

Grantee Information	
ID	1740
Grantee Name	WSRE-TV
City	Pensacola
State	FL
Licensee Type	University

**1.1 Employment of Full-Time Television and Joint Employees** Jump to question: [1.1](#)

Please enter the number of FULL-TIME TELEVISION and JOINT employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

**1.1 Employment of Full-Time Television and Joint Employees** Jump to question: [1.1](#)

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000 - TV Only						0
Officials - 1000 - Joint						0
Managers - 2000 - TV Only					4	4
Managers - 2000 - Joint						0
Professionals - 3000 - TV Only					4	4
Professionals - 3000 - Joint						0
Technicians - 4000 - TV Only	1					1
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only					3	3
Office and Clerical - 5100 - Joint						0
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
Laborers (Unskilled) - 5400 - TV Only						0

Laborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
<b>Total</b>	1	0	0	0	11	12

**1.1 Employment of Full-Time Television and Joint Employees** Jump to question: **1.1** ▼

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000 - TV Only					1	1
Officials - 1000 - Joint						0
Managers - 2000 - TV Only					4	4
Managers - 2000 - Joint						0
Professionals - 3000 - TV Only					3	3
Professionals - 3000 - Joint						0
Technicians - 4000 - TV Only					1	1
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only						0
Office and Clerical - 5100 - Joint						0
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
Laborers (Unskilled) - 5400 - TV Only						0
Laborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
<b>Total</b>	0	0	0	0	9	9

**1.1 Employment of Full-Time Television and Joint Employees** Jump to question: **1.1** ▼

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000 - TV Only	
Officials - 1000 - Joint	
Managers - 2000 - TV Only	
Managers - 2000 - Joint	

Professionals - 3000 - TV Only	<input type="text"/>
Professionals - 3000 - Joint	<input type="text"/>
Technicians - 4000 - TV Only	<input type="text"/>
Technicians - 4000 - Joint	<input type="text"/>
Sales Workers - 4500 - TV Only	<input type="text"/>
Sales Workers - 4500 - Joint	<input type="text"/>
Office and Clerical - 5100 - TV Only	<input type="text"/>
Office and Clerical - 5100 - Joint	<input type="text"/>
Craftspersons (Skilled) - 5200 - TV Only	<input type="text"/>
Craftspersons (Skilled) - 5200 - Joint	<input type="text"/>
Operatives (Semi-Skilled) - 5300 - TV Only	<input type="text"/>
Operatives (Semi-Skilled) - 5300 - Joint	<input type="text"/>
Laborers (Unskilled) - 5400 - TV Only	<input type="text"/>
Laborers (Unskilled) - 5400 - Joint	<input type="text"/>
Service Workers - 5500 - TV Only	<input type="text"/>
Service Workers - 5500 - Joint	<input type="text"/>
<b>Total</b>	<input type="text" value="0"/>

**1.1 Employment of Full-Time Television and Joint Employees** Jump to question: [1.1](#)

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

**1.2 Major Programming Decision Makers** Jump to question: [1.2](#)

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

**1.2 Major Programming Decision Makers** Jump to question: [1.2](#)

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	3	3
Male Major Programming Decision Makers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	3	3
<b>Total</b>	0	0	0	0	6	6

**1.2 Major Programming Decision Makers** Jump to question: [1.2](#)

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

**1.3 Employment of Part-Time Television and Joint Employees** Jump to question: [1.3](#)

Please enter the number of PART-TIME employees, both TV-only and Joint, in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Television and Joint Employees						Jump to question: 1.3 ▼
Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000					1	1
Managers - 2000						0
Professionals - 3000					1	1
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
<b>Total</b>	0	0	0	0	2	2

1.3 Employment of Part-Time Television and Joint Employees						Jump to question: 1.3 ▼
Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
<b>Total</b>	0	0	0	0	0	0

1.3 Employment of Part-Time Television and Joint Employees		Jump to question: 1.3 ▼
Major Job Category / Job Code	Persons with Disabilities	
Officials - 1000		
Managers - 2000		

Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
<b>Total</b>	0

**1.4 Part-Time Employment** Jump to question: 1.4 ▼

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

**1.4 Part-Time Employment** Jump to question: 1.4 ▼

Number working less than 15 hours per week

**1.4 Part-Time Employment** Jump to question: 1.4 ▼

Number working 15 or more hours per week

**1.5 Full-Time Hiring** Jump to question: 1.5 ▼

Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

**1.5 Full-Time Hiring** Jump to question: 1.5 ▼

No full-time employees were hired (check here if applicable)

**1.5 Full-Time Hiring** Jump to question: 1.5 ▼

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000		1		0	1
Professionals - 3000		1			1
Technicians - 4000				1	1
Sales Workers - 4500					0
Office / Service Workers - 5100-5500		1			1
<b>Total</b>	0	3	0	1	4

**1.6 Full-Time and Part-Time Job Openings** Jump to question: 1.6 ▼

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

**1.6 Full-Time and Part-Time Job Openings** Jump to question: 1.6 ▼

Number of full-time and part-time job openings

**1.7 Hiring Contractors** Jump to question: [1.7](#) ▼

During the fiscal year, did you hire independent contractors to provide any of the following services?

**1.7 Hiring Contractors** Jump to question: [1.7](#) ▼

Check all that apply

- None
- Development Activities
- Legal Services
- Human Resources Services
- Accounting/Payroll Services
- Computer Operations
- Engineering

Comments

Question	Comment
No Comments for this section	

**2.1 Average Salaries FULL TIME EMPLOYEES ONLY** Jump to question: [2.1](#) ▼

	# of Employees	Avg. Annual Salary	Average Tenure
<a href="#">Chief Executive Officer</a> - TV Only	1.00	\$ 92,241	2
Chief Executive Officer - Joint		\$	
<a href="#">Chief Operations Officer</a> - TV Only	1.00	\$ 73,227	11
Chief Operations Officer - Joint		\$	
<a href="#">Chief Financial Officer</a> - TV Only	1.00	\$ 63,429	4
Chief Financial Officer - Joint		\$	
<a href="#">Publicity, Program Promotion Chief</a> - TV Only	1.00	\$ 53,375	5
Publicity, Program Promotion Chief - Joint		\$	
<a href="#">Communication and Public Relations, Chief</a> - TV Only		\$	
Communication and Public Relations, Chief - Joint		\$	
<a href="#">Programming Director</a> - TV Only		\$	
Programming Director - Joint		\$	
<a href="#">Production, Chief</a> - TV Only	1.00	\$ 56,637	12
Production, Chief - Joint		\$	
<a href="#">Executive Producer</a> - TV Only		\$	
Executive Producer - Joint		\$	
<a href="#">Producer</a> - TV Only		\$	
Producer - Joint		\$	
<a href="#">Director - (Television Production ONLY)</a>	2.00	\$ 43,411	8

<a href="#">Development, Chief</a> - TV Only	1.00	\$ 58,933	2
Development, Chief - Joint		\$	
<a href="#">Member Services, Chief</a> - TV Only	1.00	\$ 36,274	2
Member Services, Chief - Joint		\$	
<a href="#">Membership Fundraising, Chief</a> - TV Only		\$	
Membership Fundraising, Chief - Joint		\$	
<a href="#">On-Air Fundraising, Chief</a> - TV Only		\$	
On-Air Fundraising, Chief - Joint		\$	
<a href="#">Auction Fundraising, Chief</a> - TV Only		\$	
Auction Fundraising, Chief - Joint		\$	
<a href="#">Underwriting, Chief</a> - TV Only		\$	
Underwriting, Chief - Joint		\$	
<a href="#">Corporate Underwriting, Chief</a> - TV Only		\$	
Corporate Underwriting, Chief - Joint		\$	
<a href="#">Foundation Underwriting, Chief</a> - TV Only	1.00	\$ 44,200	1
Foundation Underwriting, Chief - Joint		\$	
<a href="#">Government Grants Solicitation, Chief</a> - TV Only		\$	
Government Grants Solicitation, Chief - Joint		\$	
<a href="#">Operations and Engineering, Chief</a> - TV Only	1.00	\$ 76,114	16
Operations and Engineering, Chief - Joint		\$	
<a href="#">Engineering Chief</a> - TV Only	1.00	\$ 66,046	1
Engineering Chief - Joint		\$	
<a href="#">Broadcast Engineer 1</a> - TV Only		\$	
Broadcast Engineer 1 - Joint		\$	
<a href="#">Production Engineer</a> - TV Only		\$	
Production Engineer - Joint		\$	
<a href="#">Facilities, Satellite and Tower Maintenance, Chief</a> - TV Only		\$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$	
<a href="#">Technical Operations, Chief</a> - TV Only		\$	
Technical Operations, Chief - Joint		\$	
<a href="#">Education, Chief</a> - TV Only	1.00	\$ 62,428	23
Education, Chief - Joint		\$	
<a href="#">Information Technology, Director</a> - TV Only		\$	
Information Technology, Director - Joint		\$	
<a href="#">Instructional Services Director</a> - TV Only		\$	

<a href="#">Parent / Pre-School Coordinator</a> - TV Only		\$	
<a href="#">Volunteer Coordinator</a> - TV Only		\$	
Volunteer Coordinator - Joint		\$	
<a href="#">News / Current Affairs Director</a> - TV Only		\$	
News / Current Affairs Director - Joint		\$	
<a href="#">Announcer / On-Air Talent</a> - TV Only		\$	
Announcer / On-Air Talent - Joint		\$	
<a href="#">Reporter</a> - TV Only		\$	
Reporter - Joint		\$	
<a href="#">Cinema / Videographer</a> - TV Only		\$	
<a href="#">Video Film Editor</a> - TV Only		\$	
<a href="#">Unit / Studio Supervisor</a> - TV Only		\$	
<a href="#">Public Information Assistant</a> - TV Only		\$	
Public Information Assistant - Joint		\$	
<a href="#">Broadcast Supervisor</a> - TV Only		\$	
Broadcast Supervisor - Joint		\$	
<a href="#">Director of Continuity / Traffic</a> - TV Only	1.00	\$	42,389
Director of Continuity / Traffic - Joint		\$	
<a href="#">Events Coordinator</a> - TV Only		\$	
Events Coordinator - Joint		\$	
<a href="#">Web Administrator/Web Master</a> - TV Only	1.00	\$	48,193
Web Administrator/Web Master - Joint		\$	
<b>Total</b>	<b>15.00</b>		<b>816,897</b>

Comments

Question	Comment
No Comments for this section	

**3.1 Governing Board Method of Selection** Jump to question: [3.1](#) ▼

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

**3.1 Governing Board Method of Selection** Jump to question: [3.1](#) ▼

Ex-Officio (Automatic membership because of another office held)

**3.1 Governing Board Method of Selection** Jump to question: [3.1](#) ▼

Appointed by government legislative body (including school board) or other government official (e.g. governor)

**3.1 Governing Board Method of Selection** Jump to question: [3.1](#) ▼

Elected by community/membership

**3.1 Governing Board Method of Selection** Jump to question: [3.1](#) ▼

Elected by board of directors itself (self-perpetuating body)

**3.1 Governing Board Method of Selection**

Jump to question: [3.1](#)

Other (please specify below)

0

**3.1 Governing Board Method of Selection**

Jump to question: [3.1](#)

**3.1 Governing Board Method of Selection**

Jump to question: [3.1](#)

Total number of board members (Automatic total of the above)

9

**3.2 Governing Board Members**

Jump to question: [3.2](#)

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

**3.2 Governing Board Members**

Jump to question: [3.2](#)

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

**3.2 Governing Board Members**

Jump to question: [3.2](#)

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members					2	2
Male Board Members	1				4	5
<b>Total</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>7</b>

**3.2 Governing Board Members**

Jump to question: [3.2](#)

Number of Vacant Positions

2

**3.2 Governing Board Members**

Jump to question: [3.2](#)

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

9

**3.2 Governing Board Members**

Jump to question: [3.2](#)

Number of Board Members with disabilities

0

**Comments**

Question	Comment
No Comments for this section	

**4.1 Local Community Outreach**

Jump to question: [4.1](#)

In what local community outreach or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: outcomes, audience served, community response.

In FY 2017-18, WSRE continued our mission to provide educationally-focused activities, events and re-sources to families in the communities we serve in Escambia, Santa Rosa and Okaloosa Counties. The primary goal is to incorporate literacy-rich experiences and activities for families with children ages birth to five years old, helping these children to prepare to be "ready to learn" when they enter a formal school setting. One of the most valuable resources WSRE offers children and families is the PBS KIDS Imagination Station, a hands-on venue for children and families designed to spark creativity, play and learning. The Imagination Station is also set up to share PBS KIDS resources, such as those available online at pbskids.org, including the resources specifically designed for parents. The idea behind the venue is to actively engage children and the adults in their lives in play and activities that they share and experience together. The Imagination Station offers books, toys, games and touch screen computers where parents and children can access educational games and activities on pbskids.org. The Imagination Station, which is free and open to the public, is open Monday through Saturday mornings from 9 a.m. until noon with community groups utilizing the venue in the afternoons. WSRE hosts a variety of community groups and non-profits including Autism Pensacola, the New Parent Support Group from Pensacola Naval Air Station, Early Steps (serving the needs of children with developmental delays, Capstone Academy (formerly United Cerebral Palsy) and Early Head Start. From the time that the imagination Station opened its doors in April 2013 until December 2018, 61,283 children and families have been guests of WSRE's Imagination Station. The venue hosts special story times, guests who provide musical and literacy activities and even baseball players from Pensacola's Double-A team, the Blue

Wahoos. PBS KIDS materials in English and Spanish are distributed at the venue and demonstrations of pbskids.org and PBS LearningMedia resources are hosted to help parents discover the wealth of resources that PBS offers that are available right at their fingertips. The Imagination Station is a wonderful way to help create awareness about the new PBS KIDS 24/7 channel which was launched by WSRE in 2017 as one of our four broadcast channels. Four employees managed the staffing of the Imagination Station including the Director of the Educational Services, Jill Hubbs, part-time employees Jennifer Hill and Amanda Thames and Escambia County School District media specialist Becky Mills. These four employees collaborate to plan and facilitate the daily operations of the Imagination Station as well as special events that are hosted there. Special events at the Imagination Station included "Music and Movement" activities with Escambia County educator Paul Morrell, designed to engage parents and preschoolers in musical fun. By partnering with a variety of community organizations which serve the needs of young children, WSRE is serving our mission to be a partner in the education of children. Events and activities have been targeted to serve the needs of underserved populations, including the Title I Schools and community organizations focused on early childhood. Title I schools, Head Start and local organizations that serve the needs of underserved children and families have utilized the WSRE Imagination station, often providing transportation for the children and families they serve. Special groups such as Early Steps have utilized the Imagination Station as a meeting place for the children and families they serve, to interact and to facilitate early intervention, behavioral and occupational therapy sessions and other special programs. The Imagination Station gives families the opportunity to experience hands-on fun with a focus on learning, literacy and the use of educational technology. There is no cost to children and families. Irma Cofield, the director of the Early Steps program, feels that the Imagination Station has been a blessing to the families she serves. She has been utilizing the venue for several years now and feels it is an important way for the families she serves to connect. "It is the perfect place to meet," she explained. "There is no cost involved and the atmosphere is warm and inviting. It is easy for our parents and children to do what we encourage them to do – interact, socialize and have fun. Early Step's services are designed to encourage social and developmental play and the Imagination Station is the perfect setting for these things to happen naturally." Another group that find the Imagination Station as a valuable resource is Early Head Start, which provides transportation to the families they serve, many of whom do not have their own means of transportation. One of WSRE's strategic imperatives is to serve the needs of military families and each month, WSRE hosts a large group of new parents from Pensacola Naval Air Station. These new parents are all serving in the military or are spouses of military members stationed in our city. This partnership between WSRE and the New Parent Support Group has been an especially resource to these families who are all new to our community and who are all the parents of new babies and young toddlers. Not only does WSRE showcase valuable PBS resources to these parents, but we serve as ambassadors to our community, welcoming these families and helping them navigate the adjustment to a new city. As 2018 ended, WSRE's Imagination Station had hosted 61,283 visitors. WSRE is very proud of this valuable community resource and continues to staff and fund the venue through grants and donations. We hope to expand the opportunities for learning at the Imagination Station by opening a satellite facility at a local Title I elementary school. Weis Elementary is located in a neighborhood with families in situations of extremely high poverty. A majority of the families whose children attend this school do not have transportation and as a result, are not able to bring their children to downtown Pensacola to enjoy playing and learning at the Imagination Station. The principal, Holly Magee, welcomes the opportunity and sees establishing an Imagination Station at her school as a way to provide enrichment for her students and engagement in the learning process for their parents. Meetings were held to discuss plans, grants are being researched to fund the venue and the permissions necessary to partner with the Escambia County school district are being negotiated. The goal is to have this venue created, stocked with materials and equipment, staffed and open with the start of the 2018-2019 school year. In addition to the existing Imagination Station and the planned additional location, WSRE purchased two giant crayon themed kiosks, which hold iPADS loaded with PBS education apps designed to enhance basic curriculum skills such as math, reading and science. WSRE takes these mobile kiosks to schools and community events when they are not in use at the Imagination Station. These mobile units help to engage parents and children by making them aware of these free PBS educational resources. Another way that WSRE supports underserved audiences is through our partnership with Pensacola State College's Child Development Center. This preschool offers services for children from ages 1 through preschool and hosts VPK (Voluntary PreKindergarten) classes. In addition, they work with the Department of Children and Families to work with children who are in foster care or temporarily re-moved from their families and placed with relatives. The students and teachers there have enjoyed visits from PBS costume characters and are appreciative of the PBS resources shared with them, including many of the games and apps found at pbskids.org. WSRE also supports underserved populations through volunteerism. The WSRE staff volunteered to help build hou

#### 4.2 Production Activity

Jump to question: [4.2](#) ▼

In what production activity has your station been involved that supports unserved or underserved audiences?

WSRE has several public affairs series which often feature subjects that support unserved or underserved audiences: inStudio, Aware! and Conversations with Jeff Weeks. Because many of our viewers do not have cable, satellite or streaming television (i.e., "pay TV"), WSRE provides them with a window into public affairs that they would not have otherwise. In FY18, relevant examples from the 24 episodes of the inStudio series include such subjects as Suicide Prevention, Anti-Semitism and Holocaust Remembrance, PACE Center for Girls (PACE Center provides girls & young women an opportunity for a better future through education, counseling and advocacy), The Opioid Crisis, Lawful Immigration, Women's Health, Get Out the Vote, Men's Health, Helping Hands (focusing on the services provided by Manna Food Pantries, Waterfront Rescue Mission, United Way of Escambia County and Pensacola Habitat for Humanity), American Creed: A Local Perspective, Adoption: Finding Forever Homes, and Alzheimer's Disease: A Personal and Scientific Perspective. Example from the Aware! series, which is produced in partnership with the Office of Institutional Diversity of Pensacola State College, include subjects such as Environmental Issues Impacting Our Community, Leonard Pitts, Jr: Aware! Profile, HealthCare Connect Town Hall, Parts 1 and 2, Medical Breakthroughs: Breast and Prostate Cancer, Direct File: The School to Prison Pipeline, and A Legacy of Lynchings: Equal Justice Initiative's Historical Marker Project. Conversations with Jeff Weeks features in-depth profiles of noteworthy subjects. Some examples include: Margot Carson Delogne (Vietnam/U.S. reconciliation advocate), Brian LeBlanc (Alzheimer's advocate), Deborah Watts (Emmett Till Legacy Foundation), Tegan Griffith and Terrence Davenport (American Creed initiative), and PBS Kids host Mr. Steve. In the realm of governmental affairs, WSRE's Legislative Review: Dialogue with the Delegation is a live, interactive program which provides all citizens with access to their representatives in the Florida state legislature. Viewers ask questions of state representatives and senators via email and telephone calls. The semi-annual program is also simulcast on AM and FM radio. Beyond public affairs and government, WSRE provides a vital platform for regional musicians with its StudioAmped series, featuring regional artists performing original compositions. Nine concerts for broadcast are recorded annually in WSRE's Amos Performance Studio, including musical genres such as rock, country, soul, gospel and jazz. StudioAmped provides a unique opportunity for viewers to hear and see regional artists who may not otherwise be showcased on television. WSRE is a service of Pensacola State College, an institution which serves many low-income students who may be the first in their families to pursue post-secondary education. Pensacola State Today is a program series which frequently addresses topics, such as financial aid and educational initiatives for veterans, that address the needs of underserved communities. WSRE produced The Eco Team, a half-hour special designed to educate children about recycling and sustainability.

#### 4.3 Program Content in Other Languages

Jump to question: [4.3](#) ▼

Do you provide program content in languages other than English? If so, please list your services in this area

No.

**4.4 Governance Structure**Jump to question: **4.4** ▼

Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.

Your response should include but is not limited to:

What are the direct and indirect reporting relationships?

What committees are active and what is their function?

Does your Board have an Audit and Finance Committee?

What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

The Board of Trustees of Pensacola State College (a state supported college) holds the broadcast license for WSRE. Members are appointed by the Governor of Florida. Station management reports to the College President, who reports to the Board of Trustees. WSRE has a separate Foundation whose mission is to raise funds to support the operations and capital requirements of the station. The Foundation has a self-nominating board including a representative from the Pensacola State College Board of Trustees and the College President (ex-officio). Both boards have a separate Finance/Audit Committee which meets monthly and advises the boards on finance and audit related matters

**4.5 Community Outreach**Jump to question: **4.5** ▼

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

In FY19, on-air programs that will connect WSRE with the community include: the inStudio series, twice-monthly, hour-long public affairs programs which focus on education, the arts, civic engagement, health & wellness, the economy, government, justice, military affairs and other subjects of concern to the community; the Aware! series, produced in partnership with Pensacola State College's Office of Institutional Diversity, which delves into similar subjects from a diversity perspective; Conversations with Jeff Weeks, which features in-depth interviews with regionally and nationally known individuals; StudioAmped, a series of concerts produced for broadcast in WSRE's Amos Performance Studio, showcasing regional artists performing original music; Pensacola State Today, a program series focusing on education that is produced in conjunction with Pensacola State College; In Your Own Backyard, a field-produced program series about unique points of interest along the northern Gulf Coast; Nightmare Theatre, a whimsical "PBS Nerd Night" series that lampoons the B-movie horror genre while providing insights into film and pop culture history; Legislative Review: Dialogue with the Delegation, a viewer-driven program featuring state senators and representatives from Northwest Florida's legislative delegation that encourages email and phone questions from Northwest Florida residents concerning Florida's legislative priorities and issues impacting local communities; and Rally, a series of live candidate forums produced for the primary and general elections each election year, produced in partnership with the League of Women Voters and Pensacola State College, which gives the Northwest Florida community of viewers an unbiased look at the candidates and an opportunity to hear each candidate's responses to questions on current issues. WSRE is also planning to produce a companion program to Ken Burns' PBS documentary, Country Music. WSRE will produce video profiles of five of Escambia County, Florida's outstanding teachers for the Golden Apple Awards. One of these educators will be named Teacher of the Year. WSRE will produce video profiles of the inductees into Pensacola State College's Academy of Teaching Excellence, and will feature the profiles in an episode of the Pensacola State Today program series. WSRE's goals are to fulfill our mission by producing informative, educational and entertaining broadcast programming for our viewers. While WSRE does not subscribe to the A.C. Nielsen rating service, we can measure our success anecdotally by viewer feedback via email and telephone responses, and by metrics captured by Facebook, YouTube, Twitter, Instagram, our website and COVE, as well as by coverage in local publications and other media. Off-air activities that will connect WSRE with the community include, but are not limited to, the Public Square Speakers Series which brings personalities who have achieved renown for their contributions to education, the arts, sciences or media to the Jean & Paul Amos Performance Studio for public conversations, with free admission, on noteworthy topics and important issues; the annual Escambia Legislative Delegation Public Hearing (Amos Studio); the Shining Star Awards (Amos Studio), honoring school children who have overcome significant challenges; public tours of WSRE's facilities, available to school groups, civic groups and interested citizens; various job fairs (Amos Studio); the Wiggins Awards African American Scholarship Banquet (Amos Studio), Pensacola State College Student Excellence Awards (Amos Studio); Pensacola Community Orchestra Concert (Amos Studio); SKILLS USA competition (Amos Studio); H.O.S.A. (an organization of future health professionals) conferences (Amos Studio); and Be My Neighbor Day, a free family event spotlighting the neighborly values of Mister Rogers, in the Amos Studio and throughout the WSRE campus. WSRE's goals are to fulfill our mission by reaching out to the public and inviting them to our facilities for education, information, services and entertainment. Our success is measured by tallying attendance at our events, by capturing email addresses from attendees, and by receiving feedback in a variety of forms from participants. WSRE strives to showcase PBS LearningMedia to the educators and parents in our community as well as to life-long learners of all ages. To that end, we have several workshops planned for teachers which will be facilitated by PBS staff from PBS LearningMedia and Michelle Watson from Florida Public Broad-casting. In 2018-19 FY, WSRE will also participate in the national American Graduate broadcast and will showcase this initiative to our viewers to engage them in the conversation. WSRE will continue to position our station as a vital source for engaging content, to support literary outreach in our community, and to encourage traditional and new audiences with our various literacy events, including library visits with costume characters, school partnerships and events and our community events including "Be My Neighbor Day," and "Hit A Home Run For Early Learning." Not only do we wish to connect to our viewers and to engage with underserved populations, but WSRE also plan to establish and expand upon relationships with schools, literary organizations, libraries, and educational partners. WSRE will continue to offer the PBS KIDS Imagination Station as a valuable community resource and "go-to" venue to help young children explore, learn and have fun with their favorite PBS pals from their favorite PBS KIDS programs. As we inch closer to hosting over 65,000 guests at the Imagination Station, we stay committed to serving the needs of young children and their families. Another PBS KIDS "Hit A Home Run for Early Learning" event is planned with the Pensacola Blue Wahoos baseball team during the 2019 baseball season and special summertime Saturday events are planned to engage children and families in literacy activities. WSRE also participated as a sponsor in the city of Pensacola's Day of Play in the fall of 2018 as part of our community outreach efforts. The Day of Play is designed to get children and families engaged in physical activities as well as to create awareness about important topics concerning children's health and wellness. Thousands of children and families attend this event in downtown Pensacola each year. In 2019, another PBS KIDS & Families Day event is planned at the Gulfarium Marine Adventure Park, this year showcasing favorite PBS characters including Clifford the Big Red Dog, Peg & Cat, and Nature Cat. STEM activities are planned at this event which will be pulled from the science and math themes found on pbskids.org. Already in the 2017-2018 FY, WSRE hosted a PBS LearningMedia teacher work-shop in partnership with the Gulfarium to showcase the marine and ocean themed resources available on PBS LearningMedia. Another wonderful event planned in 2019 is a celebration of Fred Rogers and Mister Rogers Neighborhood. WSRE will host our second annual "Be My Neighbor" Day at WSRE in April with a huge open house event featuring Daniel Tiger and Henrietta Pussycat and musical presentations by Mr. Steve from PBS KIDS. Community organizations are also joining WSRE on this special day, including the representatives from the public library, Title I schools, are literacy

organizations and many more. WSRE even has a trolley that will offer rides to the children and families who participate in the event, as well as lots of hands-on activities and screenings of episodes of Daniel Tiger's Neighborhood. WSRE connect with the arts in our community by with the production of our local series, StudioAmped, which showcases local musicians and their original music. 2018 marked ten seasons of this concert series, which is filmed with a live audience in the WSRE Jean & Paul Amos Performance Studio. WSRE connects with the citizens of our community through televised candidate forums wh

Comments

Question	Comment
No Comments for this section	

5.1 Journalists

Jump to question: 5.1 ▼

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

5.1 Journalists

Jump to question: 5.1 ▼

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director											
Assistant News Director											
Managing Editor											
Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer											
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter											
Beat Reporter											
Anchor/Reporter											
Anchor/Host											
Videographer											
Video Editor											
Other positions not already accounted for											
<b>Total</b>	0	0	0	0	0	0	0	0	0	0	0

Comments

Question	Comment
No Comments for this section	