**REACH**

**WGCU TV’s 5 Channels**
800,000+ viewers monthly

**WGCU / WMKO FM**
137,000+ weekly listeners

www.wgcu.org
More than 600,000 unique users in 2019
"To inspire, inform, educate, engage and entertain through the power of public media."

**The Mission of WGCU Public Media**

WGCU Public Media, serving Southwest Florida for more than 35 years, is the local affiliate representing our Public Broadcasting System (PBS) and National Public Radio (NPR). WGCU Public Media seeks to inspire, inform, educate, engage and entertain through its 5 multi-cast television channels, digital media, and 3 radio services. WGCU TV is our community’s source for PBS with 5 channels including PBS, WORLD, Create/Encore, and the latest addition, PBS Kids, as well as the Florida Channel, which features public meetings broadcast live and in legislative session from Tallahassee. WGCU FM provides around-the-clock news and information on WGCU 90.1 FM Fort Myers/Naples and WMKO 97.1 FM Marco Island, as well as classical music on 90.1-2 HD2 and WMKO 97.1 HD2. A third radio channel broadcasts the Radio Reading Service and special programming. More than 700,000 viewers and 137,000 listeners each week benefit from WGCU’s programs in the region (Media Audit) while www.wgcu.org has 800,000 unique users.

Programming and other station news and events are promoted on WGCU’s social media channels including Facebook, Instagram, Twitter and our own YouTube channel.

The already numerous ways for consumers to tune in to or otherwise access PBS, NPR and exclusive WGCU content keep growing. In September, just after this fiscal year ended, all programs on our main PBS channel as well as WGCU WORLD began streaming in real time on our website.

As a member of the Florida Public Radio Emergency Network (FPREN), WGCU FM remains on the air with local, regional and national information in the event of a weather or other emergency.
A VITAL PART OF THE COMMUNITY

WGCU is a member-supported service of Florida Gulf Coast University, located on the campus at 10501 FGCU Boulevard South, Fort Myers, FL. FGCU holds WGCU’s licenses for television and radio.

Originally a satellite operation licensed to the University of South Florida, WGCU Public Media became an independent entity in 1996 when both the television and radio broadcast licenses were transferred to FGCU. Its broadcast facility became the first building completed as part of the new university’s campus.

In 2016, WGCU renamed its broadcast building the Myra Janco Daniels Public Media Center, in recognition of a generous planned gift to endow arts programming in perpetuity. This gift helped to launch a 10-year, $30 million campaign, Fund Our Future, which is ongoing.

WGCU’s annual operating budget is $6.5 million, of which philanthropy provides 63 percent. Volunteers are a vital part of WGCU’s success, contributing to the Radio Reading Service as well as educational outreach and other station-sponsored functions.
As a member-supported service of Florida Gulf Coast University, WGCU is a resource for lifelong learning. Our events, community outreach, and programming reflect our desire to be a driving force for education and culture in Southwest Florida.

**MORE THAN JUST A STATION, WGCU IS ...**

**Southwest Florida's LARGEST CLASSROOM**
Providing educational programming on television and digital media that prepares children for school and lifelong learning -- plus outreach by our staff in workshops for educators and parents.

**Southwest Florida's LARGEST STAGE**
Bringing music, dance, theater, film and visual art into living rooms in up to 12 counties on south and Southwest Florida.

**Southwest Florida's WINDOW TO THE WORLD**
Offering news that is trusted and programs that take viewers to all corners of the globe – plus sponsoring carefully curated trips, locally and globally.

**Southwest Florida's PORT IN A STORM**
Broadcasting before, during and after a hurricane or other natural disaster as a part of the Florida Public Radio Emergency Network.

**A vital part of THE COMMUNITY**
Hosting community events that inspire, inform, educate, engage and entertain.
Local and national programs on WGCU FM and WMKO FM provide news and context on issues of concern in Southwest Florida, throughout the country and the world. Inspired storytelling and interviews with newsmakers and entertainers can be heard throughout the day. The locally produced *Gulf Coast Life*, airing 4 days a week at 1 and 9 p.m., is hosted by WGCU reporters. Also locally produced are two podcasts, *3 Song Stories*, featuring people and the songs that have inspired them in their lives; and *Grape Minds*, which delves into the history and culture of wine.
... say their opinion of a company is more positive when they find out the company supports/advertises with NPR.

75%

... say that NPR is selective about the companies that can sponsor its programming.

62%

... say that when price and quality are equal, they prefer to buy from a company that supports NPR.

69%

... say the businesses they hear on NPR are more credible than those they hear on other radio stations.

60%

SOURCE: Lightspeed Research, NPR State of Sponsorship Survey, March 2019. % saying “agree” or “strongly agree” .NPR ratings among weekly Morning Edition/All Things Considered listeners, n=500. Commercial ratings among non-NPR Listeners who named a radio station they listen to most often, n=388
From drama to comedy and musical performance, WGCU offers quality entertainment from the greatest writers, producers and composers in history and those at work today. American Masters, Great Performances, MASTERPIECE, Austin City Limits and other series are beloved by generations of viewers. Documentaries from Frontline, POV, Nature and NOVA provide insight and glimpses of the world that many otherwise would never see. Locally produced, award-winning documentaries add to the dialogue on topics of interest to Southwest Florida.
... say companies that sponsor PBS provide a valuable public service

71%

... agree that sponsors are committed to quality & excellence

68%

... say PBS sponsors are committed to education

68%

... agree that PBS sponsor messages are seen as different & better

64%

... say that companies that sponsor PBS are industry leaders

55%

Source: Survey Sampling International (SSI), January 2016
**RECENT AWARDS**

**WGCU FM** received 15 awards for news coverage in 2019. The WGCU news team won four Regional Murrow Awards from the Radio Television Digital News Association in the following categories:

- **Excellence in Innovation:** For “WGCU News en Espanol,” with reporter Andrea Perdomo.
- **Best Use of Sound:** Andrea Perdomo, for “Monitoring Poached Turtles Returned to the Wild.”
- **Hard News:** Andrea Perdomo, for “Chinese Tariffs Dip into the Pocket of SWFL Nonprofit.”
- **Sports:** Victoria Alvarez, for “SWFL Paralympic Fencer Trains for 2020 Tokyo Paralympic Games.”

**THE WGCU NEWS TEAM** won eight first-place awards and two runner-up or “finalist” awards in the radio market category for smaller stations, from the Florida Association of Broadcast Journalists.

First-place awards:

- **General Assignment/Long Form:** Andrea Perdomo, for “Monitoring Poached Turtles Returned to the Wild.”
- **Use of Sound:** Bruno Halpern and Julie Glenn, for “SWFL Woman Rids Town of Toads.”
- **Feature Cultural:** Andrea Perdomo, for “Port Charlotte Muslims Celebrate the End of Ramadan.”
- **Environmental Reporting Single Story:** Andrea Perdomo, for “Invasive Bacteria Threatens Florida’s Palm Trees.”
- **Education Reporting:** Andrea Perdomo, for “Immokalee School Wins National Math Competition.”
- **Feature Hard News:** Andrea Perdomo, for “Chinese Tariffs Dip into the Pocket of SWFL Nonprofit.”
- **Feature Light News:** Julie Glenn, for “Wolf Dog Goes Viral as Shy Wolf Sanctuary Seeks to Expand.”
- **Community Service:** The WGCU news team, for “WGCU News en Espanol.”

And in May, the news team won the **Marjory Stoneman Douglas Award** from the Florida Lake Management Society. Its board of directors chooses a media honoree for its reporting on aquatic resource issues.