

# 2023 2024

**LOCAL CONTENT AND SERVICE REPORT  
JULY 1, 2023 – JUNE 30, 2024**



A Service of Pensacola State College

**TRUSTED.  
VALUED.  
ESSENTIAL.**



A Service of Pensacola State College

**OUR MISSION**

WSRE PBS positively impacts local communities through education, entertainment and engagement by providing everyone access to the highest-quality media content and engaging all children in essential learning activities.

**OUR VISION**

A region enriched by the educational and cultural experiences WSRE PBS delivers.



**Local communities value WSRE PBS** as a trusted source of educational and entertaining media, a neutral facilitator of public dialogue and a convener of diverse ideas and groups.

**PBS programs, local productions, community engagement and educational outreach activities** connect area residents with helpful information, diverse perspectives and essential learning resources.

**WSRE PBS enriches the Northwest Florida region** by providing everyone and every classroom with free access to high-quality media content and an abundance of educational opportunities.



**For 21 years, PBS has been #1 in public trust.**

*87% agree that PBS stations provide an excellent value to communities—second in terms of value for tax dollars, following military defense.*

(Source: Proof Insights; January 2024.)



**Through content, engagement and education, WSRE and PBS stations throughout America** provide an unparalleled public service to the communities we serve.

To local parents, WSRE means helping teach their children early math, science and reading skills. To local communities, WSRE means ensuring local cultures and stories are preserved and shared. To our nation, PBS means universal access for all, public safety benefits, and the largest most representative audience of any media organization.

As a locally operated and governed media outlet, licensed to the Pensacola State College District Board of Trustees, WSRE is more than just a TV station. We are a community-driven institution that plays a unique role in preserving and sharing the stories of the region's history and culture, schools, legislative initiatives, interesting people and impactful organizations.

Our high-quality PBS KIDS content helps prepare local kids for success in school and in life. Research shows that PBS KIDS moves the needle on basic math and literacy skills, and boosts kids' engagement with learning. WSRE ensures access for every child wherever they are, streaming or watching TV, in their classrooms and in the community.

Viewers throughout the Northwest Florida region understand that WSRE plays an essential role in their community by strengthening school readiness, supporting classrooms, and serving as a public safety communications partner for weather and emergency alerts. Beyond these critical resources, of course, we all love watching WSRE PBS for award-winning dramas, enlightening documentaries, and the absolute best of the performing arts!

WSRE belongs to this community, and we are deeply grateful for the dedicated support of our legislators, local businesses and viewers like you. Your support is not just acknowledged, it is celebrated as a vital part of our success.



A handwritten signature in black ink that reads "E. Meadows".

Edward Meadows, Ed.D.  
President, Pensacola State College



A handwritten signature in black ink that reads "Jarrod Dawson".

Jarrod Dawson  
Chair, WSRE-TV Foundation, Inc.



A handwritten signature in black ink that reads "Jill Hubbs".

Jill Hubbs  
General Manager, WSRE PBS  
Executive Director, WSRE-TV Foundation, Inc.

## WSRE PBS is free over the air, online and on the PBS app, serving the Mobile-Pensacola (Fort Walton) media market

of 528,320 TV households with multi-platform distribution, including five over-the-air broadcast channels.

The station engages with communities throughout the coverage area with local productions, educational activities and special events that provide opportunities for civic engagement, enlightening conversation and exposure to the arts.

Located in the Kugelman Center for Telecommunications at Pensacola State College, production facilities include the 10,000-square-foot Jean & Paul Amos Performance Studio. Broadcast facilities are located in neighboring Baldwin County, Alabama.

### TV Channels



### Digital Platforms

Viewers have free, anytime access to local and national programs at pbs.org, wsre.org, and on the PBS and PBS KIDS apps. Plus, hundreds of free educational games are available on the PBS KIDS Games app.

The PBS app is currently available on a variety of devices: Roku; Apple iPhone and iPad; Apple TV HD and Apple TV 4K; Amazon Fire TV and Amazon Fire Stick; Android mobile and tablet; Android TV; Google TV streaming devices and TVs; Google Chromecast; Samsung Smart TV (2017 models and later); and VIZIO SmartCast TV.



*An expanded on-demand collection of rereleases, early releases and digital-first series is accessible to qualifying station members with WSRE PBS Passport.*



**As a PBS station, WSRE is part of a nonprofit membership organization that serves the American public** with

programming and services of the highest quality, using media to educate, inspire, entertain and express a diversity of perspectives. PBS presents distinctive programs addressing climate and the environment, democracy and social justice, health and wellness, and the arts. WSRE produces local content to convey the perspectives and stories of the coverage area.

WSRE also delivers programs and digital content from PBS KIDS, ranked as the nation’s most educational media brand for kids. PBS stations reach more children, and more parents of young children, in low-income homes than any of the children’s TV networks. (Source: Proof Insights; January 2024.) Over the air and online, PBS KIDS helps prepare kids for kindergarten and success in school.

A trusted and safe source for kids to watch television and play digital games, PBS KIDS attracted a monthly average of 28,200 local users and 9.3 million streams across digital platforms in FY2024. Also for the year, a monthly average of 23,400 local users watched 403,800 streams of General Audience content from WSRE. (Source: DOMO PBS/PBS KIDS Local Analytics Dashboard: 07/01/23–06/30/24.)



**State Rep. Michelle Salzman was honored with the 2023 Florida Public Media Champion Award in August.** Rep. Salzman, pictured here with station managers Jill Hubbs of WSRE and Pat Crawford of WUWF, received this honor for her work in support of the educational and public safety roles public media plays in Florida.

# EDUCATION



**PBS KIDS believes the world is full of possibilities, and so is every child.**

As the No. 1 educational media brand for children, PBS KIDS helps children ages 2 to 8 learn lessons that last a lifetime. WSRE is dedicated to offering free access to trusted content and community-based experiences that support early childhood education and help all kids reach their full potential in school and in life!

WSRE's PBS KIDS channel is free for everyone over-the-air and via livestream on the PBS KIDS app and the station's website. A monthly average of 28,200 local users engage monthly with PBS KIDS by streaming content on digital devices and using the free PBS KIDS apps for curriculum-based shows and games.

Also online, PBS KIDS for Parents offers resources to help raise kind, curious and resilient children, and PBS LearningMedia provides thousands of free, standards-aligned resources for enhancing K-12 classroom instruction.

Beyond broadcast and digital media, WSRE presents events and activities to help inform parents, caregivers and teachers about the free educational resources available from PBS KIDS and PBS LearningMedia.



**90% of parents agree that PBS KIDS is a trusted and safe source for kids to watch television and play digital games and apps.**

(Source: Proof Insights; January 2024.)



**"I love this day! Thank you to all who contributed and helped my boy have an amazing day."**  
—Amy Day,  
WSRE-TV Foundation  
Board Member



## AMAZING KIDS DAY

AN EVENT FOR FAMILIES IMPACTED BY AUTISM

**Amazing Kids Day  
Fort Walton Beach | Oct 19  
Pensacola | June 1**

WSRE's sensory-friendly Amazing Kids Day is designed especially for children on the autism spectrum who find a large volume of activity to be overwhelming. Two events were held this year, at the Fort Walton Beach Public Library and in the WSRE Jean & Paul Amos Performance Studio at Pensacola State College.

Family resource information and hands-on activities were presented by more than 30 community partners, and WSRE offered a green screen TV studio activity and opportunities to engage with PBS KIDS online.



**"I thank y'all tremendously for giving my children a place to come to where they are accepted and they are loved."**

—Crystal Bedgood, Parent



# Be my Neighbor Day!

## Be My Neighbor Day | March 16

Be My Neighbor Day is a free, family-fun event focused on early learning, health and safety, and the neighborly values of Mister Rogers and “Daniel Tiger’s Neighborhood.”

Each spring, hundreds of young PBS KIDS fans gather at the Jean & Paul Amos Performance Studio to greet Daniel Tiger and engage in PBS KIDS-inspired play with more than 40 community organizations presenting fun and educational activities.

Blue Wahoos on-field host Downtown Dave returned to emcee this year’s event with performances by Mixon Magic Performing Arts students and story time with WSRE show host Rameca Vincent Leary. Attendees were encouraged to be neighborly by bringing food donations for Manna Food Pantries.



***“Where else can you hang out with Daniel Tiger, Arthur, Cookie Monster and Clifford all in one day? Thank you to WSRE and the other community partners that made this event such a success.”***

*—Escambia County Sheriff Chip Simmons*



**WSRE PBS hosted two teacher workshops during the fiscal year,** which highlighted standards-aligned educational resources from the Ken Burns in the Classroom Collection on PBS LearningMedia.

## The U.S. and the Holocaust Teacher Training | Aug 4

WSRE contracted with the Holocaust Memorial Resource & Education Center of Florida for education curator Stephen Poynor to lead a professional development workshop on Holocaust education during the Escambia County Public Schools summer workshop for middle school and high school history teachers. In addition to presenting PBS LearningMedia classroom resources, including source documents, historical photos, archival video clips and lesson plans from the documentary series “The U.S. and the Holocaust,” Poynor presented traveling teaching trunks full of Holocaust memorabilia from the museum for use in local schools.

## The American Buffalo Teacher Preview Screening | Oct 9

WSRE invited teachers from Escambia and Okaloosa counties to a preview screening of “The American Buffalo” as part of a teacher workday professional development workshop scheduled on Indigenous Peoples’ Day. The film covers more than 10,000 years of North American history, tracing the American buffalo’s evolution, its significance to Indigenous people and the Great Plains, its near extinction, and the efforts to bring the mammals back from the brink of extinction. Related classroom resources on PBS LearningMedia cover Native Identity and Culture, Conservation and Ecology, and Policy and Legislation for grades 6–12.

# COMMUNITY ENGAGEMENT



## SOUTHERN STORYTELLERS

### **Southern Storytellers Preview Screening & Performances | July 14**

“Southern Storytellers” is a film series from PBS, Arkansas PBS and Peabody Award-winning filmmaker Craig Renaud, which aims to show the South in an authentic light through the experiences of the region’s writers and creators.

In advance of the national premiere, WSRE hosted a free preview screening and writers’ round event, showcasing local artists at the Voices of Pensacola Multicultural Center. Sharing their poetry and songs were poet Ericka Streeter Hodge, accompanied by Queen Le’Teris, and songwriters Greg Bond, Katie Dineen, Faithe Franklin and Devan Sean from the Pensacola Songwriter Rounds Series.

With major funding from the Corporation for Public Broadcasting, “Southern Storytellers” reveals a vivid patchwork of diverse American stories that celebrate the resilience and joy of Southern people. The series aired July 18 through August 1.



## LOCAL STORYTELLERS

### **GOSPEL Preview Screening & Performances | Feb 6**

“GOSPEL” is a docuseries from executive producer, host and writer Henry Louis Gates Jr., exploring the rich history of Black spirituality through sermon and song.

In advance of the national premiere, WSRE presented a free preview screening and performances by the Zion Hope Primitive Baptist Church Choir and the Voices of Victory Radio Choir at the Jean & Paul Amos Performance Studio.

Gospel is more than the soundtrack of the African American experience, “it’s the beating heart and soul,” said Gates.

“GOSPEL” is the latest in a long line of acclaimed docuseries from Gates, continuing his reputation as one of the preeminent documentarians in public media. In its entirety, the two-part, four-hour documentary premiered nationally on February 12 and 13, and a companion concert special, “GOSPEL Live!,” premiered on February 9. An early release of the film was available to station members with WSRE PBS Passport.



## GOSPEL

HOSTED BY HENRY LOUIS GATES JR.



# 2023 FESTIVAL of TREES

## Festival of Trees | Nov 24–26

WSRE held the annual Festival of Trees at the Pensacola Museum of Commerce with more than 30 trees, decorated by individuals and community groups, on display and sold in support of the station.



display and sold in support of the station.

A Grinch-themed tree, elaborately decorated by Pensacola’s Krewe of S.W.A.T., won the People’s Choice Award and raised \$1,500 from a group of community minded donors, who in turn donated the tree to the Studer Family Children’s Hospital at Ascension Sacred Heart.

## Quarterly Pledge Drives

WSRE programming depends on viewer support and corporate underwriting.

Four times a year, sponsors and volunteers take part in live broadcasts encouraging viewers to become station members by pledging their financial support. On-air pledge specials are accompanied by thank you gifts for donors and entertaining experiences, such as this year’s Britt Floyd and Mannheim Steamroller concerts at the Pensacola Saenger Theatre.



The August pledge series included “Broadway’s Brightest Lights” with live breaks, hosted by Doug and Kathy Holsworth from the local performing arts community, and show tune performances by rising stars Allison Bailey, Kendall Parrett, Emily Chaney and Dustin Lewis accompanied by Tom Baroco on piano. Bravo!

## In the Community

In the community, WSRE staff shared station information at Gallery Night in Downtown Pensacola, volunteered for the Derrick Brooks “Soles 4 Souls” event at O.J. Semmes Elementary School, and brought the Cat in the Hat to celebrate Read Across America Day with students at Ferry Pass Elementary School. Each year, the station also hosts the annual Shining Star Awards honoring outstanding fifth grade students for exemplary citizenship and produces Teacher of the Year videos for Escambia County Public Schools.



**“This unique and special tree belongs at Sacred Heart Children’s Hospital. It will be there for years to come, bringing joy to the children and families who need it most during the holidays.”**

—Julie Sheppard

Pensacola State College District Board of Trustees

# LOCAL PRODUCTIONS



## Connecting the Community

Producer and host Rameca Vincent Leary covers cause-related and community-based programs with a variety of perspectives from her guests. Series episodes this year included “Fit and Fabulous,” “The Write Stuff,” “Focus on Nonprofits,” “A Tribute to Veterans,” “Walking in Unity” and “Lending a Helping Hand.” “Spotlight on Youth,” featuring former NFL player Fred Robbins, and “Game-Changing Youth Sports,” with former MLB player Adron Chambers, explored programs affecting the lives of local youth and athletic performance.

## Conversations with Jeff Weeks

Host Jeff Weeks led conversations from the Jean & Paul Amos Performance Studio with fascinating guests including singer and actress Allison Bailey; Nashville songwriters

and recording artists Kathie Baillie, Michael Bonagura and Alyssa Bonagura; author and musician Sean Dietrich; author and aviator Paul Entekin; sports journalist and Pensacola Blue Wahoos senior writer Bill Vilona; and author Rear Adm. Kyle Cozad, USN, Ret., who serves as president and CEO of the Naval Aviation Museum Foundation.



At year-end, Weeks’ “2023 in Review” panel included local news media leaders Rick Outzen, Inweekly publisher; Pensacola News Journal publisher Lisa Nellesen Savage; and Andrew McKay, host of “Pensacola Morning News” on WNRP NewsRadio.



## inStudio

Producer and host Steve Nissim led community discussions about “Youth Sports Injuries” with renowned orthopedic surgeon Dr. James Andrews; “Student Mental Health” and the crisis among youth in Escambia County; and “Pensacola’s Golf Legacy,” which covered the region’s storied golf history, robust college and youth programs and legendary players like PGA Tour Champions Professional Joe Durant.



## Legislative Review

The Northwest Florida delegation reflected on the 2024 legislative session during a live broadcast hosted by Jeff Weeks on June 10. Sen. Doug Broxson (District 1); and Reps. Michelle Salzman (District 1), Alex Andrade (District 2), Dr. Joel Rudman (District 3) and Patt Maney (District 4) participated in the program, answering questions submitted by the public.



## Nightmare Theatre

The "Nightmare Theatre" gang returned with "The Hands of Fate" on a special Halloween season premiere. "Night of the Blood Beast," "Warriors of the Wasteland," "Nosferatu," "White Zombie," "Don't Look in the Basement," "Invaders from Space," "Attack of the Giant Leeches," "Shriek of the Mutilated," "Night Tide," "Disappearance of Flight 412," "Monster from the Ocean Floor" and "Tormented" completed the Season 4 lineup of B-movie horror films introduced by humorous cast skits.

## Pensacola State Today

Host Rameca Vincent Leary led conversations about Pensacola State College. "Honoring the Past, Investing in the Future" covered 75 years of notable achievements and

## PENSACOLA STATE



future plans with PSC President Ed Meadows, and the "AAMES/Wiggins Scholarships" episode honored recipients of the African American Memorial Endowed Scholarship and Dr. Garrett T. Wiggins "Live Your Dream" Scholarship.

## StudioAmped

Appearing on the 14th season of WSRE's music series: Kathie Baillie, Michael Bonagura and Alyssa Bonagura from the Pensacola Beach Songwriters Festival; Grits & Greens; Paul Vinson; Red and the Revelers; Karli Ryan; and Lolly Lee. This was the 12th production of the series' award-winning "Pensacola Beach Songwriters Festival Special." Executive Producer Bill Harrell selects artists from throughout the region for this annual showcase of local talent and original music.

# STUDIO Amped





# ARTS & CULTURE



## StudioAmped Concert Series | Oct 3–6 & Jan 23–25

Six free concerts were performed in the Jean & Paul Amos Performance Studio for the 14th season of WSRE’s “StudioAmped” music series.

Performing in October were Grits & Greens (Hattiesburg, Miss.), Paul Vinson (Nashville and Pensacola, Fla.) and Nashville songwriters Kathie Baillie, Michael Bonagura and Alyssa Bonagura from the Pensacola Beach Songwriters Festival. Production continued in January with performances by Red and the Revelers (Mobile, Ala.), Lolly Lee (Birmingham, Ala.) and Karli Ryan (Milton, Fla.).

Each year, the public is invited to join the studio audience, and donations for Manna Food Pantries are collected at the door. Season 14 premiered March 21 on WSRE PBS.

*In conjunction with the “StudioAmped” concert series, WSRE partnered with the Pensacola Beach Songwriters Festival to facilitate a third annual songwriting workshop for Pace Center for Girls. Students from the Pace Center program learned about the art of songwriting from Nashville songwriters Anne Buckle and Caitlin Evanson during the workshop held at Pensacola State College on October 6.*

# STUDIO Amped

# Culinary LEGENDS

## 33rd WSRE PBS Wine & Food Classic

### The 33rd Wine & Food Classic celebrated iconic PBS chefs.

Since the 1970s, PBS has been home to culinary legends and cooking show pioneers like Julia Child, Jacques Pépin and Pensacola's own Earl Peyroux. Locally and in addition to Peyroux's long-running "Gourmet Cooking" series, which was on PBS from 1982 through the early 1990s, WSRE produced "Flavors of the Coast" with executive chef Irv Miller in the early 2000s. Today, WSRE carries a vast lineup of PBS Food programming on the WSRE Create schedule, Saturday mornings on the station's main channel, and streaming on demand.

### A Legendary Dinner | Oct 14

A spectacular five-course meal was served in a candlelit Jean & Paul Amos Performance Studio with special guests from the cast of "The Great American Recipe" cooking competition show on PBS.

Presenting the elevated culinary experience were executive chefs Darian Hernandez, Brother Fox; Edward Lordman, Southern GRIT Culinary; Rusty Strain, A Rustyc Spoon; Laura Bernardi Piovesana, The Italian Wooden Spoon; and Jordan Hewes, Craft Gourmet Bakery. "The Great American Recipe" winner Brad Mahlof and finalists Salmah Hack, Leanna Pierre and Khela Brewer lent their help in the kitchen and took part in a panel discussion about their participation on the show.



### Walkabout Tasting | Oct 21

The Wine & Food Classic's Walkabout Tasting featured local chefs and music by Nobius on the SCI Building plaza. Participating chefs put their own twists on dishes inspired by iconic PBS chefs.

Judges Steve Barber, Rameca Vincent Leary and Bob Solarski awarded Earl Peyroux Best Chef Award honors to Coralin Allen of Cora's Custom Creations. Event guests voted for Jennifer Lowry from Conchita's Catering and Mike Tilton from Legends Café at Andrews Institute to win the People's Choice Awards.

Other participating chefs were Kenny Anderson, Juan's Flying Burrito; Jere Doyle, McGuire's Irish Pub; Alphonso Dyer, Bonefish Grill; Aaron Fitch, Parlor Doughnuts; Arturo Paz, The Grand Marlin; George Rudolph, Pensacola Yacht Club; Jesse Sproles, Scenic Hills Country Club; and Josh Warner, The District: Seville Steak & Seafood.

Local chefs and restaurants donate their time and resources to the Wine & Food Classic each year in support of WSRE.

***"WSRE is a gem to be treasured by all of us who understand and appreciate that the station is an essential educational and cultural resource within our community."***

*Jan and Ron Miller,  
Honorary Event Chairs*



# Statement of Financial Position

**The station relies on community support of the WSRE-TV Foundation** for its programs, productions and the capital needed to meet the constant demands of innovation in communications technology. In support of public service projects furthering education, public safety and civic leadership, WSRE also receives public funding through the Corporation for Public Broadcasting and the Florida Legislature.

**June 30, 2024**

## Assets

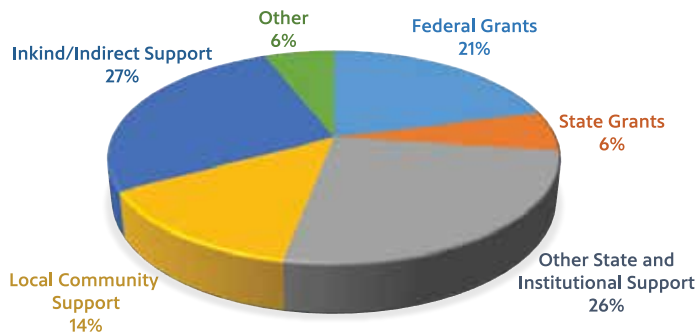
|  |                   |
|--|-------------------|
| Cash and cash equivalents                        | 2,446,975         |
| Accounts and pledges receivable                  | 81,271            |
| Prepaid expenses                                 | 51,050            |
| Investments                                      | 3,961,843         |
| Real estate held for sale                        | 25,000            |
| Leased assets                                    | 624,143           |
| Capital assets, net of accumulated depreciation* | 4,751,952         |
| <b>Total Assets</b>                              | <b>11,942,234</b> |

\*Depreciation and amortization expense for the year ended June 30, 2024, was \$738,569.

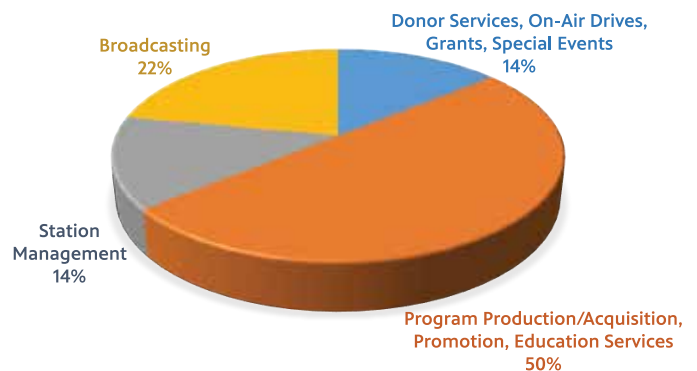
## Liabilities and Net Position

|   |                   |
|---|-------------------|
| Accounts payable and accrued liabilities  | 51,732            |
| Accrued compensated absences              | 33,423            |
| Deferred revenue                          | 2,040,930         |
| Leases payable                            | 624,143           |
| Net position                              | 9,192,006         |
| <b>Total Liabilities and Net Position</b> | <b>11,942,234</b> |

SOURCES OF STATION RESOURCES — 2024



ALLOCATION OF STATION RESOURCES — 2024



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 38% of the total assets of the Station as of June 30, 2024. Twenty-one percent of the Station's FY 2024 total 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 the station's website at [wsre.org](http://wsre.org) or by request at (850) 484-1231.

## Pensacola State College

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### WSRE Leadership

Jill Hubbs, General Manager  
Darrel Harrison, Assistant General Manager;  
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Ted King, Director, Productions  
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Jeri Shaffer, Director, Education & Outreach  
Brent Burton, Traffic Manager  
(July 2023–January 2024)  
Cheri Bone, Traffic Manager  
(January 2024–June 2024)

# 2023–2024 LEADERSHIP

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

Pensacola State College does not discriminate against any person on the basis of race, ethnicity, national origin, color, gender/sex, age, religion, marital status, pregnancy, disability, sexual orientation, gender identity or genetic information in its educational programs, activities or employment. For inquiries regarding Title IX and the College's nondiscrimination policies, contact the Executive Director of Equal Opportunity Compliance at (850) 484-1759, Pensacola State College, 1000 College Blvd., Pensacola, Florida 32504.