

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



2011-2012



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

Explore more and open doors to a larger world



WORLD



un servicio de



Be more®



PBS®

Vision

WSRE will positively influence the daily lives of all on the Gulf Coast through broadcast programming and educational outreach services that encourage us to engage more deeply in the world around us.

Mission

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

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).

Dear Friends

It seems these days there is a constant churn in the world of media akin to a hurricane – WSRE offers an alternative – the calm in the storm. It is our educational mission and close ties to our community that help us remain focused and dedicated to fulfilling the highest promise of what public media is and can be. For 45 years now, WSRE has been more than just another TV channel – it is a respected institution where people turn for knowledge, civility, transparency and opportunity.

As we reflect on the past year of service to the communities we serve along the Gulf Coast, we would like to thank you for your commitment to WSRE. Your contributions of time and money are the foundation on which we stand that allows us to carry out our mission of opening doors to a larger world. This support not only provides exceptional programming and educational services, it is an investment in our community to deliver the services that only public media can.

We have weathered the storm and have emerged with a renewed spirit. Still, as we look back over the past year, there is much to celebrate. With the restoration of state funding, we look to innovative ways to improve upon the education gains students are making in the classroom. Through the use of multimedia platforms aligned with classroom curriculum and strategic partnerships, we are becoming leaders in the field.

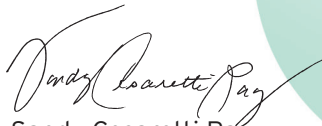
Our local productions took viewers on trips to discover points of interest in their own backyards, experience new music from talented local artists, explore the untold history of our homeland and enhance our health by living more balanced lives. *Lighthouses of the Gulf Coast: Sand Island to St. Marks* was also honored with an Emmy® nomination for best original documentary.

WSRE's presence in the community has never been more prevalent than it has been this past year. From the rising popularity of national PBS programs like *Masterpiece Classic's Downton Abbey* to the many community events and initiatives in which we participate, we have the opportunity to reach out to new audiences and address emerging needs in the community. It is exciting, and we are glad you – our loyal supporters – are here to experience the journey with us.

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




Susan O'Connor
Chair, WSRE Foundation, Inc. Board

Overview

WSRE 24/7

Over the years, our media organization has expanded from providing just one analog broadcast channel to providing many additional services to our local community via new technologies. Our four digital channels are on the air 24 hours a day with many programs also available on our online video player at 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 history programs.



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



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

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

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



The Jean & Paul Amos Performance Studio serves as a venue for many events, from program screenings to live TV productions to concerts to town hall meetings, the studio is as diverse as the audience it serves.

Over 72,000 households explore with WSRE every week

Source: Nielsen, ViP, February 2012



Television at WSRE

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

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

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

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

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



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/operating needs of the station

14TH ANNUAL
WSRE-TV

Wine & Food Classic
"A Tour of Classic Flavors"

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

2001 WSRE begins broadcasting in digital format along with traditional analog

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



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

1967

1969 **Sesame Street** debuts



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

1992 **SightLine** reading service begins



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

1994 Kugelman Center for Telecommunications is dedicated



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

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



2007 WSRE celebrates its 40th anniversary



WSRE
A SERVICE OF PENSACOLA JUNIOR COLLEGE



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 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

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

2011

WSRE and WUWF partner to continue providing SightLine reading service

2012

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



WSRE wins four bronze Telly Awards for its original documentaries

2009



2010

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

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

2010

2010

Pensacola Junior College becomes

PENSACOLA STATE COLLEGE

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***



PBS Programs



Each year, WSRE brings the Gulf Coast thousands of hours of quality programming from PBS and other independent sources. Through WSRE, PBS is able to offer all Americans – from every walk of life – the opportunity to explore new ideas and new worlds through television and online content. For more than 484,000 households along the Gulf Coast, WSRE is **the** trusted source to experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front row seats to world-class drama and performances. This broad array of programs has been consistently honored by the industry's most coveted award competitions. There was a lot to be proud of in 2011/2012, including 57 Daytime, 43 Primetime, 32 News & Documentary and one regional Emmy nomination. PBS' Daytime Emmy nominations alone exceeded the total nominations of any network, cable channel or syndication.

The Civil War, the award-winning film produced and directed by Ken Burns that first aired on PBS stations September 1990, was re-released to commemorate the 150th anniversary of the start of the Civil War. The Civil War began when shots were fired on Fort Sumter in South Carolina on April 12, 1861. As a result of the confrontation, four more states seceded from the Union, joining the seven that left in February of that year to create the Confederacy. **The Civil War** attracted an audience of 40 million during its premiere in 1990. *The New York Times* called it a masterpiece and said that Ken Burns "takes his place as the most accomplished documentary filmmaker of his generation." Twenty-one years later, the re-mastered film remains relevant and modern.

A nine week programming initiative, the **PBS Arts Fall Festival**, aimed to give everyone across America – regardless of geographic or economic situation – a front row seat and backstage pass to the world of music, theater, dance, art and cultural history. Each of the nine programs, which originated from cities around the country, were introduced by well-known hosts connected to the regions and themes of the programs.

The popular series **History Detectives** came to town investigating a mysterious propeller that sits on display at the Pensacola National Naval Aviation Museum.

Program host Elyse Luray followed clues to Pensacola to investigate whether a 1940s propeller found along a rural airstrip in Illinois was from a TDR-1 plane used as assault drones in WWII. Elyse interviewed Hill Goodspeed, curator of the museum, and Bob Bothfield, who served as an engineer in World War II, searching for answers to place this propeller in its proper historical context.

PBS was ranked #1 in importance above any other type of television service.

Source: Harris Interactive Trust QuickQuery, January 2012

PBS is a leader in addressing important issues.

Source: Harris Interactive Trust QuickQuery, January 2012

Viewers tune to PBS more than any other channel for access to arts programming.

Source: ORC International – Online Caravan, November 2011

Our friends from across the pond introduced Americans to what has now officially become a part of our collective pop culture – **Masterpiece's Downton Abbey**. With the premiere of the second season, this phenomenon has shined the "cool" light on PBS, a light that has often been foreign and unfamiliar to the public broadcasting service. **Downton Abbey** was a record smash hit for WSRE and all of PBS nationally. Viewers could not miss watching Lady Mary and Matthew every Sunday night on **Masterpiece**.



The Civil War

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

Cynthia,
WSRE Viewer from
Orange Beach, Alabama



History Detectives

Investigating the story behind a mysterious propeller, HISTORY DETECTIVES host Elyse Luray talks with Bob Bothfield who worked on a top-secret assault drone program during World War II.

Credit: Nivale Lightfoot



Masterpiece Classic: Downton Abbey

WSRE Original Productions

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

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 third broadcast season, ***Conversations*** welcomed actress Katy Mixon, anti-smoking activist Rick Stoddard, MSNBC "Morning Joe" hosts Joe Scarborough & Mika Brzezinski, actor Hal Holbrook, renowned orthopedic surgeon Dr. James Andrews, songwriter Beth Nielsen Chapman, New Orleans celebrity chef and restaurateur John Besh, Nashville songwriter Karen Staley, famous "Blue Dog" artist George Rodrigue, trial lawyer Fred Levin, and chef and authors James Briscione and Brooke Parkhurst.

You never know what you might find ***In Your Own Backyard!*** In the premiere episode of this weekly series, viewers went inside Gulf Breeze resident "Flash" Gordon Sprague's eclectic one-man museum – a treasure trove of "mantiques" – classic cars, vintage tractors and toys for all ages. The show traveled to area attractions, some lesser known than others, to help viewers discover new things waiting to be explored right in their own backyard along the Gulf Coast. Other discoveries have included the forts of Mobile Bay, Arcadia Mill, animal sanctuaries and NAS Pensacola. ***In Your Own Backyard*** is hosted by Sherri Hemminghaus Weeks.

As Florida approached its 500th anniversary, WSRE and Pensacola State College, in collaboration with the University of West Florida, co-produced a special program to celebrate Pensacola's rich Spanish heritage and rarely discussed vital role in the American Revolution.

Actor and Florida Humanities Council Scholar Chaz Mena enacted the role of Bernardo de Gálvez in a one-man stage performance of ***Yo Solo: Bernardo de Gálvez on the Stage of the American Revolution***. Much of the taping took place in WSRE's own Jean & Paul Amos Performance Studio. Other partners on this project included the Escambia County Board of County Commissioners, Pensacola Archaeological Society, Florida Humanities Council, Pensacola Symphony Orchestra, North Hill Preservation Association and VIVA Florida – celebrating 500 years of Florida.

AWARE! explored issues of family, safety and health with important topics like the Trayvon Martin shooting and profiles of notable people including Daryl Davis, author of "Klan-Destine Relationships: A Black Man's Odyssey in the Ku Klux Klan." Cultural issues were also presented through performances by local musicians and special theatrical plays.

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

WSRE continued to be the only local broadcaster to offer citizens the opportunity to directly address the issues that matter with the Northwest Florida Legislative Delegation. We produced and aired a live dialogue with the delegation, giving citizens the opportunity to ask tough questions on a wide range of topics. Our 2011-2012 ***Legislative Review: Dialogue with the Delegation*** programs helped viewers make their voices heard.



StudioAmped

"I just wanted to let you know how your station's programming has enabled me to connect with experts who have given me support and advice. Thank you again."

Jan Walters, WSRE Viewer



Pensacola State College Perspectives



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

StudioAmped featured local artists and bands performing before live audiences at the Jean & Paul Amos Performance Studio. The concert series offered a variety of musical genres including rhythm and blues, rock, reggae, indie, country and more. Season 4 kicked off in February and included concerts by Big Picture, Elyse Therose, Roman Street,

Brooke Woods, Tribe Zion, Dannica Lowery, The Icarus Effect and Forrest Williams Band. The program continues to gain popularity and is now attracting the attention of would be performers. All **StudioAmped** concerts are free and open to the public.

WSRE partnered with the Pensacola Beach Songwriters Festival in the tradition of helping music lovers gain access to new artists/music by hosting and taping a special edition of **StudioAmped** featuring participating festival songwriters performing their songs made famous by well-known recording artists. Singers/songwriters Rick and Janis Carnes and Alex Call, writer of the famous song "867-5309/Jenny," performed. The taping at the Amos Performance Studio was a Pensacola Beach Songwriters Festival official venue.

Another special edition of **StudioAmped** featured Celtic performance band Ceol Leinn performing traditional Celtic and world music. Joining in the fun was the local McGuire's Pipe Band as special guest.

The nationally known musical group Black Violin made a stop on their tour to perform before a packed house in the Amos Performance Studio. A special co-production of **AWARE!** and **StudioAmped**, the program featured their unique mix of jazz, hip hop, funk and classical music mixed with an array of musical styles and influences to provide for a very memorable evening.

Wellness 360 dealt with overall health and how to help live a more balanced life by exercising a commitment to enhance your life through physical, mental, social and spiritual activities. Host Gaylon McCollough, M.D., author of "The Appearance Factor," introduced viewers to an all-around approach to living life to its fullest.

WSRE reaches more than 484,000 TV households

Source: Nielsen

WSRE introduced a new local-only evening programming block called "Explore More Thursdays." The new Thursday night lineup continued to air every week from 7-10 p.m. featuring **In Your Own Backyard**, **Conversations with Jeff Weeks**, locally and regionally produced documentaries, and performing arts/music programs such as **StudioAmped**.

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

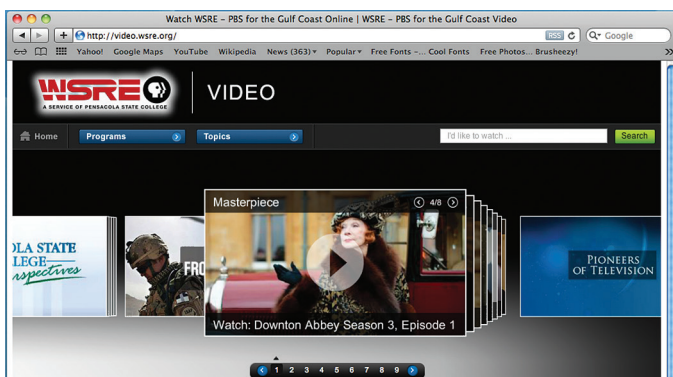
with the help of subject area experts so that every person, regardless of his or her circumstances, can learn and be in touch with a world beyond their own. From learning about the latest scientific advancements on your favorite NOVA episode to teaching a child vocabulary skills with the help of Sesame Street – there is something for everyone from age 2 to 92.



WSRE provided 34,944 hours of programming over its four digital broadcast channels.

During 2011-2012, WSRE provided 34,944 hours of programming over its four digital broadcast channels, as well as numerous hours of On Demand programs through our online video player. WSRE expanded its lineup of programs for adult audiences on weekdays on WSRE Plus.

Designed to provide an alternative to existing content on commercial television, the Create TV service provides lifestyle programming designed to enrich lives and jump-start personal growth for lifelong learners.



"Award-winning programming and documentaries are not the only measure of success and importance for WSRE. Year after year, WSRE endears itself to Gulf Coast children and parents through its excellent educational and outreach services. Providing lifelong learning opportunities for citizens from all walks of life is a matter of pride as evidenced by the diverse community support the station receives."

Dr. Edward Meadows,
President, Pensacola State College

"The travel shows on WSRE Plus are my window to the world of places I would never be able to visit otherwise. The shows like Rick Steves and Burt Wolf are not only educational but very enjoyable and entertaining."

Maggie Atherton,
WSRE Plus Viewer on CREATE Programs

SightLine, WSRE's free reading service designed for people who have impaired vision or who are otherwise unable to read for themselves, had been a vital service to our community for nearly 20 years. With the elimination of state funding at the end of fiscal year 2011, this service was in danger of ending. A partnership between WSRE and WUWF Public Media opened the door for a new media partnership and served to continue the community daily reading service. 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.





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

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

Especially for Children

Partnering for Educational Success

With the loss of state funding in 2011, much of fiscal year 2012 was spent working to restore state funding to Florida's PBS stations. Through a comprehensive education campaign implemented by all FPBS member stations, we are pleased to report that as our communities have known all along, PBS stations are trusted and valued, and station funding was restored. This new partnership with the Florida Center for Reading Research and the Florida Department of Education is geared towards helping Florida's children make measurable gains in education. WSRE played a key role in helping to design and implement literacy initiatives statewide. The Martha Speaks Reading Buddies program is a statewide pilot project being implemented with research components that will demonstrate the learning gains offered through the multiplatform activities associated with this literacy initiative.

Next Generation Learning: An Innovative Approach

WSRE and 13 other Florida Public Broadcasting (FPBS) stations around the State of Florida launched a new digital education initiative called PBS LearningMedia, in partnership with the Florida Department of Education. PBS LearningMedia is a dynamic platform offering the best of public media content from around the country and is specifically produced for PreK-16 teachers. With thousands of classroom-ready, curriculum-targeted digital resources, PBS LearningMedia builds on the strength of public media and is designed to improve teacher effectiveness and student achievement. Resources are aligned to Common Core and national standards and include videos and interactives, as well as audio, documents and in-depth lesson plans to help teachers provide an inspired classroom experience.

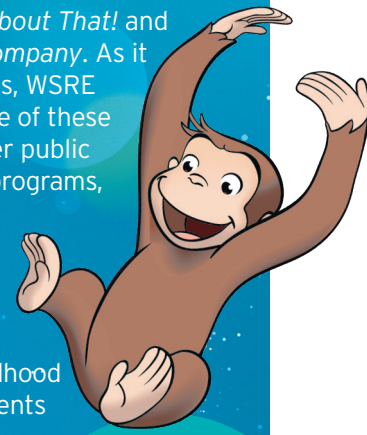
We have been working to inform school districts and educators about this valuable, free resource being offered as a companion to classroom curriculum. WSRE has hosted presentations at schools as well as teacher training workshops to further enhance awareness of this incredible resource for learning. Another continued benefit offered by WSRE to area educators is our online teacher professional development courses via the PBS TeacherLine service. Teachers are able to complete continuing education requirements at their convenience.



on WSRE & wsre.org

Each week, WSRE broadcasts more than 66 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!*, *Martha Speaks*, *Dinosaur Train*, *The Cat in the Hat Knows A Lot About That!* and *The Electric Company*. As it has for decades, WSRE extends the use of these and many other public broadcasting programs, making them the foundation for educational and outreach programs that help early childhood educators, parents and caregivers through the power of media to teach necessary educational concepts.



PBS KIDS is the #1 educational media brand

Source: ORC International – Online Caravan, January 2012

"PBS LearningMedia provides exposure to a vast amount of knowledge that brings familiarity to subjects; therefore, enhancing learning. It is a resource tool that opens doors and brings meaning and discovery to deepen a child's learning."

Sonia Weikel, Principal, Longwood Elementary, Okaloosa County



PBS LearningMedia™

In the Community

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

Bridging the Summer Reading Gap

In July 2011, WSRE partnered with three regional libraries, the Ft. Walton Beach Library, the West Florida Public Library and the Milton Library, to host "Ludicrously Literate Library Week" to help bridge the summer reading gap for area children. Research shows that children who don't maintain reading skills over the summer are more likely to start the upcoming school year at a disadvantage. The tri-county drive to boost summer reading included free community events, special coordinated on-air programming and online content including many partnership activities. Hundreds of children and their families enjoyed story time, activities and a surprise visit from the WSRE Boy and Girl mascots.

Growing Hope Against Hunger

In October 2011, WSRE participated in the national initiative presented by Sesame Workshop "Growing Hope Against Hunger." This one-hour TV special helped raise awareness of the widespread issue of hunger in the United States. It provided simple, empowering strategies for families who weren't sure where their next meal would come from – and to others who wanted to help. Locally, WSRE partnered with Catholic Charities of NWFL and the Bridges To Circles program to provide shopping lists, family tip sheets, strategies to help stretch a dollar and other resources for families with children who struggle with hunger.

Read Across America

"You're never too old, too wacky, too wild, to pick up a book and read with a child."

~ Dr. Seuss

In March 2012, WSRE celebrated the 108th birthday of Dr. Seuss with "Read Across America Day" using a multiplatform approach of coordinated on-air programming, online resources and mobile content. WSRE participated in Beulah Elementary's Family Reading Fun Night complete with a visit from the Cat in the Hat himself. Hundreds of children and parents enjoyed lots of fun games, reading activities, Seussical snacks and smiles!

A Helping Hand for Veterans

In April 2012, the first annual Veterans Expo was held in the Amos Performance Studio, sponsored by

Congressman Jeff Miller, Pensacola State College and WSRE. Over 54 local partner organizations, which serve the needs of veterans, were on hand to showcase the resources they have available for veterans and their families. Some 118 veterans attended to gain access to valuable resources and services.

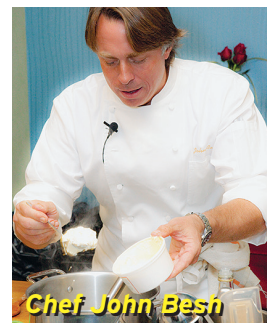
Bright Futures: Shining Star Awards

In May 2012, 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. The students' accomplishments were applauded by hundreds of family members and friends in attendance. Each student was presented with a certificate of recognition and a brand new, shiny bicycle and helmet as a reward. WSRE is proud to be a partner in this initiative which recognizes young people who demonstrate leadership and hold the promise for a bright future for our community.

Fun and creative fundraising events are a great way to meet new and existing supporters of the station. Each year, WSRE hosts three main events to help raise the necessary funding to support our community initiatives and programming. Guests were wined and dined by New Orleans celebrity chef and restaurateur John Besh at the WSRE Wine & Food Classic in Pensacola; the ladies (and some gents) of the Destin/Ft. Walton Beach area enjoyed a sip-sational weekend of "Wine, Women & Shoes"; and the white gloves were on for our "Southern & Sassy Tea Party" at the Pensacola Yacht Club. Collectively, these community events raised nearly \$200,000 in support of WSRE's mission.



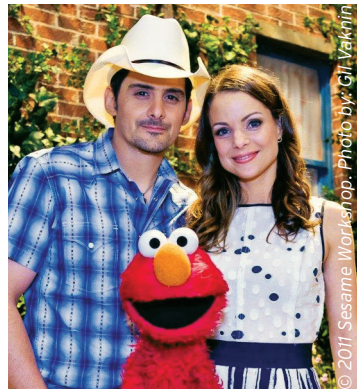
Wine, Women and Shoes



Chef John Besh



Ludicrously Literate Library Week



Brad Paisley, Kimberly Williams Paisley and Elmo raise awareness about the widespread issue of hunger in the United States as part of Sesame Street's primetime television special entitled Growing Hope Against Hunger.

"Our community is fortunate to have an institution like WSRE. The dollars invested by individuals and local businesses come back to our community in the form of services that fill critical needs in our community – from preparing children for learning success to offering greater access to the arts to providing a platform for important issues."

Susan O'Connor,

**2011-2012 Chair,
WSRE Foundation, Inc. Board**



Ludicrously Literate Library Week



Read Across America



In partnership with First Book Pensacola, WSRE provided resources for students at Lincoln Park Elementary School's Family Literacy Night.



Veterans Expo



WSRE's Boy & Girl mascots participated in Children's Literacy Week at Brentwood Elementary School.



Shining Star Awards



Student Volunteers



On-Air Fundraising Volunteers

Volunteers Make it Happen!

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

WSRE Donor Events

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



Chef John Besh



WSRE Wine & Food Classic

Corks and Forks Wine & Food Classic Events

WSRE's Wine & Food Classic has become one 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, this event generated 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.

The 23rd Annual WSRE Wine & Food Classic "Recipe for Success" was a two night event that featured delicious food, fine wine and lots of fun! PBS Celebrity Chef John Besh was the main attraction for the Grand Tasting event. He indulged the crowd with a cooking demonstration and signed copies of his cookbook based on his PBS television show, *John Besh's New Orleans*. An estimated 300 guests enjoyed meeting Besh and sampling culinary fare from local top chefs. The Signature Dinner event opened with Pensacola's own Mayor Ashton Hayward donning a "Mister Roger's Neighborhood" cardigan sweater in a tasteful PBS-themed skit. Dinner seated 250 guests as each course of their gourmet meal was prepared by a local top chef and paired with an award-winning wine.

Over 300 attendees enjoyed the "sip-sationally" successful **Wine, Women and Shoes** weekend. The weekend events offered patron dinners with world-class winemakers; WSRE's 4th Annual Destin Wine & Food Dinner featuring a wine stroll, gourmet dinner and live auction; and the popular Wine, Women and Shoes event complete with wine tastings, runway fashion show, shopping marketplace with clothing accessories and shoes galore, fabulous silent auction and tasty bite-size munchies. The "Sole Mates" (our shoe guys, black clad and buff) strolled around, offering the latest in shoe styles and jewelry on silver platters, to entice the ladies to the boutiques.



WSRE Wine & Food Classic



Wine, Women and Shoes



Wine, Women and Shoes



WSRE's Spring Tea



WSRE's Spring Tea

Southern & Sassy Tea

WSRE's third annual **Spring Tea Party**, "Southern & Sassy," saw the white gloves and fancy hats come out in style! Some 150 guests gathered for an afternoon of scrumptious hors d'oeuvres and tasty beverages as they enjoyed the enchanting surroundings of the beautiful Pensacola Yacht Club, complete with a spring fashion show and a hilarious "southern" skit by local performers.



Set the Stage

The Jean & Paul Amos Performance Studio

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

The Year's Highlights

- The fourth season of WSRE's concert series *StudioAmped*, taped in front of live studio audiences, featured regional artists and bands including Big Picture, Elyse Therose, Roman Street, Brooke Woods, Tribe Zion, Dannica Lowery, The Icarus Effect and Forrest Williams Band.



- The Amos served as the venue for a *StudioAmped* concert and special featuring songwriters from the Pensacola Beach Songwriters Festival. Singers/songwriters Rick and Janis Carnes and Alex Call, writer of the famous song "867-5309/Jenny," performed their songs made famous by well-known recording artists.
- Celtic band Ceol Leinn played in concert performing traditional Celtic and world music.
- Much of the taping of *Yo Solo: Bernardo de Gálvez on the Stage of the American Revolution*, a co-production of WSRE, Pensacola State College and the University of West Florida, took place in the Amos. The program celebrates Pensacola's rich Spanish heritage and rarely discussed vital role in the American Revolution and stars Chaz Mena who enacted the role of Bernardo de Gálvez in a one-man stage performance.
- Thirty-nine Escambia County elementary students were honored by WSRE and The Greater Escambia Community Foundation at the Shining Star Awards in May.
- The Amos also provided a much needed community venue for numerous job fairs, award ceremonies, business seminars, government conferences, task force meetings and a Veterans Expo.

And the Award Goes to...



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 *Lighthouses of the Gulf Coast: Sand Island to St. Marks* for the coveted Emmy® Award in the documentary (historical) category. *Lighthouses of the Gulf Coast: Sand Island to St. Marks* tells the compelling stories of the graceful structures that symbolize the seafaring heritage of the Gulf Coast region. This was WSRE's fourth Emmy nomination for original documentaries since 2008. Previous nominations were received for *Gulf Coast War Memories*, *Honor Flight...A Journey of Heroes*, and *Gulf Islands National Seashore: The Treasure of the Gulf Coast*.

PBS Awards

WSRE

The awards are too numerous to detail, but collectively PBS garnered over 100 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 14 Primetime Emmys, six News & Documentary Emmys, nine George Foster Peabody Awards, five Writers Guild of America Awards, four Sundance Film Festival Awards, three Academy Award nominations, one Golden Globe Award and one Screen Actors Guild Award nomination.

Financials

WSRE

Statement of Financial Position

30-Jun-12

30-Jun-11

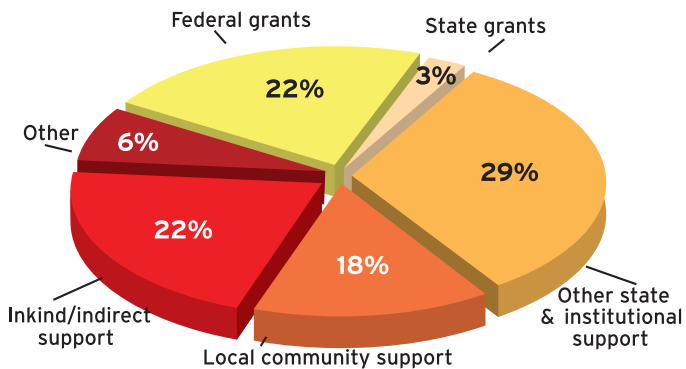
Assets

Cash and cash equivalents	2,155,869	2,168,066
Accounts and pledges receivable	355,619	599,031
Prepaid expenses	276,555	331,467
Investments	1,122,670	1,106,592
Real estate held for sale	30,000	30,000
Capital assets, net of accumulated depreciation	6,896,344	7,604,278
Total Assets	10,837,057	11,839,434

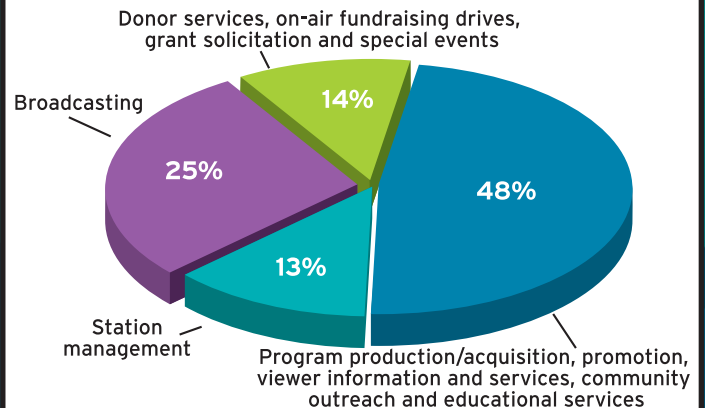
Liabilities and Net Assets

Accounts payable and accrued liabilities	143,816	61,294
Accrued compensated absences	87,793	270,632
Deferred revenue	1,175,240	1,357,721
Net Assets	9,430,208	10,149,787
Total Liabilities and Net Assets	10,837,057	11,839,434

Sources of Station Resources - 2012



Allocation of Station Resources - 2012



Financial information, as presented above, reflects consolidated total assets, revenue and expenses of WSRE (the station) and incorporates the assets, revenue and expenses of the WSRE TV Foundation (the Foundation). The Foundation is a 501(c) 3 organization operating as a direct support organization under Florida Statutes in support of the operating and capital needs of the Station. The Foundation's assets comprised 25% percent of the total assets of the Station at June 30, 2012. Twenty seven percent of the Station's 2012 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 or by request at (850) 484-1231.

WSRE

Foundation, Inc.

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**PBS is #1 in
public trust for
9th consecutive
year**

Source: Harris Interactive Trust
QuickQuery, February 2012

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