“To inspire, inform, educate, engage and entertain through the power of public media.”

The Mission of WGCU Public Media

WGCU Public Media is Southwest Florida’s source for PBS and NPR and a member-supported service of Florida Gulf Coast University. WGCU provides quality programming 24 hours a day and is a trusted storyteller, teacher, theater, library and traveling companion.

Serving all or part of 12 counties in South and Southwest Florida with five distinct digital TV channels, two FM radio channels, two HD radio channels, and one subcarrier, WGCU delivers national and international programming and develops, produces and delivers relevant, informative and educational local programs to the Southwest Florida community.

WGCU’s programs, community-based initiatives, and informative and entertaining events make public media vital to Southwest Florida. In addition, WGCU is reaching beyond its service area to the country and the world through web-based applications.

Many of its locally produced programs also have been broadcast throughout the country. WGCU has received numerous national, regional, state and local awards for its locally produced television and radio programs.
My wife and I thoroughly enjoy public television and feel that it is incredibly important to have an independent public media and press.

John A. Mayer
Fort Myers
WGCU has served Southwest Florida for 36 years. This fiscal year was remarkable because our news team won 16 awards for its journalistic prowess and I proudly accepted the award for WGCU at the The News-Press Business of the Year ceremony.

Our biggest story for the year was co-producing, alongside North Carolina Public Television, a new PBS series titled *Family Pictures USA*. Production for the Southwest Florida episode began last fall, culminating in the national PBS premiere on August 13. We were proud to present this program to the nation, and to share the heart of the Southwest Florida community through the people who live here and their poignant photographs. (Learn more on page 9 or at wgcu.org/familypicturesusa.)

In addition to *Family Pictures USA*, we were out in our community with a variety of events like Twisted Strings, The Great American Read and screenings of PBS programs (pg.12). Our fundraising team worked hard to help the station maintain a balance between our revenue and expense lines (pg. 7).

We made and continue to make improvements to our existing TV and FM transmission facilities to provide better, stronger coverage for our viewers and listeners (pg. 18).

The better signal brings our community the fiercely independent journalism that it counts on every day; ensures you and all of Southwest Florida have a media port in the storm through our partnership with the Florida Public Radio Emergency Network; provides a safe place for your children and grandchildren to watch commercial-free educational and entertaining programs; and delivers to your living room arts, culture, science, nature, environment, public affairs, education, life-long learning and local stories.

Looking ahead, along with the rest of the nation, we’ll celebrate the 50th anniversary of *Sesame Street* in November 2019 and the 50th anniversary of NPR in February 2020. We are one of five stations working on a national initiative called “Move to Include,” and by March 2020, we will have completely renovated and upgraded our main transmitter facility.

As a proud service of Florida Gulf Coast University, we are constantly finding ways to streamline our administrative process through University Advancement at the FGCU Foundation. And WGCU is looking to strengthen our ties to the FGCU Journalism program.

The best part of this job is being a part of a community and a staff who believe in the power of public media for Southwest Florida. Thank you for being a strong partner to WGCU.

Sincerely,

Rick Johnson
WGCU BY THE NUMBERS
OPERATING FINANCIAL INFORMATION
FOR FISCAL YEAR 2018-2019

REVENUES $6,483,604

- Production Grants, Services, Misc. $217,500
- Corporation for Public Broadcasting $1,280,485
- State of Florida Dept of Education $407,447
- FGCU E&G $630,797
- Development, Events & Underwriting $3,947,375

OPERATING EXPENSES $6,301,267

- Administration & Finance $784,550
- Community Relations & Outreach $459,130
- Development & Underwriting $1,441,480
- Technology & Operations $764,750
- Programming & Production $2,851,357
VIEWING AUDIENCE SNAPSHOTS

For all of 2018, WGCU-TV was ranked nationally as the No. 1 public television station in cumulative audience percentage. That means WGCU had the greatest reach into its market – 83.6% – of any public media station in the country. For context, Southwest Florida’s TV “universe” consists of 541,000 TV households. WGCU reached 452,000 of those households or approximately 1.04 million viewers. Even more gratifying, in households with an income of less than $40,000, WGCU ranked No. 2 in the country with an 84.6% reach into those 190,000 households. (Source: Nielsen, TRAC Local 2018.)

For the past 16 years, PBS has been ranked No. 1 in public trust compared with other institutions, including the federal government, social media and cable television. (Source: Survey Sampling International)
WGCU was proud to be one of two stations in the inaugural national production of *Family Pictures USA*, a three-part PBS series. The program explores American cities, towns and rural communities through the lens of the family photo album, unearthing rich personal stories that expand our understanding of our shared history, diversity and common values.

The national production crew spent time in Detroit and North Carolina and Southwest Florida. Here, in 2018, filmmaking began with two community photo-sharing events: at the Boys and Girls Club in Immokalee and at the Heights Foundation in Fort Myers. The producing team also hosted several smaller gatherings with Southwest Florida community partners including museums and historical societies.

During the events, national host Thomas Allen Harris used the pictures as a starting point to engage participants in conversation, guiding them through stories of hardship, perseverance and love. The series then went on location to expand these family narratives into a deeply personal history of the region.

The crew filmed from Fort Myers to the Everglades, where Native Americans, cattle ranchers, members of fishing communities and restaurateurs recounted their family stories. In Immokalee, they learned that Florida is still cattle country and met former migrant workers who now own the company that harvests produce. The film crew saw how descendants of Seminole leader Osceola preserve their tribal way of life.

WGCU created a local version of the show to recap what happened since the production began in October 2018 and hosted a sneak preview of the national PBS debut in August 2019. The City of Fort Myers sponsored the screening.

Oasis Senior Advisors was a generous local sponsor of *Family Pictures USA*, and gained national visibility, as well as community engagement and goodwill.

Learn more at [wgcu.org/familypicturesusa](http://wgcu.org/familypicturesusa).
WATCH, LISTEN, CLICK

WGCU FM provides news and information on WGCU 90.1 and WMKO 91.7, along with a 24-hour classical music service on 90.1 HD2 and 91.7 HD2. For those without HD radios, all services are also available for streaming via a mobile app or online at wgcu.org.

In addition to national NPR programs, WGCU provides news and context on issues of concern in Southwest Florida. Inspired storytelling and interviews with newsmakers and entertainers can be heard throughout the day. The locally produced Gulf Coast Live, airing four days a week at 1 p.m. and 9 p.m., covers a range of topics including environmental and political news, trends, arts and community features.

Also locally produced are two podcasts, Three Song Stories, featuring people and the songs that have inspired them; and the award-winning Grape Minds, which examines the history and culture of wine.

WGCU reaches even deeper into the communities we serve with heritage stories during Hispanic Heritage Month, Black History Month and other national cultural celebrations. In a collaboration with the Coalition of Immokalee Workers’ Radio Conciencia La Tuya 107.7, WGCU is expanding its Spanish language radio and digital options, with stories and minute-long newcasts, as well as hurricane alerts when relevant.

LISTENING AUDIENCE SNAPSHOT

WGCU FM has a weekly cumulative audience of 143,000. (Source: Radio Research Consortium, January 2018.)

The news team aired 319 hours, or 19,143 minutes of local content, including newscasts and Gulf Coast Live, and garnered over 16 national and regional awards in the past fiscal year.

I truly value WCCU. I start my day with you each morning. I don’t have car radio presets. My radio is set to WGCU. My children, who are now in their 20s, grew up listening to WGCU on the drive to school. I appreciate what you do.

Robert Shearman, Esq.
Fort Myers
WATCH, LISTEN, CLICK

PBS and WGCU programs, news reports and podcasts all can be accessed through mobile device, computer or TV screen.

At wgcu.org/watch or through WGCU Passport, viewers can see many of their favorite PBS programs. WGCU’s refreshed WGCU YouTube channel is the place to find a variety of our locally produced documentaries, from Stories of Service to Pink Gold Rush and Dunk City.

WGCU goes wherever viewers and listeners go via the WGCU app – the place to watch, listen, click and donate in one simple-to-use format. And anyone with a smart device can always say “Alexa/Google/Smart-Device-Name, play WGCU/NPR/PBS/favorite show/podcast.”

Podcasters Mike Kiniry, Richard Chin Quee and Tara Calligan (in conjunction with Chris Duffus) interview musicians, local influencers and regular folks about sonic landmarks in their lives. Participants this year included national NPR talent David Brancaccio from Marketplace, Jesse Thorn from Bullseye, Joshua Johnson from 1A. The crew went on location twice – at the Sanibel Island Writers Conference and at a local pizza restaurant. The podcast was called by Florida Weekly the “Best Media Idea that Ought to Go National” and was awarded an Arts & Culture Grant from the City of Fort Myers this year. Listen at wgcu.org/threesongstories.

52 podcasts this year out of 70 total
Facebook followers: 465
Instagram followers: 69

Podcasters Julie Glenn and Gina Birch discuss wine varieties, winemaking and vintner families, along with ideas about wine and personality, such as pairing zodiac signs with appropriate wines. They appeared at the Southwest Florida Wine & Food Fest and earned a second place award from the Florida Associated Press Broadcasters for their “Wine in a Can” episode. This podcast was generously sponsored by The Wine Store. Listen at wgcu.org/grapeminds.

26 podcasts this year out of 39 total
Facebook followers: 390
Instagram followers: 85

WGCU FOLLOWERS

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REACHING OUT

Life-long learning is a hallmark of public media. Outreach includes programming for preschool and school-age children with PBS Kids; helping teachers and parents with PBS LearningMedia; and taking trips with learners of all ages through On The Road and international travel.

Outreach by the Numbers:

- **294 teachers** in 11 PBS Learning Media sessions were taught how to use PBS content.
- **826 children and 447 adults** were given the tools to learn how to read, providing a head start for preschool age children before they enter school. Our primary partners were Title I schools and area libraries.
- **12 screenings** of PBS programs/specials at Vi at Bentley Village, Cypress Cove, The Conservancy of SWFL, J.N. “Ding” Darling Sanctuary, Gulf Coast Town Center, with Alliance Francaise, and both the Collier and Lee County libraries.

In honor of the 50th anniversary of the Apollo moon landing, we screened *American Experience: Chasing the Moon*, in two locations: Naples Space Festival and the WGCU studios. *Ready Jet Go!* provided a special space episode which we offered for families along with a presentation from an FGCU astronomy professor and a hands-on activity. Screenings were made possible by a grant from The Florida Humanities Council with funds from the National Endowment for the Humanities. The children’s event was made possible by the Florida Humanities Council, along with Naomi Bloom and Ron Wallace.

- **8 On the Road** trips throughout Florida, with the trips sponsored by Preferred Travel of Naples.
- **30 tours** of the WGCU-Myra Janco Daniels Public Media Center.

VOLUNTEERS

- **66 volunteers** filled **242 volunteer opportunities totaling 787 hours** for WGCU (the equivalent of **32 days**!)

WGCU relies on its volunteers, whose ages range widely, including plenty of local retirees but also young people such as FGCU students. Jason Sickels, a finance major, used social media to help us collect 200 of the 3,105 books for The Great American Read project.

Other volunteer duties included envelope stuffing, greeting and catering to event attendees, managing backstage at Twisted Strings Music Festival, jumping on air to encourage donations, and so much more.

If you’re interested in volunteering, contact **Anne Stavely** at **239-590-2329** or at **astavely@wgcu.org**.

—I’ve had the pleasure to work as a volunteer for WGCU on a couple of events. Never have I met a more dedicated staff of professionals and volunteers. The programming is great. The live events they sponsor are top notch! I have been a huge supporter of NPR and PBS for decades. I will continue to do so for many more!

Mary Luz-Johnsen
Cape Coral
The Great American Read was an eight-part PBS series with digital components and viewer participation to choose America’s favorite novel from a pre-selected list.

Through two PBS grants, WGCU was able to add local events to this national project: a live screening to reveal America’s No. 1 book, and a book giveaway at The Guadalupe Center in Immokalee.

WGCU collected new or gently used books at locations throughout the viewing area, including Lee and Collier County libraries, the IMAG History & Science Center, Sunshine Booksellers, Preferred Travel and Annette’s Book Nook.

Our goal was to reach 500 donated books. With the tremendous support of our partners we collected 3,105 books! They were donated to adults and children at The Guadalupe Center in Immokalee and St. Matthew’s House in Naples.

And in case you missed the big reveal in October 2018, America’s favorite novel was/is To Kill a Mockingbird.

Nearly 1,800 parents and children came to the station for free activities with 28 community partners, from vendors to nonprofits. We attracted the most diverse crowd we’ve seen to date for any event, and it garnered rave reviews. Kids enjoyed visits with PBS characters Princess Presto, Nature Cat and Daniel Tiger. During the day, we collected another 222 books as a part of The Great American Read initiative.

The 2020 WGCU Kids Day is scheduled for Saturday, March 23.

My kids and I had a blast! Thank you for putting on this amazing event! I look forward to the next one!

Jessica Zimmerly
LaBelle
FUNDING TODAY, TOMORROW & FOR THE FUTURE

It’s heartening to know that thousands of residents and companies of Southwest Florida are using WGCU services and that nearly 15,000 of them have chosen to support our efforts financially. Members provide a stable source of revenue that helps WGCU produce, acquire and present quality programming, offer educational opportunities and provide emergency broadcast services to our community.

INDIVIDUAL SUPPORTERS MAKE A DIFFERENCE

Donors come to WGCU through myriad efforts: radio and television campaigns, mail, events, vehicle donations, matching gifts and bequests, just to name a few. We are so grateful for all of them.

THE MANY WAYS OUR DONORS SUPPORTED US IN 2018-19

NOTE: Due to rounding, figures may not add up to 100 percent.

WGCU is also working with Florida Gulf Coast University on a $30 million Fund our Future Capital & Endowment Campaign. To date, WGCU has raised $12 million in realized gifts, grants and irrevocable bequests toward that goal.
AROUND THE WGCU LEADERSHIP CIRCLE

The Leadership Circle is a special group of people who contribute generous annual gifts of $1,200 or more to WGCU. This vital support ensures that WGCU can continue to engage and inspire the people of Southwest Florida with the highest-quality programming, educational services and emergency broadcast services. (Note: For fiscal year 2019-2020, the starting level for Leadership Circle is $2,500.)

Leadership Circle members enjoyed events at Bleu Provence, the Naples Botanical Garden, The Wine Store, and Chez Guy. (Sponsorship for the botanical garden event was provided by Linda & Tom McGinnis.)

WGCU also conducted a planned giving initiative to encourage people to add public media to their wills. Learn how you can receive your free planned giving booklet at wgcu.org/planned giving.

THIS YEAR’S MEMBERSHIP HIGHLIGHTS

This year’s fundraising highlights included celebrating WGCU’s 10th year in partnership with the Harry Chapin Food Bank for Feed Public Radio/Feed a Family. Rick Johnson donned a red sweater ala Mister Rogers for the Giving Tuesday campaign. (Watch that video on WGCU YouTube.)

Special guests to WGCU included Joshua Johnson from 1A on NPR, Samantha Brown of Samantha Brown’s Places to Love; and Mara Liasson, NPR Political Correspondent and Fox News Contributor. (The Samantha Brown screening was generously sponsored by The Naples Trust Company.)

WGCU also hosted the third Twisted Strings Music Festival. The event was generously sponsored by Sanibel Captiva Community Bank, Victory Layne Chevrolet, Stock Development, Seminole Casino & Hotel, Lee County Sheriff’s Office, CFS Roofing, TECO, Broadway Palm, Henderson Franklin Starnes & Holt, and Opera Naples.
COMMUNITY AND CORPORATE PARTNERS
MAKING A DIFFERENCE WITH WGCU

In the public media environment, viewers pay attention throughout short sponsorship breaks because they don’t air DURING but BETWEEN the programs. Companies that underwrite WGCU programs reach the most educated and responsive audience, with over 800,000 viewers and listeners monthly.

WGCU also leveraged $400,000 in trade partnerships with newspaper, arts organizations, and community partners:

- Atilus
- Chez Guy Parisian Restaurant
- Crowne Plaza
- Dolphin Transportation
- Everglades Foundation
- FGCU
- FGCU Bower School of Music
- Florida Repertory Theatre
- FGCU
- Florida Weekly
- Holocaust Museum
- Naples Daily News and The News-Press
- Fort Myers Community Concert Association
- Women’s Foundation of Southwest Florida
- Hope Clubhouse
- Millennial Brewing Company Oktoberfest
- Imagine Solutions Conference
- Intersport, Inc./Naples Next Conference
- LCLS Reading Festival
- The Naples Players
- Ringling College of Art & Design
- Shell Point
- The Speakers Assembly of Southwest Florida
- Times of the Islands Media, Inc.
- Vectra Digital
- The Wine Store
- Women’s Foundation of Southwest Florida

To learn how you and your company can support WGCU on the air, call Rachel Peacock at 239-590-2338 or Dorrena Carder at 239-590-2505.

OTHER WAYS TO GET NEWS ABOUT WGCU

In the effort to continue to be good stewards of our stakeholders’ funding, WGCU ended a 17-year run of the Expressions member magazine.

WGCU increased its presence in local media by submitting stories, pitching to reporters and starting a weekly column highlighting programming in The News-Press Tropicalia section. WGCU also increased trade ads with Naples Daily News/The News-Press, Florida Weekly, Times of the Islands, Spotlight News Magazine and beginning in 2019-2020, Estero Life and Suncoast Media Group. WGCU’s footprint has significantly expanded throughout Southwest Florida.

News and information is also delivered by email with our digital newsletter, which carries on the Expressions title, at wgcu.org/expressions/.
GULF COAST STUDIOS
LIGHTS, CAMERA, ACTION

With the largest video studio between Tampa and Miami, Gulf Coast Studios is the production arm of WGCU. Not only is it the place for local productions, outside productions are welcome to use the professional studio and its equipment for their marketing and advertising purposes.

This year, WGCU held 32 internal productions and five full rentals from external clients in the studios. Joyful & Triumphant, FGCU’s holiday concert featuring The Bower School of Music Chamber Choir and University Choir, is of particular note. Gulf Coast Studios has produced, edited and aired the program on WGCU HD for several years.

NEW! WGCU/FGCU UPLINK CAPABILITY

A new addition to the video and production services this year, WGCU Gulf Coast Studios now includes an LTN system that provides the equivalent of an HD satellite uplink to national news outlets from our studios on the FGCU campus. Instead of satellite, though, this system transmits video more reliably because it is done digitally through a private network.

Companies or individuals who are interested in any studio-quality productions or uplinks can contact Sheri Coleman at 239-590-2340 or at scoleman@wgcu.org.

On behalf of the Aston Gardens Management and Residents, I want to thank you for hosting our group visit to WGCU TV and Radio today. It was a delightful opportunity for us to learn about your operation close up and its contributions to our community.

Anyone who has lived here in Southwest Florida appreciates what your organization does to enrich life in our area. Your enthusiasm for what you do is very evident. Your facility is impressive. Your programing on television, FM, and HD is even more impressive. Please keep up the good work.

Bill Kaye
Naples
GETTING THE SIGNAL
TECHNOLOGY & OPERATIONS

This year, WGCU worked on two tower and transmitter projects to improve the signals you receive. The signal from the WMKO tower in Marco Island was redirected to include more of North Naples and less for the alligators in the Everglades.

In April 2019, upgrades began on the 929-foot tower shared by WGCU TV & FM. The repairs were made possible by a $3.7 million PECO grant from the state of Florida. The steel structure was repaired and reinforced to withstand a hurricane. The orange and white tower was repainted and the red tower lights replaced with a new LED lighting system.

WGCU is replacing the antenna with a larger one to allow for increased signal. You won’t see this new signal until March 2020, when the new, more powerful TV transmitter goes on the air.

About the towers:
From Kevin Trueblood, Assistant General Manager of Technology

Where is the WGCU tower? It is located at 11751 State Highway 31, Punta Gorda, in rural Charlotte County. It was built in 1983 when WUSF expanded its coverage to the Fort Myers/Naples market of what was then known as WFSP. The call letters changed to WGCU in 1997 when Florida Gulf Coast University came into existence.

Why does it need to be so tall? TV and radio work via line of sight. The signal follows the horizon. So the higher it is, the more area the signal is able to reach. The WGCU-TV antenna is at the top of the tower.

Why is it in rural Charlotte County and not closer to the FGCU campus? Because it’s in good company. WINK-TV signed on over 60 years ago and located its transmitter first along U.S. Highway 31. Years later when WBBH signed on, it also located there. As other stations came into existence they all built towers and facilities in that area. And for good reason. Viewers have to aim their antennas in only one direction to get all stations.

While this is good for TV, the location is not as good for WGCU-FM, which has coverage issues as it extends farther south into Collier County. Most FM station towers in Southwest Florida are located near Fort Myers Beach, on State Route 41 near Alico Road, in Bonita Springs on Old 41, or east of town along Corkscrew Road. That general location puts their coverage right in the middle of the market.

By November 2019, you should have a much better signal with the various improvements being made for both radio and TV.

A PUBLIC SERVICE NONPROFIT

A Port in the Storm

WGCU is Southwest Florida’s port in the storm. Through our partnership with FPREN (Florida Public Radio Emergency Network), we are able to collaborate with a consortium of public radio stations to bring listeners up-to-the-minute information before, during and after a weather event.

Learn more at wgcu.org/beprepared.

24 Hour Radio Reading Service

WGCU is proud to offer the Radio Reading Service for blind and print-disadvantaged people in Southwest Florida. This is a 24-hour service that streams through special radios or through our website. A total of 52 loyal volunteers come to the station for 20 hours every week to read daily newspapers, grocery ads and other local information.

Learn more at wgcu.org/radio-reading.
REACH

WGCU TV’s 5 Channels
700,000+ viewers monthly

WGCU / WMKO FM
143,000+ weekly listeners

www.wgcu.org
190,000+ monthly page views
WGCU EMPLOYEES

GOING ABOVE AND BEYOND IN PUBLIC MEDIA

• David Duke was elected to the board of Public Media Business Association.
• Kevin Trueblood is on the board of the Society of Broadcast Engineers.
• Julie Glenn is on the board of Public Media Journalists Association (formerly PRNDI).
• Amy Shumaker was elected secretary of Florida Public Media Board.
• Tara Calligan & Anna Bejerano, from our digital team, attended the April 2019 PBS Tech Conference on a scholarship to present “Creating a Kick@$$ Digital Campaign on a Budget” as a result of their success with the 2018 Giving Tuesday campaign.
• Andrea Perdomo was selected for the Third Coast Residence Program through the Third Coast International Audio Festival to work with professional mentors on her long-term project, Where is Home? about Florida Haitians and the end of Temporary Protected Status.
• Jennifer Denike received a scholarship from PRADO (Public Radio Association of Development Officers) to attend the 2019 Public Media Development and Marketing Conference in Dallas.

STAFF BREAKDOWN

In addition to 14,000 WGCU members and 200 FGCU student volunteers, here’s how WGCU is structured.

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18

SENIOR STAFF

• Rick Johnson, General Manager
• Pam Garvey, Associate General Manager for Development & Community Relations
• Amy Shumaker, Associate General Manager of Content
• Kevin Trueblood, Associate General Manager for Technology & Operations
• Toby Cooke, Director of TV Programming & Promotions
• Sheri Coleman, Director of Production
• David Duke, Director of Finance & Chief Financial Officer
• Julie Glenn, FM News Director
• Pamela James, Assistant Director, Membership & Communications

WGCU ADVISORY BOARD MEMBERS

• Judy M. Bricker (Chair), Naples
• Jim Hale (Vice Chair), Bonita Springs
• Lydia Black, Fort Myers
• Rick Johnson (Ex-officio), Fort Myers
• Mimi Chapin Gregory, Naples
• Tiffany Esposito, Bonita Springs
• Howard Cohen, Estero
• Maria Palacio, Fort Myers
• Mindi Simon, Fort Myers
• Charisse Thomas, Fort Myers
• Muriel Olsen (Board Secretary), Fort Myers
• Kevin Price (Ex-officio), Estero
• Iqbal Mamdani, Naples
• Steve O’Brien, Naples