FY2020
Local Content & Service Report
To the community from WGCU

July 1, 2019 to June 30, 2020

WGCU Public Media
Updated 2-11-21
“Thank you for the wide variety of programming on TV and radio. During the isolation and restrictions of the pandemic we especially appreciate the variety of entertainment.”

– John and Lucy, Fort Myers, FL

Introduction

I. Local Value, Key Services, and Local Impact
II. In the Community
III. Gulf Coast Life
IV. Stories of Impact
V. WGCU Podcasts
I. Local Value, Key Services, and Local Impact

The Mission of WGCU Public Media is to inspire, inform, educate, engage and entertain through the power of public media.

WGCU Public Media is a valuable part of the Southwest Florida area.

WGCU’s award-winning news team provides daily news and in-depth local and statewide reports during Morning Edition, All Things Considered, and Gulf Coast Life. Primary topics were COVID-19, Black Lives Matter and the 2020 elections campaigns.

WGCU’s overall engagement increased across all digital platforms. In FY2020, wgcu.org served over 653,100 users, and our mobile app served over 9,600 users.

WGCU partnered with local newspapers to produce monthly multi-platform SWFL coronavirus town halls about education, healthcare, local businesses, mental health and the impact of the pandemic on SWFL underserved communities.

In FY20, WGCU Public Media provided these key local services:

WGCU serves 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 also delivered national and international programming including relevant, informative and educational local programs to the Southwest Florida community.

WGCU’s programs, community-based initiatives, and events make public media vital to Southwest Florida. WGCU quickly moved to remote working and virtual events to continue these services. WGCU’s digital platforms allowed us to serve SWFL citizens and users beyond our broadcast areas.

In FY20, WGCU worked with the following community partners:

II. In The Community

WGCU Public Media Local Productions & Engagement Efforts

During the last fiscal year, from July 1, 2019, to June 30, 2020, WGCU Public Media produced more than 212 hours of local content that aired on WGCU-TV, FM/HD radio, and multiple online platforms. Local television programs were re-distributed to county schools and aired on local government television channels as well. All news posts and programs are archived on wgcu.org for access by teachers and students 24-hours a day. Highlights of our TV and radio productions, digital platforms and community outreach efforts are featured in this report.

WGCU’s Notable Broadcast Reach

For all of 2020, WGCU-TV was ranked nationally in the top 10 most-watched public television stations in the country. That means WGCU had a 74 percent reach into its market. For context, Southwest Florida’s TV “universe” consists of 554,756 TV households. WGCU reached 412,000 of those households or approximately 1 million viewers. Even more gratifying, WGCU ranked number 1 in the country in 6 am to 5pm viewing – the result of our At-Home Learning programming schedule to aid students, parents and teachers during the COVID pandemic (Source: Nielsen, TRAC Locale 2020.)

WGCU FM has a weekly cumulative of more than 130,000 listeners. (Source: Radio Research Consortium, July 2020.) The news team aired 314 hours of local content, including news posts and Gulf Coast Life, and garnered 15 national and regional awards in the past fiscal year.

Local Productions & Engagement Efforts

Response to COVID-19

Beginning in mid-March 2020, Gulf Coast Life went live at 1 p.m. on Mondays with local healthcare experts to answer questions about COVID-19. As the new coronavirus continued to spread, GCL kept listeners on the radio and users online - Facebook Live - well informed and engaged with accurate and up to date information.
Vital COVID-19 Reporting via WGCU News en Espanol

WGCU News en Espanol is a weekly news brief reported by Andrea Perdomo in Spanish specifically about issues important to immigrant communities. Reports were primarily focused on COVID-19 and provided critical health information to rural, farm worker communities. WGCU is responsible for the editorial content of the briefs which were shared on social media and aired weekly on Radio Conciencia, a low-powered rural, community-based station managed by the Coalition of Immokalee Workers.

Morning COVID-19 Reports

Morning Edition Host John Davis created daily COVID Morning Reports for distribution on the WGCU website and WGCU social media. These reports provided Florida state statistics and local numbers for COVID cases. Combined with other WGCU reporting, the stories gave the latest CDC recommendations and local stories about the pandemic. Digital analytics for these reports showed high engagement and reach.

Key Initiatives & Community Outreach Efforts

Move to Include Integrated Community Engagement and Education

WGCU teamed up with Best Buddies of Southwest Florida for a digital storytelling workshop that launched the station's “Move to Include” initiative funded by a grant from the Corporation for Public Broadcasting. The workshop was an integrated engagement event for Best Buddies, WGCU staff and the community. It also provided content to create curriculum-based modules for PBSLearningMedia that demonstrates how to create a digital storytelling workshop.
Education and Outreach Highlights

Life-long learning is a hallmark of public media. Outreach includes preschool and school-age PBS Kids programming, sharing PBS LearningMedia with educators and parents, engaging screenings and events, and taking trips with learners of all ages through WGCU’s On The Road and international travel. One of the highlights of FY20 was hosting America’s Test Kitchen chefs Bridget and Julia for two fun and engaging events. WGCU hosted an ATK inspired luncheon and discussion as well as an evening cooking demo event along with a meet and greet. At both events, Bridget and Julia shared stories about their two-decades-long experiences in front of the cooktops and the cameras.

Outreach by the Numbers:

- 147 educators in 7 PBS Learning Media sessions were taught how to use PBS content.
- 4 screenings of PBS programs/specials at Sienna Lakes, Florida Gulf Coast University Bower School of Music, Sidney & Berne Davis Art Center and in the WGCU TV studio.
- 3 On the Road arts and culture trips. WGCU traveled to St. Petersburg for a Fine Arts Museum tour as well as to Tampa for Andre Rieu and Hugh Jackman concerts.
- 15 tours of the WGCU-Myra Janco Daniels Public Media Center.

WGCU Pivots to At Home Learning to Assist Educators During Pandemic

The introduction of COVID-19 created an unprecedented time for everyone especially for the education community. Within days after announcing schools would close; teachers, administrators and parents began to prepare for what would become the “new normal”, virtual learning for all 48,000 Collier County public school students.

Many students in WGCU’s service area, especially in Immokalee, did not have the needed computers or internet service to make online learning possible, however, most homes have a television. As the number one station (at the time) in household reach (WGCU is watched in 60.9% of all households. Average national reach 53.1%) and the number six station in the country in Hispanic household reach (WGCU is watched in 56.8% of all Hispanic households. Average national reach 47.4%) WGCU was well positioned to provide educational support to the families we serve throughout its service area.

Working remotely and with unbudgeted resources, WGCU modified daytime schedules to broadcast eleven and a half hours of blocked grade-appropriate instructional programming aligned with national and state standards, created and curated educational resources and other
online content, and worked with state departments of education and local school districts to ensure that at least some of the established K-12 curriculum is covered.

To further support educators, WGCU has also provided a series of free virtual training workshops on how to best utilize PBS LearningMedia and AHL in their virtual classrooms.

WGCU’s decision to transition its programming to AHL proved to be the correct one. Launched March 23, 2020, WGCU’s viewership ratings between March 23 and May 1 increased 53% over the previous year. In addition, WGCU also saw a tremendous uptick in the number of educators, families and students accessing PBS LearningMedia. The number of users increased by 134% with a 176% increase in the number of sessions and a 132% increase in the number of pageviews between March and April.

III. Gulf Coast Life

Gulf Coast Life is WGCU’s locally produced, flagship show, giving Southwest Florida listeners a chance to share their thoughts and connect to their community. Airing four days a week at 1 p.m. and 9 p.m., Gulf Coast Life covers a range of topics including environmental and political news, trends, arts and community features.

The Critical Importance of Media Literacy in Today’s World
OCTOBER 22, 2019

This is Media Literacy Week in the United States, now in its fifth year. Inspired by Canada’s Media Literacy Week which is now in its 14th year, the goal is to bring attention to the importance of media literacy education, and its essential role in education at all levels in today’s world. To do our part here at WGCU, Julie Glenn sat down with Florida Gulf Coast University journalism professor Lyn Millner... Read more >>

Doctors Without Borders Assisting with COVID-19 Testing and Mobile Health Clinics for Migrant Farm Workers in Immokalee
MAY 20, 2020

Doctors Without Borders normally operates in about 60 countries around the world, often ones that are famine-stricken or war-torn. But since the new coronavirus started spreading they’ve also been in the United States with teams in New York City, Chicago, and most recently the Navajo Nation Reservation. They are collaborating with local partners including the Coalition of Immokalee Workers, the Healthcare Network of Southwest Florida, the Braden Clinic, and the Florida Department of Health in Collier County. Read more >>
The COVID-19 Response in Immokalee
JUNE 25, 2020

When the COVID-19 outbreak began to spread in Florida community leaders in the small farmworker town of Immokalee, as well as health officials and representatives of Collier County government, began participating in a bi-weekly conference call about what was happening in Immokalee, and what steps should be taken to mitigate an outbreak there. Read more >>

We Meet Anti-Racism Activist and Diversity Educator Jane Elliott
FEBRUARY 5, 2019

The day after Dr. Martin Luther King Jr.’s assassination, an Iowan schoolteacher conducted a lesson on discrimination she called the "Blue eyes–Brown eyes" exercise. Jane Elliott kept her third-graders separated in blue-eyed and brown-eyed groups for the rest of the day. The experience was documented by the PBS Frontline film, "A Class Divided" and has continued to ripple through our culture to this day. Read more >>

IV. Stories of Impact

SWFL Town Halls
JUNE 17, 2020

WGCU partnered with the News-Press and Naples Daily News to host a series of live coronavirus virtual town halls with recognizable thought leaders in the community. The first show was 100 Days of the Coronavirus which aired on Wednesday, June 17, 2020 and featured experts discussing health challenges, what’s next for education, the future of the restaurant industry and the impact this pandemic has had on the residents of Southwest Florida. The town hall aired live on TV, Radio and online with interactive audience polling during the show. A follow-up Q&A with guests immediately followed on Facebook Live.
Notable News Stories

**Black Cattle Rancher Family to be Honored In Immokalee**
**MARCH 12, 2020**

When people think of cowboys, they tend to think Texas, or the Wild West. But the sunshine state—famous for its oranges and beaches—has a nearly 500-year-old cattle industry. In fact, half of all agricultural land in the state is involved in cattle production, according to the the Florida Department of Agriculture and Consumer Services. But people of color and their contributions to the industry have often been overlooked.

[Read more >>]

**Lee Health Reports Coronavirus Death**
**MARCH 6, 2020**

In a news release late Friday night, Lee Health officials reported that a patient who tested positive for coronavirus had died. “The patient was tested for COVID-19 in accordance with guidelines provided by the Florida Department of Health after arriving at Gulf Coast Medical Center with severe respiratory ailment,” the release stated. FDOH notified Lee Health of the presumptive positive test results Friday evening.

[Read more >>]

**Anger, Tension, and Some Arrests - But No Violence at Naples Protest**
**JUNE 20, 2020**

Protesters were originally told the event was cancelled, but when more than 200 showed up, they marched. Skies rumbled with thunder, law enforcement was outfitted in riot gear, a police helicopter whirred overhead, and the protesters who showed up were told the event was canceled. Still, the crowd of mostly young people had grown to more than 200. Speeches were made, and the inertia of those words moved people onto the street where they marched up U.S. 41 toward Naples’ posh Fifth Avenue South.

[Read more >>]
V. WGCU Podcasts

Three Song Stories

The Three Song Stories podcast continues to gain an audience, and recognition from the local community, and fans from all across the nation and world. The podcast team is composed of Mike Kiniry, Richard Chin Quee, and Tara Calligan. Listen at threesongstories.org.

Notable year three guests include Canadian survival expert, filmmaker, musician, and creator/host of the TV series Survivorman Les Stroud; Emmy Award-winning singer/songwriter and co-producer of several PBS shows Jon Michaels; Award-winning documentary visual journalist for The News-Press/USA Today Network, St. Petersburg Times, and Tampa Bay Times, Kinfay Moroti; WGCU's Morning Edition and Gulf Coast Life Arts Edition host, Assistant News Director, and reporter, John Davis; and Senior Host of Colorado Matters, and founding host of Gulf Coast Live, Ryan Warner.

52 podcasts produced in FY20
19.8K downloads in FY20
Grape Minds continued to increase its audience across the country and around the world with hundreds of listeners in Florida, California, New York and beyond, placing them in the coveted position of being approached by some of the most notable wineries in the world, including Chateau Montelena. This is the winery that put Napa Valley on the map in the 1776 "Judgement of Paris" blind tasting pitting California Wines against French (spoiler alert: Napa Cabernet Sauvignon and Chardonnay were the top two wines).

Other notable winemakers and winery principal interviews included: Jean Charles Boisset, Matteo Lunelli of Ferrari Trento, Ian Burch of Archery Summit, Francois Louis Vuitton about his new Bordeaux venture, and numerous other notable wine industry giants. We also discussed the serious issue of wine tariffs and the pandemic's impact on the industry. We talked with Sonoma winemakers after wildfires yet again ravaged vineyards and businesses. All the while keeping it fun and light. Julie Glenn and Gina Birch discuss wine varieties, winemaking and vintner families, along with ideas about wine and personality. Listen at grapeminds.org

25 podcasts produced in FY20
29K downloads in FY20