



## PRESS RELEASE

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**WSRE welcomes new marketing and development managers**

PENSACOLA, Fla., December 15, 2021 — Ryan O’Keeley and Paul Cope have joined the marketing and development teams at WSRE, the local PBS member station licensed to Pensacola State College.

As manager of Digital Marketing and Content, O’Keeley develops strategies to drive viewership and support and creates local content for the station’s digital platforms. He has produced media content and marketing campaigns for individuals, non-profits and businesses in the Pensacola area for 12 years and holds a BA in Mass Communication with a focus on Broadcasting and Marketing from East Tennessee State University.

Cope joins the WSRE Development & Community Engagement Department as manager of Corporate Support and Grants to facilitate sponsorship opportunities and community partnerships. The Pensacola native is a graduate of Catholic High School and Huntingdon College where he played baseball. Alongside a 37-year career in business-to-business sales, his involvement with sports has continued. He serves as a Northeast Pensacola Football board member and coaches Bill Bond baseball and softball.

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**About WSRE:** WSRE, a PBS member station licensed to the Pensacola State College District Board of Trustees and supported by the WSRE-TV Foundation, serves as a critical media source for trusted content and a safe media space for children to grow and learn.