Northwest Florida and South Alabama by delivering quality broadcast and internet content; educational resources; community outreach; and performances, discussions, screenings and other events at the Kugelman Center for Telecommunications in Pensacola and throughout the viewing area.

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.

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, 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).

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.

On air, online and in the community, WSRE enriches lives and contributes to learning.



**Over the course of
1 year, 86% of all U.S.
television households
watch PBS.**

Source: Nielsen NPower,
9/23/2013-9/21/2014



**PBS and its local
member stations
ensure that the worlds
of music, theater,
dance and art remain
available and free to
all Americans, many
of whom might never
have the opportunity
to experience them
otherwise.**

Above the cacophony of other media options, WSRE provides high quality programs and services that inform, enlighten and enrich the lives of our viewers.

Our content is educational and entertaining. It is accessible to everyone with a television – free over the air – and available online, on demand and on mobile devices. Our delivery of PBS programming is of great value to Northwest Florida and South Alabama communities, particularly to our youngest viewers who might very well first experience the joy of learning while watching WSRE.

As shown by national research studies, our children's programming is effective in narrowing the achievement gap, helping preschoolers get ready to learn and succeed in primary school; our primetime lineup offers the best shows on television, from historic dramas and documentaries to extraordinary performances; and our award-winning original productions explore the local region, spotlighting issues and individuals of impact.

More than ever before, we are connecting on a personal level with viewers, engaging them in special events, on social media and via interactive web and mobile platforms like PBS LearningMedia. In growing numbers, local families and children's organizations are using the WSRE Imagination Station for learning-related play.

This indispensable content and service comes at a cost, and we are fortunate to operate in a generous community that understands the importance of sustaining public television for the benefit of the entire area and for future generations. Your continued support will help increase the impact of our work as we adapt to rapid changes in technology, education and broadcasting.

On behalf of the station and the WSRE-TV Foundation, we commend all stakeholders involved in the achievements described in this report, and we thank you for supporting our ongoing efforts that help children prepare for success in school and empower all to learn more about the world around them through WSRE, PBS for the Gulf Coast.

Best Regards,




Sandy Cesaretti Ray
General Manager, WSRE




Michael Johnson
Chair, WSRE-TV Foundation, Inc.

Inspiring learners of all ages since 1967

WSRE, PBS for the Gulf Coast, is first and foremost educational television, providing informative, thought-provoking and entertaining content for learners of all ages with funding support in part from viewers and local businesses.

On the main channel (23.1), 48% of the weekday schedule is devoted to PBS KIDS programming that helps educate and prepare children for school. Families and teachers also benefit from online educational tools with apps and activities that make learning fun for kids at home, on the go and in the classroom.

Adult viewers experience the joy of learning, as well, with historical dramas, documentary films, in-depth investigative news and exposure to the best in performance.

PBS is home to TV's most acclaimed primetime lineup with award-winning shows like *Downton Abbey*, *Antiques Roadshow* and *NOVA*, and WSRE delivers more than 20 hours a week of trusted PBS news and public affairs programming.

Local shows, produced by WSRE, inspire viewers to engage in their own communities with knowledge of the area's history and awareness of current events impacting its future. WSRE also produces community events – in keeping with learning initiatives and program offerings – designed to be educational, entertaining and accessible for everyone.

WSRE's four digital channels are delivered free over the air, reaching an estimated 1.5 million viewers. Secondary channels – WORLD, Create TV and Vme – offer complementary content.



PBS provides the most varied arts and cultural programming.

Source: CARAVAN ORC International,
January 2015

More voters trust PBS than any other television news source.

Source: Public Policy Polling,
1/30/2014



WSRE (Channel 23.1) broadcasts the national PBS schedule with an array of programs that have been consistently honored by the television industry's most coveted awards. PBS' premiere children's programming airs weekdays, early morning through daytime hours, followed by *PBS NewsHour* and a primetime lineup rich with documentaries, science and history shows and the best in arts programming. Weekends offers popular food shows, British comedies and critically acclaim period dramas. Award-winning content of particular interest to the viewing area, produced locally by WSRE, completes the channel's content mix. wsre.org



Poldark



Los Nuevos Detectives



Vme TV (Channel 23.4) is the first national Spanish-language network in association with public television stations. Vme (pronounced veh-meh) entertains, educates and inspires families in Spanish with a contemporary mix of original productions, exclusive premieres, acquisitions and popular public television programs specially adapted for American Latinos. Though content genres are similar to those of WSRE's primary channel, Vme is "Televisión Diferente," including pre-school, lifestyle, nature, original entertainment, television series and current affairs programming for Hispanics seeking entertaining quality television. vmetv.com



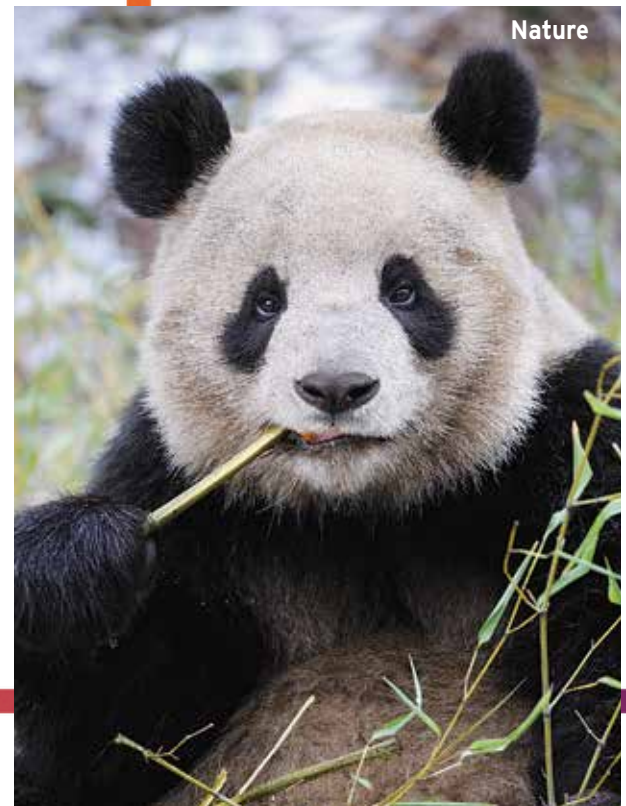
This Old House



Create TV (Channel 23.3) delivers a round-the-clock broadcast of public television's most popular lifestyle and how-to shows. Home-improvement buffs, food fans, explorers and budding artists tune in for their favorite series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other lifestyle interests – shows like *This Old House* and *Rough Cut – Woodworking with Tommy Mac*; *America's Test Kitchen* from *Cook's Illustrated*, *Lidia's Kitchen* and *Jacques Pépin: More Fast Food My Way*; *Globe Trekker* and *Rick Steves' Europe*; and *The Best of the Joy of Painting with Bob Ross* and *Knit & Crochet Now*. createtv.com



WORLD (Channel 23.2) features public television's signature nonfiction documentary, science and news programming complemented by original content from emerging producers. Favorites like *NOVA*, *Frontline*, *PBS NewsHour*, *Nightly Business Report*, *Tavis Smiley*, *Global Voices*, *Nature*, *Independent Lens* and *P.O.V.* are scheduled within seven days of their original broadcasts. WORLD also delivers content from new film and multimedia creators, public television stations, news sources and individual producers – programming unique to the channel featuring a number of topical, timely special reports and productions. worldchannel.org



Nature

Watch



In 2014, PBS won 12 Peabody Awards for distinguished public service – more than any other broadcaster.

In 2014, more minutes were spent viewing video on pbskids.org than any other kids' site.

Source: comScore VideoMetrix, January-December 2014

77% of all kids ages 2-8 watch PBS.

Source: Nielsen NPower, 9/23/2013-9/22/2014

Rory Kennedy film recalls *Last Days in Vietnam*

WSRE bookmarked the April 28 American Experience presentation of *Last Days in Vietnam* with a free preview screening event on March 24 and a speaking engagement by the film's producer, Rory Kennedy, on May 19. The film, which was nominated for the Academy Award for Best Documentary Feature, anchored a special week of PBS programs commemorating the 40th anniversary of the end of the Vietnam War.

Last Days in Vietnam chronicled the chaotic final days of the war, as the North Vietnamese Army closed in on Saigon. With the lives of thousands of South Vietnamese hanging in the balance, the U.S. diplomats and military operatives in control faced an impossible choice – who would go and who would be left behind to face brutality, imprisonment or even death.

Several veterans and Vietnamese-Americans who participated in the harrowing evacuation from Saigon were in attendance and shared their own poignant memories with the audiences of both the March screening and Rory Kennedy's Public Square Speakers Series lecture in May.

WSRE continues to share the stories of Vietnam veterans and others impacted by the war online at wsre.org/vietnamstories.



During the *Last Days in Vietnam* preview screening, retired Navy machinist Scotty Mills shared the story of his personal involvement assisting Vietnamese expatriates in their escape from a homeland overrun by communist forces while serving aboard the USS Hancock 40 years ago.

Ken Burns chronicles *The Roosevelts* and the epic search for a cancer cure



From celebrated American documentarian Ken Burns, *The Roosevelts: An Intimate History* kicked off the PBS fall season in September. For the first time on television, the 14-hour documentary intertwined the stories of Theodore, Franklin and Eleanor Roosevelt, three members of one of the most prominent and influential families in American politics.

Burns also produced the six-hour documentary, *Cancer: The Emperor of All Maladies*, based on the Pulitzer Prize-winning book, *The Emperor of All Maladies: A Biography of Cancer* by Dr. Siddhartha Mukherjee. The series aired March 30 through April 1, telling the comprehensive story of cancer; chronicling the centuries-long search for a cure, the introduction of chemotherapy and the eventual full-scale national war on cancer; and exploring moments of optimism and the prospect of harnessing the human immune system to defeat cancer.



With an ongoing commitment to use the power of media to help open up worlds of possibilities for children, PBS KIDS serves young audiences wherever they live, learn and play through educational apps, on TV, online and in the classroom.

New *Odd Squad* uses math to solve peculiar cases

The new *Odd Squad* television series, which premiered November 26, is part of a multiplatform media experience that includes interactive content online and on mobile. The show is designed to help kids ages 5 to 8 learn math and focuses on young government agents, Olive and Otto, who use math skills and collaboration to investigate weird and unusual phenomena. In each episode, the Odd Squad uses a math skill, based on the PBS KIDS Ready to Learn math curriculum framework, to put things right when oddness strikes.

“While *Odd Squad* is designed to help kids with math, they will be so entertained that they may not realize how much they are learning. We’re excited to be introducing a new show for this age group, which is a little older than the targeted audience of our usual daytime lineup.”

– Jill Hubbs, WSRE Educational Content & Services Director

“Research shows that kids perform better when exposed early to math concepts, and *Odd Squad* introduces these topics in a fun and engaging way.”

– Lesli Rotenberg, PBS Children's Programming General Manager



PBS KIDS is the #1 educational media brand for children.

Source: CARAVAN ORC International,
January 2015

FPBS LearningMedia is customized for Florida schools

The national Public Broadcasting Service is known for quality programming that educates and engages children and adults. Beyond television broadcast, the PBS LearningMedia digital platform provides interactive, curriculum-based content that impacts teacher effectiveness and drives student success.



With support from the state legislature, Florida's teachers, students and lifelong learners now have access to thousands of customized digital learning resources at no cost. Florida Public Broadcasting Service (FPBS) was awarded \$1 million in the 2014-2015 state budget to customize more than 85,000 digital learning materials from the national PBS LearningMedia library to meet state standards and the specific needs of Florida's K-16 educators and students.

This classroom-ready, curriculum-targeted, multi-platform digital resource is aligned to the state's core standards for classroom instruction and student achievement. An added benefit to local school districts is the analytics and reporting tools that track and measure student engagement. By the end of 2014, approximately 1,500 teachers in Escambia, Santa Rosa and Okaloosa counties were signed up to use FPBS LearningMedia.

FPBS LearningMedia is for all Floridians, free at florida.pbslearningmedia.org.

“Using activities, videos and articles from PBS LearningMedia gives my students real world relevance to their studies. They usually explore more on the PBS LearningMedia site than what I’ve assigned because it is such an easy site to navigate and has such interesting videos.”

– Marcia Holman,
Fort Walton Beach High School
Anatomy and Physiology Teacher

...and Learn

Children

Kids play to learn at the WSRE Imagination Station

Located at the Blue Wahoos 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 with a vast assortment of educational PBS resources – books, toys and touchscreen computers loaded with PBS KIDS educational games.

By June 2015, there had been more than 19,000 visitors to the Imagination Station since its opening in 2013. An average of 75 to 100 visitors a week enjoy the facility during public hours of 9 a.m. to noon on Mondays, Wednesdays and Fridays with a total of 6,832 checking in during the 2014-15 fiscal year including 700 in attendance during baseball games.

Tuesdays and Thursdays are reserved for special groups which focus on early intervention and children with special needs. Among the organizations and programs who frequent the Imagination Station are Autism Pensacola, Sacred Heart Hospital's Early Steps, Capstone Academy of Escambia and Capstone Academy of Milton, McMillan Pre-K FRAME (Family Resource Activity Model for Early Education), HIPPIY (Home Instruction for Parents of Preschool Youngsters) from Escambia County's FRAME Family Resource Center, and the NAS Pensacola New Parent Support program.



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



**PBS is the undisputed leader
in children's programming.**

Source: CARAVAN ORC International,
January 2015

“We were thrilled when WSRE partnered with the Wahoos to create a great place for children to learn. We believe a key is to bring educational opportunities to the child. The location of the Imagination Station in a place that attracts thousands and superb, dedicated staff make for a winning combination. As always, WSRE opens the door to learning and opportunity.”

– Quint Studer, Pensacola Blue Wahoos Co-owner

WSRE hits a home run for reading

Families were invited to "Hit a Home Run for Early Literacy" during an April 12 baseball game at Blue Wahoos Stadium. Themed around the children's book, *Bats at the Ballgame* by Brian Lies, activities included a pregame meet and greet with Pensacola Blue Wahoos baseball players at the WSRE Imagination Station, appearances by Blue Wahoos mascot Kazoo, Readmore the Dolphin and the PBS KIDS Boy and Girl; signup for free membership to the Pensacola Blue Wahoos Kids Club; access to PBS KIDS games and more. Copies of *Bats at the Ballgame* were given to families in attendance. After the game, kids took part in a "Fun Run for Reading" around the bases and a special Jumbotron presentation of *Bats at the Ballgame* read by local leaders and dignitaries. The event was part of WSRE's Children's Week celebration, presented in partnership with the Early Learning Coalition of Escambia County and the Pensacola Blue Wahoos and sponsored in part by Florida Blue.



20th Annual Children's Week

On April 14 in Tallahassee, WSRE and WFSU were partners in the 20th Annual Children's Week celebration at the Capitol, advocating for the health, education and well-being of Florida's children. Super Why, Cat in the Hat and the PBS KIDS Boy and Girl shared smiles and hugs with children, families, teachers and legislators.



"Hit a Home Run for Early Literacy"



Autism Pensacola



PSC baseball team share their love of reading

Capping off the station's observance of Children's Week, WSRE recruited members of the Pensacola State College baseball team to share their love of reading with preschool students at the Campfire Child Development Center on campus. The players read baseball themed books featuring popular PBS KIDS characters like Curious George and Clifford the Big Red Dog. The children were given books to take home and enjoyed playtime outdoors, practicing their batting skills with the PSC Pirates.

PBS KIDS Day at Blue Wahoos Stadium: a Jurassic good time!

Dinosaur Train pulled into the Imagination Station and Blue Wahoos Stadium for PBS KIDS Day on August 10. Buddy, the show's popular T-Rex, threw out the first pitch of the game and greeted more than 500 children in attendance for photos, dinosaur themed games and learning activities at the Imagination Station. Following the game, a premiere screening of *Classic in the Jurassic*, a *Dinosaur Train* special, was shown on the stadium's Jumbotron. WSRE was one of only eight PBS stations nationwide awarded a grant from the Jim Henson Company to fund this event.



Culture



PBS ARTS FALL FESTIVAL

Great Performances highlight PBS Arts Fall Festival

In its fourth season, the PBS Arts Fall Festival began with the *Austin City Limits* 40th anniversary special and gave WSRE viewers front row seats to *The Gershwins' Porgy and Bess*, *Cats* and *Tony Bennett and Lady Gaga: Cheek to Cheek in Concert* on Great Performances, *The Nance* starring Nathan Lane on *Live from Lincoln Center* and performances by Michael Feinstein, Kristin Chenoweth and Bruce Springsteen.

Downton Abbey faithful gather for a first look at fifth season

Nearly 400 *Downton Abbey* fans attended the annual season premiere preview screening on December 16 – enjoying a sneak peek before the show's January 4 broadcast. The DA faithful, many in Edwardian costume, enjoyed the first hour of the *Downton Abbey* Season 5 premiere, shown on the Jean & Paul Amos Performance Studio's big screen, along with refreshments and door prizes. Presented by MASTERPIECE, the Emmy® and Golden Globe® award-winning drama intimately interlaces stories centered on the aristocratic Crawleys and their English country estate – a deliciously entertaining formula that has made it the highest rated drama in PBS history.



“We’re catching up, Mr. Carson. Whether you like it or not, Downton is catching up with the times we live in.”

– Mrs. Hughes

“That’s exactly what I’m afraid of!”

– Mr. Carson



WSRE's entry in the SoGo Gingerbread Contest, an edible Highclere Castle, was on display during the *Downton Abbey* free preview screening event in December.



Rick Bragg and Rory Kennedy launch Public Square Speakers Series

As an educational outreach service of WSRE, the Public Square Speakers Series presents noteworthy people, known for their contributions to education, the arts, sciences and media, to the station's Jean & Paul Amos Performance Studio for public conversations on meaningful topics.

The Public Square Speakers Series began February 17 with Pulitzer Prize-winning writer Rick Bragg. He shared stories from his latest book, *Jerry Lee Lewis: His Own Story*, along with insights into his career as a journalist and author and tales from his own Southern journey.

Bragg is best known for his critically acclaimed trilogy of bestselling books about his own people of the American South. He credits his writing talent to listening to family stories, and fans might say that he can credit much of his popularity to the eloquence with which he has shared those stories with the world.



Academy Award-nominated and Emmy Award-winning filmmaker Rory Kennedy followed on May 19. She showed clips from her film, *Last Days in Vietnam*, and spoke about the making of the film and stories that unfolded during production. *Last Days in Vietnam* chronicles the chaotic final days of the Vietnam War as the North Vietnamese Army closed in on Saigon and was nominated for the Academy Award for Documentary Feature.

Having produced, directed and/or written more than 30 highly acclaimed documentaries, Kennedy is recognized for films that tackle issues of human rights, mental illness, poverty, domestic abuse, political corruption and drug addiction.

In late April, *Last Days in Vietnam* was presented on PBS by American Experience during a week of programming to mark the 40th anniversary of the end of the Vietnam War. Prior to the television premiere, WSRE held a free preview screening on March 24.



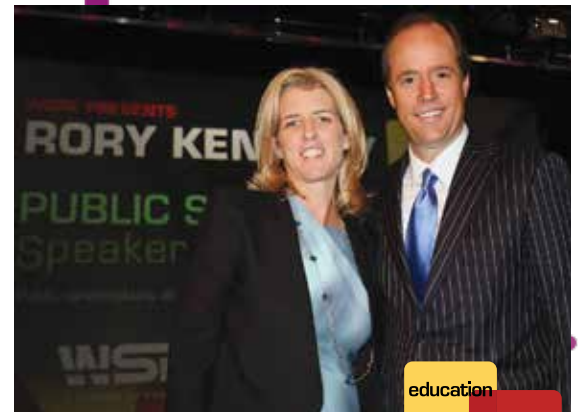
**PBS is the 5th
most-watched network
among all of broadcast
and cable.**

Source: Nielsen Live+7, HH
Total US AA%, M-S 8p-11p;
9/23/2013-9/21/2014



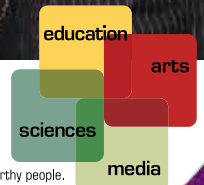
**WSRE has a broadcast
reach of more than
1.5 million.**

Source: PBS LearningMedia



**PUBLIC SQUARE
Speakers Series**

Public conversations on meaningful topics with noteworthy people.



Conversation

Performance

Chloe Channell performs first televised concert on Amos Studio stage

Chloe Channell performed her first solo television concert recorded live before a studio audience at the WSRE Jean & Paul Amos Performance Studio on August 9. *An Evening with Chloe Channell* made its broadcast debut on November 13.

Channell gained national acclaim as a finalist on Season 8 of *America's Got Talent*, though she has enjoyed a local following since she was 7 years old performing as a full-time member of The Sawmill Band at Farmers' Opry House in Chumuckla. She has since co-starred with acclaimed singer-songwriter Billy Dean on the Grand Ole Opry stage and in the Kenny Rogers' holiday musical, *The Toy Shoppe*.



Ethan Bortnick performs in support of WSRE and local US military troops

Ethan Bortnick, the young composer and entertainer of international fame, performed his *Ethan Bortnick: Live in Concert* program in support of WSRE on October 28. Damian McGinty (*Glee* and *Celtic Thunder*) and members of the Pensacola Children's Chorus were special guests during the show, which was recorded live from the Jean & Paul Amos Performance Studio for later broadcast. Bortnick also made a personal appearance during the station's prior on-air pledge drive from which advance ticket sales were offered during the broadcast of *Ethan Bortnick Live in Concert: The Power of Music*, a public television special. All proceeds from the local concert were donated to the WSRE-TV Foundation, Inc.



The 13-year-old piano prodigy also performed a free concert for military service members during production of a new half-hour television program. This new music special, *Ethan Presents: A Celebration of America*, was co-produced by WSRE for distribution on PBS stations nationwide. By July 3, the program had aired on 121 channels in 23 states.



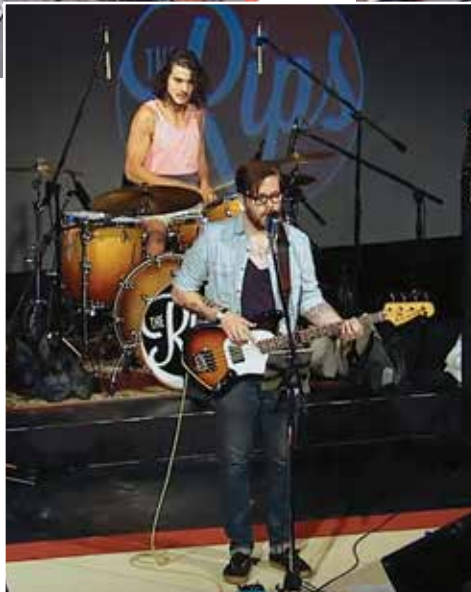
StudioAmped Spotlights Regional Musicians

WSRE again welcomed artists from the Pensacola Beach Songwriters Festival to appear for a special edition of *StudioAmped*, recorded live before a studio audience in the Jean & Paul Amos Performance Studio on October 3. Singer-songwriters Jim McBride, Alan Rhody and Thom Bresh performed their critically acclaimed songs made famous by well-known recording artists. The playlist included McBride's Grammy-winning *Chattahoochee*, recorded by Alan Jackson, and Rhody's No. 1 country classic *I'll Be True to You*, recorded by The Oak Ridge Boys.

“Though not at the beach, the Amos is no less a great venue for the Pensacola Beach Songwriters Festival – seating around 500 people – and *StudioAmped* provides the fun opportunity to be part of a live studio audience and enjoy some really great music for free.”

– Ross Orenstein, Pensacola Beach Songwriters Festival Board Member

StudioAmped is WSRE's televised concert series spotlighting regional bands and their original music. Concerts are open to the public, free of charge, with food donations for Manna Food Pantries collected at the door. Season 7 was recorded April 7-16 with the following lineup of bands: Lauren Kay, Noiseheads and Jeff Glickman & The Panhandle All-stars from Pensacola; The Rips and Continuum from Destin; Sway Jah Vu from Tallahassee; and Willie Sugarcapps from Baldwin County, Alabama.



PBS is a trusted and safe place to visit on digital platforms.

Source: CARAVAN ORC International, January 2015

Production

WSRE original series go undersea, to Pensacon and into *Conversations* with acclaimed artists, authors and filmmakers



Aware!

Dee Dee Sharp hosts in-depth discussions on issues impacting diverse communities.

- *Preventing Violence in the Community*
- *Ebola and Enterovirus: Getting the Facts Straight*
- *Literacy in Escambia County*
- *I Can't Breathe: The Eric Garner Chokehold Case*
- *Children in Crisis*
- *Medical Marijuana: The Facts*
- *Post-Traumatic Stress Awareness*



Conversations with Jeff Weeks

Host Jeff Weeks conducts one-on-one interviews with noteworthy people.

- *Quint Studer*, Entrepreneur, Community Leader and Co-owner of the Pensacola Blue Wahoos
- *Guy Harvey*, Marine Biologist and Wildlife Artist
- *Reggie Evans*, NBA Basketball Player
- *Lt. Col. Daniel Gade*, West Point Professor
- *Thom Gossom Jr.*, Actor, Writer and Filmmaker
- *Rory Kennedy*, Documentary Filmmaker
- *Andy Marlette*, Editorial Cartoonist
- *Steve McCurry*, Photojournalist
- *Tim O'Brien*, Author: *The Things They Carried*



In Your Own Backyard

Host Sherri Hemminghaus Weeks spotlights local events and attractions.

- *The Blue Angels Air Shows*
- *Air Force Armament Museum*
- *Festivals*
- *Pensacon*
- *Undersea Northwest Florida*



Pensacola State Today

Host Drexel Gilbert spotlights the people, programs and impact of Pensacola State College. Among topics covered: degree and certificate programs in nursing, dental hygiene, visual arts, veterinary and technology careers; athletics programs; student support services; Academy of Teaching Excellence; Milton campus Lumberjack Festival; and Manna Food Pantries Pick-a-Bowl and Fill-a-Bowl events on the Pensacola campus.



StudioAmped Season 7

Regional artists perform original music live from the Jean & Paul Amos Performance Studio stage.

- The Rips
- Lauren Kay
- Noiseheads
- Willie Sugarcapps
- Continuum
- Sway Jah Vu
- Jeff Glickman & The Panhandle All Stars

RALLY 2014

RALLY helps voters Be More informed

Moderated by Drexel Gilbert and Sandra Averhart, *RALLY 2014* gave voters an unbiased look at candidates running in the August and November elections for Escambia, Santa Rosa and Okaloosa counties, the Florida House, U.S. Congressional District 1 and the Pensacola mayoral race.

RALLY candidate forums are produced by WSRE as a public service in conjunction with the Pensacola Bay Area League of Women Voters and the Okaloosa County League of Women Voters.

Legislative Review 2014

Legislative Review facilitated Dialogue with the Delegation

Legislators from the Northwest Florida delegation appear on WSRE before and after each legislative session to address questions from their constituents.

Moderated by Jeff Weeks, *Legislative Review: Dialogue with the Delegation* is broadcast live from the WSRE Phyllis & Michael Johnson Studio. Viewer questions, accompanied by name and city of residence, are received in advance via email and by phone during the program. The pre-season January 29 broadcast was simulcast on Pensacola's NewsRadio 1620.

WSRE field and studio productions receive bronze Telly Awards

The bronze Telly Award was presented to WSRE for two original productions – *The Blue Angels Air Shows* episode of *In Your Own Backyard* and *An Evening with Tommy Emmanuel*, a music special recorded live at WSRE's Jean & Paul Amos Performance Studio.

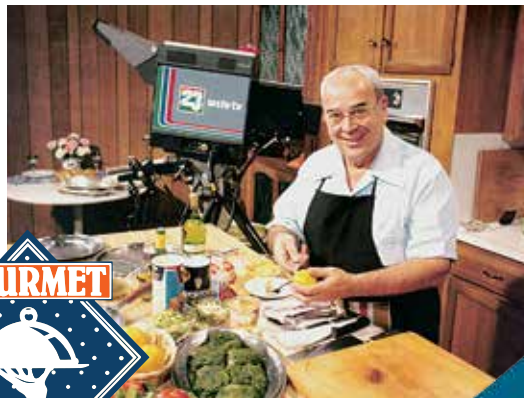
The Telly Award honors excellence in video and television production, recognizing distinction in creative work. Since 2002, WSRE's locally produced programs and documentaries have been awarded three Emmy Award nominations, 12 bronze Telly Awards and one silver Telly Award.



A WSRE Classic, *Gourmet Cooking* with Earl Peyroux returns to broadcast

Fans of WSRE's Saturday cooking show lineup are enjoying the return of *Gourmet Cooking*. The show's beloved host, Earl Peyroux, was a culinary teacher at Pensacola Junior College in 1977 when asked to host a cooking show for WSRE. He hosted more than 600 episodes of *Gourmet Cooking* over the next 18 years. The show was picked up by the Public Broadcasting Service in 1982 and aired nationally through the early 1990s, making him a pioneer among national television chefs.

Originally from New Orleans, Peyroux was best known for preparing Creole, Cajun and French cuisine, though he mastered and taught a variety of international recipes and cooking techniques. He called Pensacola home for four decades before his death in 2003. Today, his legendary culinary talent and gift for teaching others to cook live on through this WSRE Classic rebroadcast of *Gourmet Cooking*.



DANIEL TIGER'S NEIGHBORHOOD™



“At PBS KIDS, we often hear from parents that they are looking for ways to build their kids’ school readiness and life skills; with tools to help kids learn how to take turns, manage their feelings, and more, *Daniel Tiger’s Neighborhood* plays an important role in meeting that need.”

– Lesli Rotenberg, General Manager, Children’s Programming, PBS



Baby showers for Daniel Tiger’s new sister help promote a Healthy Start

Season 2 of *Daniel Tiger’s Neighborhood* from The Fred Rogers Company premiered in August with a special show welcoming Daniel Tiger’s new little sister Margaret, along with new digital content – online games and an app.

To celebrate, Daniel Tiger made appearances throughout the WSRE viewing area, greeting 173 fans at baby shower events in Pensacola, Fort Walton Beach and Crestview. Baby shower gifts, including diapers, wipes, creams and toys, were collected for client families of Escambia Healthy Start Coalition. While in the area, Daniel Tiger also visited preschoolers at the NAS Pensacola Child Development Center and the Campfire Child Development Center at Pensacola State College.

Inspired by the enduring wisdom of Fred Rogers, the new episodes of *Daniel Tiger’s Neighborhood* tackled issues young children encounter with a new sibling with strategies that help preschoolers work through their feelings.

Community

WSRE kicks off spring break fun with Gulfarium PBS KIDS & Family Day

WSRE welcomed spring on March 21 with the inaugural PBS KIDS & Family Day at Gulfarium Marine Adventure Park in Fort Walton Beach.

Those in attendance were greeted by Curious George and The Man with the Yellow Hat, SuperWhy, Clifford the Big Red Dog, Cat in the Hat and the PBS KIDS boy and girl characters. Families enjoyed crafts and a scavenger hunt along with the park’s dolphin and sea lion shows, animal exhibits and aquariums. Touch screen computers from the WSRE Imagination Station were on site for children to explore PBS KIDS games and other digital learning resources.

Gulfarium Marine Adventure Park donated a portion of the day’s admission fees to the WSRE-TV Foundation, Inc.





WSRE commemorates 10 years of IMPACT 100 Pensacola Bay Area

IMPACT 100: Changing Lives, Strengthening Communities premiered on February 26. Hosted by Sherri Hemminghaus Weeks, this original WSRE production tells the story of the world's largest IMPACT 100 organization by spanning a pivotal year in which membership rose to more than 1,000 women, culminating in the distribution of \$1.02 million in grants to 10 local non-profit groups. Altogether in its first ten years, IMPACT 100 Pensacola Bay Area awarded 57 grants in excess of \$100,000 to 48 different non-profits, totaling \$6.17 million.

In-depth interviews examine how the organization works and provide insight as to what motivates so many Pensacola Bay Area women to donate \$1,000 annually for the betterment of their community.

26th Annual Wine & Food Classic cooks up support for public television

The Bounty & Barrel Wine & Food Classic involved three events, held October 18 and 19, for lovers of wine, gourmet cuisine and public television. The Southern Bounty Tasting at Downtown Pensacola's Commendancia Slip featured cooking demonstrations by guest celebrity chefs Kevin Gillespie, Todd Richards and Duane Nutter – all from the Atlanta area – while local chefs served their own signature Southern fare. The Grand Bounty Reception followed featuring the culinary creations of Chef Irv Miller of Jackson's Steakhouse, former host of WSRE's *Flavors on the Coast*, with a live auction and music by jazz and blues recording artist Habaka Kay Foster Jackson in the Jean & Paul Amos Performance Studio. Sunday's Biscuits 'n Bubbly Brunch was prepared by Chef Dan Dunn of H2O Asian Cajun Grill at the Pensacola Beach Hilton. Saxophonist Jerry Anderson performed.

The Wine & Food Classic is WSRE's premiere fundraiser, and this year's event raised more than \$72,500 for station operations. Gerald and Vicky Adcox served as event chairs.



Presenting Sponsors:

So Gourmet and The Bodacious Olive
Grand Southern Tasting

Gulf Power Company
Grand Bounty Reception

Republic National Distributing Company
Wine for All Events



Funding



Each weekday,
11 or more WSRE
broadcast hours are
dedicated to educational
children's programs.



PBS provides excellent
value for tax dollars,
ranked second only
to military defense
in a national survey.

Source: CARAVAN
ORC International,
January 2015

WSRE

Statement of Financial Position June 30, 2015 June 30, 2014

Assets

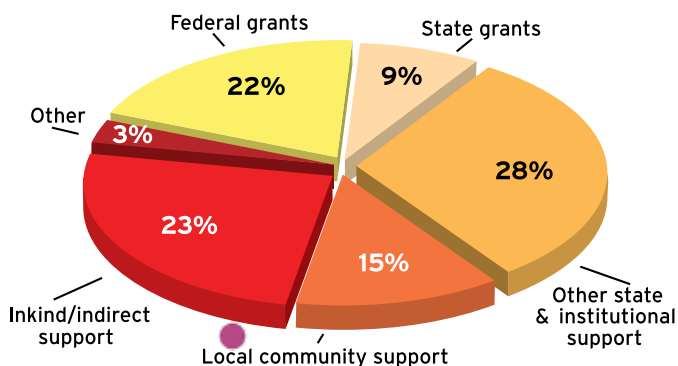
Cash and cash equivalents	1,688,219	2,134,209
Accounts and pledges receivable	227,440	181,855
Prepaid expenses	82,101	124,239
Investments	1,710,504	1,479,433
Real estate held for sale	30,000	30,000
Capital assets, net of accumulated depreciation*	5,755,439	5,951,707
Total Assets	9,493,703	9,901,443

* Depreciation expense was \$396,350 and \$438,899 for 2015 and 2014, respectively.

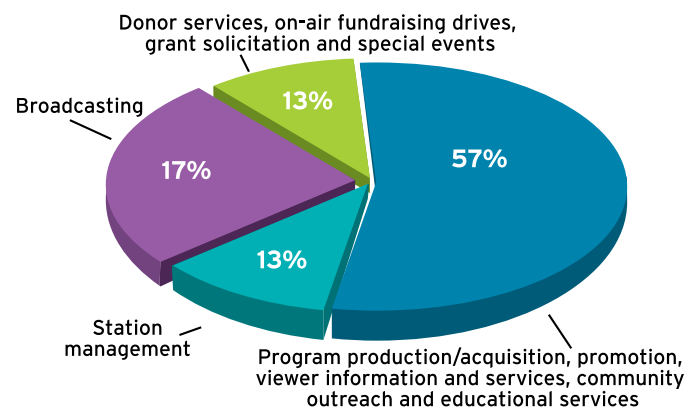
Liabilities and Net Position

Accounts payable and accrued liabilities	103,521	70,576
Accrued compensated absences	74,884	92,914
Deferred revenue	941,175	1,175,867
Net position	8,374,123	8,562,086
Total Liabilities and Net Position	9,493,703	9,901,443

Sources of Station Resources - 2015



Allocation of Station Resources - 2015



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 29% of the total assets of the Station at June 30, 2015. Twenty-three percent of the Station's 2015 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 www.wsre.org or by request at (850) 484-1231.

Leadership

WSRE-TV Foundation, Inc.

Established in 1991 as a direct support organization of Pensacola State College to support the activities and capital and operating needs of WSRE.

Officers

Michael Johnson, Chair
Stephen Holman, Vice Chair
Sandy Sims, Past Chair
Dr. Henry "Jack" Pruett, Secretary
Karen Pope, Treasurer
Sandy Cesaretti Ray, Executive Director

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Each month, more than
**33 million people visit
PBS online.**

Source: Google Analytics,
January-December 2014



Outgoing Board Chair Sandy Sims of Niceville passed the gavel to Mike Johnson of Pensacola during the annual meeting of the WSRE-TV Foundation in July.



Namesake receives Elba Robertson Lifetime Advocacy Award

During the WSRE-TV Foundation annual meeting on July 16, Emeritus Member Elba Robertson was named as the second honoree of the Elba Robertson Lifetime Advocacy Award established in her name in 2011. The award is bestowed upon individuals who demonstrate a true commitment and passion for public broadcasting in their communities. The first recipient of the award, given posthumously, was to longtime WSRE supporter, John Alderfer.

"Throughout her many years of leadership and dedicated service to the station, Elba has always exemplified the characteristics of a truly committed and effective volunteer leader and benefactor. She gives generously of her time and resources to WSRE, and has also been very instrumental in securing the station's most substantial gifts which have resulted in significant advancements. It was our great privilege to surprise her with this honor."

— Sandy Cesaretti Ray, WSRE General Manager
and WSRE-TV Foundation Executive Director

Inspiring learners of all ages since 1967

1967

WSRE begins broadcasting under Pensacola Junior College license; Congress creates Corporation for Public Broadcasting.

1969

PBS is founded to serve America's public television stations; *Sesame Street* debuts.

1977

Earl Peyroux's *Gourmet Cooking* premieres as a WSRE production.

1982

Gourmet Cooking goes into national public television syndication.

1991

WSRE Foundation, Inc. is established to support station activities and capital/operating needs.

1992

Sightline reading service for visual impaired is launched.

1994

Kugelman Center for Telecommunications is dedicated.

1997

Educational channel WLNE is created in partnership with Cox Communications.

2000

14th Wine & Food Classic wins National Educational Telecommunications Association (NETA) Award

2001

WSRE begins broadcasting in digital format along with traditional analog.

2002

FutureVision Capital Campaign launched to fund transition to digital broadcast equipment needs.

2005

Jean & Paul Amos Performance Studio is dedicated.

2007

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

2008

20th Wine & Food Classic hosts celebrity chef Jacques Pépin; WSRE receives Emmy nominations for *Gulf Coast War Memories* and *Khaki Coast: How the Panhandle Helped Win WWII*; WSRE selected as one of 20 stations to participate in the PBS KIDS Raising Readers literacy campaign.

2009

WSRE wins four Telly Awards for original documentaries; WSRE wins NETA Award for *Gulf Coast War Memories* educational outreach campaign; analog transmitter is turned off in accordance with the national transition to digital TV.

2010

Gulf Coast Consortium of regional PBS and NPR stations is formed to expand reporting on the Deep Water Horizon oil spill; *Gulf Islands National Seashore: The Treasure of the Gulf Coast* receives Emmy nomination, bronze Telly Award and People's Telly Award.

2011

Lighthouses of the Gulf Coast: Sand Island to St. Marks receives Emmy nomination and bronze Telly Award; *Ashley Brown in Concert: Call Me Irresponsible* receives bronze Telly Award; WSRE partners with WUWF to continue Sightline reading service.

2013

Pensacola State College Learning Lab & WSRE Imagination Station opens at Pensacola Bayfront Stadium; *Baseball in Pensacola* wins bronze Telly Award; 25th Wine & Food Classic hosts former White House executive pastry chef Roland Mesnier; Florida Public Broadcasting Service launches new PBS LearningMedia digital education platform.

2014

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

2015

WSRE launches Public Square Speakers Series with author Rick Bragg, filmmaker Rory Kennedy, *Sesame Street* puppeteer Carol Spinney and explorer Alexandra Cousteau.



PBS for the Gulf Coast