



**2020-2021
Annual Report**



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

The Mission of WGCU Public Media

FROM THE GM ...

WGCU's stations are among those with the highest market shares of any PBS or NPR station in the country. This fact, particularly considering that this area is among the most politically and culturally diverse, was and is impressive – and it's one of the many reasons I was excited to relocate from the Boston area to become WGCU general manager in May.

I also admired WGCU's mix of national, international, and modest but mighty local coverage, which has made it a destination for thought leadership and thoughtful people. I saw it as a one-stop destination for local, national and international news and culture.

I admired the strong foundation Rick Johnson built and the talented staff he recruited and mentored until his retirement in June. As general manager and public media advocate, he brought us to this place of prominence today.

Now to remain this vital force, we are prepared to meet some challenges.

We must augment national programs with more locally originated content, without sacrificing one of our biggest strengths: bringing voices from around the globe to our audiences. Meanwhile, our focus will be on developing deep content areas using local experts on global issues such as the environment and healthy aging.

More local voices and stories from our station are critical to serving our audiences in areas where newspapers have fallen off.

Currently at WGCU, our fundraising staff and resources are among the smallest in the country for stations of our size and audience impact. For this reason, we are making an initial investment here with the goal of funding more reporters.

We are strengthening our partnership with the FGCU journalism program, building a collaborative investigative reporting platform in which student fellows will work with WGCU reporting mentors.

To grow the independent investigative unit and to build the newsroom of the future, we're seeking significant funds from the community, while continuing to provide interesting events and opportunities for our current, vitally important supporters.

This way public media – WGCU – can continue to give people the context and information to chart our collective future.

I'm looking forward to accomplishing these goals together.

Sincerely,

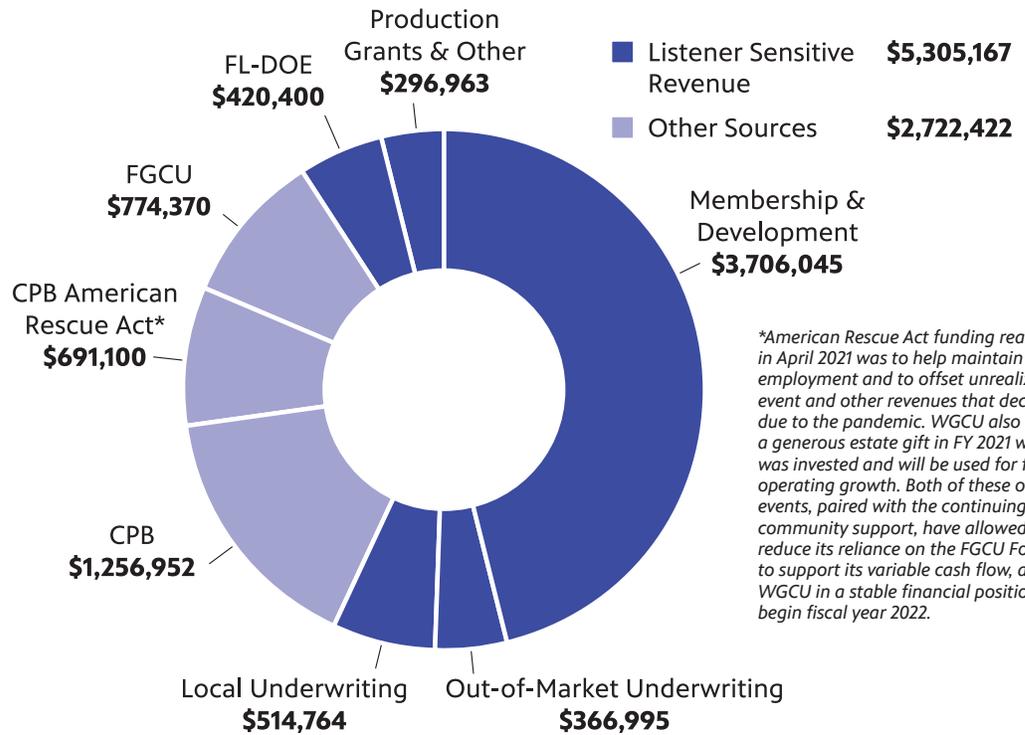


Corey Lewis

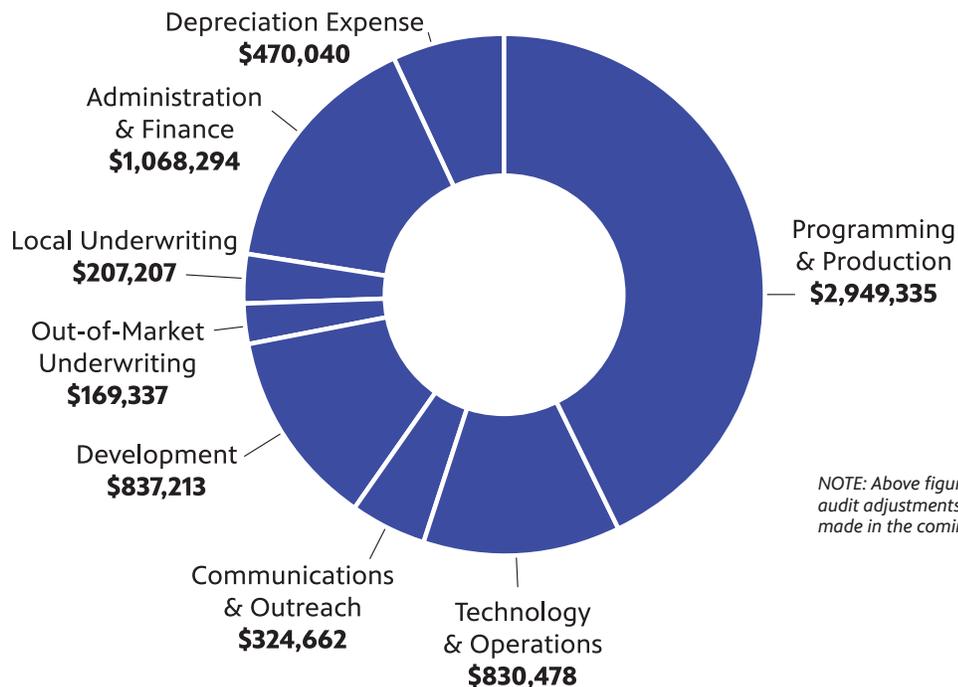
WGCU BY THE NUMBERS

OPERATING FINANCIAL INFORMATION FOR FISCAL YEAR 2020-2021 (JULY 1, 2020 - JUNE 30, 2021)

Total Revenue: **\$8,027,589**



Total Expenses: **\$6,856,566**



SUSTAINERS ARE EVERYDAY SUPER HEROES

SUSTAINABILITY IS A WATCHWORD EVERYWHERE NOW, INCLUDING AT YOUR PUBLIC MEDIA STATION

Sustainers are donors who make a monthly pledge of support, so \$20 for 12 months adds up to a \$240 gift! (The equivalent of two cups of coffee each week at your local cafe?) Sustainers' gifts are crucial to WGCU and have been especially important during this unparalleled time. WGCU counts on its sustainers to help us plan and budget responsibly.

WGCU's sustainers, almost 7,000 collectively, made a huge impact on this small but mighty station. Thank you, friends! WGCU is grateful to have increased its sustainer base over the past fiscal year, bringing the total sustainer revenue this year to \$902,104.48. Now, that's a collective impact!

Sustainers allowed WGCU to sustain its high standards, to continue to deliver PBS, PBS Kids and NPR to our 1.2 million viewers and listeners. This year, that also included many hours of local programming on television and radio, including Southwest Florida-themed documentaries; TV video shorts on the arts; Gulf Coast Life and Gulf Coast Life Book Club radio shows; and more. The results were two Regional Edward R. Murrow Awards and seven awards (first or second place) from the Florida Association of Broadcast Journalists.

One prestigious Regional Edward R. Murrow Award of which we are particularly proud represented a collaboration of media in the area. The Radio Television Digital News Association recognized WGCU, along with the Naples Daily News and The News-Press, for Excellence in Innovation for our 2020 collaboration, the five-part Coronavirus Town Hall series, which looked at the health challenges, the future of education and local business and the impact on our population's mental health during the pandemic.

Moderators came from both WGCU and The News-Press/Naples Daily News. The community participated by submitting questions in advance of each town hall and watching on WGCU, News-Press and Naples Daily News Facebook pages and websites.

The WGCU news team won first place in four categories and "finalist," or second place, awards in three others, from the Florida Association of Broadcast Journalists, for radio reporting in 2020. Topics included COVID-19, Election Day coverage, traffic and transportation and disabled athletes.

Without the generosity and consistent support of WGCU's sustainers, we could not have achieved this remarkable level of local news reporting in the stellar tradition of our partners, PBS and NPR. Thank you!

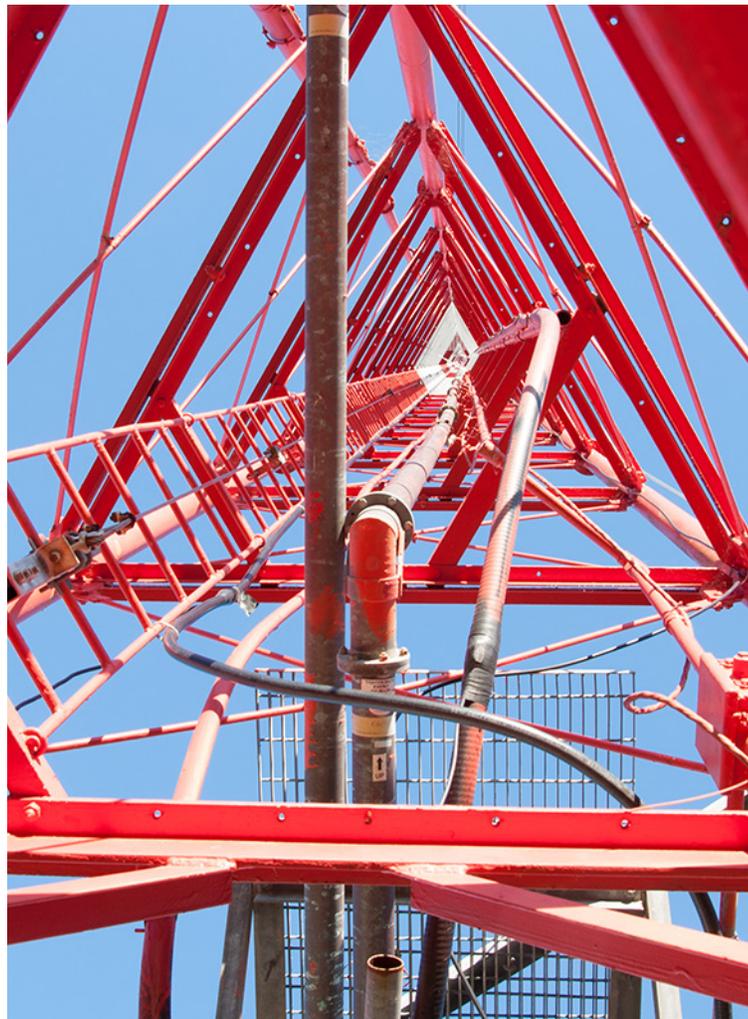
WHERE TO FIND US

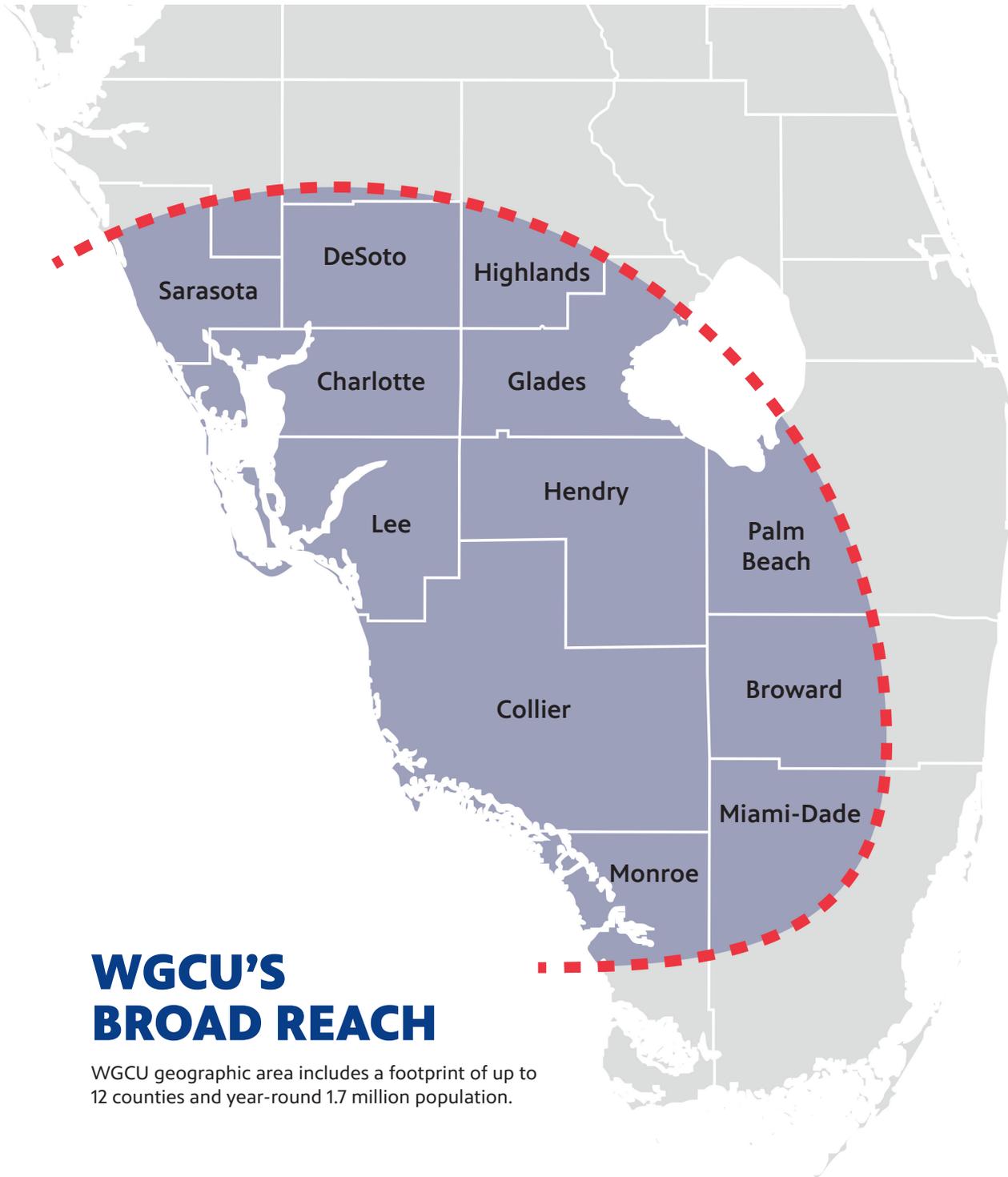
FM RADIO

WGCU FM	Fort Myers, Naples	90.1
WMKO FM	Marco Island	91.7

TELEVISION & STREAMING SERVICES

	Over Air/ Antenna	Xfinity/ Comcast <i>Fort Myers/ Naples/ Cape Coral</i>	Xfinity/ Comcast <i>Arcadia, Cape Haze, Port Charlotte</i>	Summit	Hotwire Fision Digital	Hotwire Fision Basic	Dish/ DirectTV	Blue Stream	Apogee
WGCU PBS	30.1	3 / 440 / 1030	3 / 440 / 1030	3	13 / 413	3	30 / 9221	3	30.1
World	30.2	201 / 1162	201 / 1162	178	14	11	n/a	173	30.2
Create/Encore	30.3	202 / 1163	203 / 1163	177	15	9	n/a	174	30.3
The Florida Channel	30.4	n/a	n/a	179	16	10	n/a	175	30.4
PBS Kids/wgcukids.org	30.5	203 / 1164	202 / 1164	176	n/a	n/a	n/a	176	n/a





WGCU'S BROAD REACH

WGCU geographic area includes a footprint of up to 12 counties and year-round 1.7 million population.

WGCU TV

- 300,000+ monthly viewers:**
- WGCU PBS
- Create/Encore
- WORLD
- PBS Kids 24/7
- The Florida Channel

WGCU RADIO

- 200,000+ monthly listeners:**
- WGCU 90.1 FM/WMKO 91.7 FM
- NPR for Southwest Florida
- Classical Radio 90.1/91.7-HD2

WGCU DIGITAL

- 50,000+ monthly users:**
- www.wgcu.org website and WGCU app
- 12,000+ subscribers:**
- WGCU Public Media YouTube
- 50,000+ monthly users:**
- WGCU social media including Facebook, Twitter and Instagram
- 19,000+ monthly viewers**
- WGCU e-newsletters



DONOR EVENT HIGHLIGHTS

MANAGING TO MEET DURING A CHALLENGING YEAR

Observing COVID precautions, we met in small groups, or outside, or virtually during the fiscal year. And we had some fun!



CLOCKWISE FROM TOP LEFT: Wines from Wine & War in January; gnoshes served by Bleu Provence during Wine & War; a typical scene from a 'hybrid' event; invitation to a virtual screening of 'Beyond the Canvas' with Amna Nawaz of PBS; invitation to an outdoor event at Corkscrew Swamp Sanctuary; NPR's Steve Inskip, who joined us virtually for another program; Amna Nawaz.

SPECIAL THANKS

Matching gift challenges have worked wonders for WGPU. We're grateful this year to those folks who stepped up to donate and urged others to do the same. Among them was Jinny Johnson, who donated generously for November 2020 Giving Tuesday to further support WGPU's At-Home Learning programs and services. She challenged others to make donations, and Ron and Marianne Gymer matched Johnson's contribution. We're sure Johnson and the Gymer's and everyone who took them up on their challenge are why we met our goal of \$20,000 on this single day of giving back.

The Rick Johnson Endowment was created in an effort led by Katherine Todd in honor of Johnson, who retired near the end of the fiscal year. Todd was quickly joined by many WGPU supporters eager to recognize Johnson's significant legacy.

ABCs OF COVID

IMPACTFUL EDUCATIONAL PROGRAMMING WITH SUPPORT OF RIST FAMILY FOUNDATION

Thanks to donor support, WGPU offered curriculum online for students unable to attend school in person due to the pandemic. Whether students were studying subjects such as algebraic equations, wildlife in the Everglades or the Amazon, the aftermath of the Great Depression or famous American poets (for examples of just one week's lessons), learning continued while life was in flux due to COVID-19.

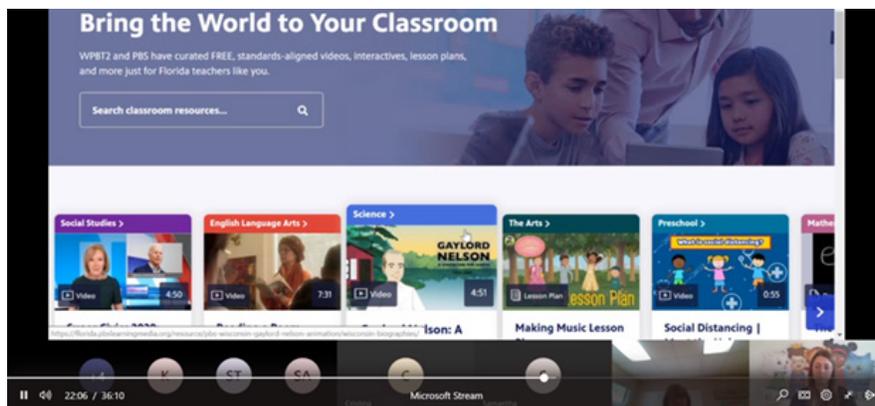
WGPU pivoted in spring 2020 to focus on daytime programming that harkened back to when PBS was the new educational television station. An At-Home Learning schedule conceived by Florida PBS continued during the next fiscal year, July 1, 2020 to June 30, 2021, incorporating curriculum for educators and students for grades Pre-K through 12 throughout the day. This provided a safe and reliable place for learning throughout the summer and into the next school year. Educational curriculum ran first on the WGPU PBS station, and early in 2021 moved to WGPU WORLD. WGPU also provided Florida-related curriculum on the wgucukids.org website.

This safety net for local children was made possible with support from the Rist Family Foundation.

“As we continue to empower and enrich our communities by providing educational futures to our youth, among other endeavors, we proudly stand behind WGPU as it supports remote schooling in our great state,” said Brian Rist at the time. “WGPU previously noted that not all students in its coverage area have all-day internet access, so to give children every opportunity to learn, regardless, is a cause the Rist Family Foundation doesn't have to think twice about.”

WGPU also supports kids' education through Family Learning Workshops. Thanks to a grant this year from Arthrex, lessons from PBS KIDS reached children and families in 10 sessions (whether in person or internet conference) in Lee and Collier counties.

Over the past nine years, WGPU has presented 320 Family Learning Workshops and reached thousands of families throughout Southwest Florida. We provide these educational workshops at no cost to schools, education organizations or families with the help of community partners and an educational endowment by the Alan and Jacqueline Cadkin Family Foundation.



Rist Family
FOUNDATION

LEADING THE WAY ON THE AIR

WGCU FM BY THE NUMBERS

RANK	STATION	RATING
1	WFSX	0.6
2t	WGCU	0.5
2t	WARO	0.5
2t	WAVV	0.5
2t	WINK	0.5
6t	WJPT	0.4
6t	WTLQ	0.4
8t	WJGO	0.3
8t	WRXK	0.3
8t	WWGR	0.3
8t	WXKB	0.3



We take this responsibility with great pride. WGCU FM is the No. 2 radio station in Southwest Florida, and WGCU TV is among the top 10 PBS stations in the nation.

Corey Lewis
WGCU Public Media
General Manager

SOURCE: The Nielsen Company, Spring 2021 (April-June)
 Average Quarter Hour Adults 18+.

WGCU TV BY THE NUMBERS

RANK	STATION	REGION
1	KETA	Oklahoma City
2	KPBS	San Diego
3	KLRU	Austin
4	WGCU	Ft. Myers-Naples
5	KETC	St. Louis
6	KNME	Albuquerque-Santa Fe
7	WNED	Buffalo
8	WMVS	Milwaukee
9	WEDH	Hartford & New Haven
10	KUED	Salt Lake City

SOURCE: The Nielsen Company/TRAC Media Services,
 Spring 2021 (April-June) TV Household Reach

APPLAUSE FOR LOCAL ARTS ORGANIZATIONS

DONOR'S 'WIN-WIN' HONORS HER LATE HUSBAND

Naomi Bloom loves the arts and Southwest Florida. A series of short video features on local arts organizations was a great way for the longtime WGCU supporter to honor her late husband, Ron Wallace, who shared her enthusiasm for cultural arts, WGCU and public media.

During the past year, WGCU staff worked with arts organizations to produce six videos now airing between WGCU and PBS programs on the main WGCU PBS channel as well as on WGCU Encore. Four more videos are in post-production.

As Bloom has been vice chair of the board for the Florida Repertory Theatre for more than a decade, it was fitting that the Fort Myers theater company would top the list. However, her love for the arts isn't confined to one organization. She worked with WGCU's development and content teams on plans to highlight 10 arts groups in Lee and Collier counties in "Spotlight on the Arts" videos of about 2½ minutes each.

"I was brought up in a world where philanthropy was not an extra," Bloom said, owing to her Jewish heritage. "When you have a dollar, you give 10 cents away. Ron and I were very fortunate; we had good educations and great careers, and we saved our money.

"When we first got together, we discovered we shared a real love of public television and public radio. Public TV was just getting started then. We listened to classical music, watched news programs, and as public TV expanded its offerings, we were right there with it."

"When we moved to Fort Myers in 1999, we got familiar with the various arts organizations. They were OK, but not fabulous," she said. "If we wanted fabulous, we had to watch arts programs on PBS." Bloom says that local arts programs have come a long way since she and Ron Wallace came to town, and she was very happy to increase their visibility with Southwest Florida viewers. Arts organizations have also reacted positively to this initiative.



"We think of the arts as essential to the quality of our lives, to the economic welfare of the community, and to the education of young people. So when Gina (WGCU Major Gifts officer Gina Dengler) approached me with the possibility, I just jumped on it. I thought it was a great win-win. And I couldn't think of a better way to honor my husband," Bloom added.

See three closeups on Florida Repertory Theatre, plus videos about BIG Arts, Alliance for the Arts, the Sidney & Berne Davis Art Center and Bonita Springs Centers for the Arts on demand by going to wgcu.org and clicking "WGCU YouTube Channel" under "Watch" in the list at top left. Watch that space for upcoming shorts on Artis-Naples, The Laboratory Theater of Florida, and Gulfshore Playhouse.

YOUR PORT IN A STORM

THE FLORIDA PUBLIC RADIO EMERGENCY NETWORK

Among other services that WGPU donors impact is our participation in the Florida Public Radio Emergency Network. Members of the Florida Public Radio Emergency Network (FPREN), a collective of 14 public radio stations that reach 99% of Florida's population, stay on air during times of crisis to broadcast real-time updates from the Emergency Operations Center in Tallahassee. FPREN delivers local and regional information during emergencies and is part of the national Emergency Alert System (EAS).

**The Florida Public Radio
Emergency Network
partner stations are:**

WUWF FM – Pensacola
WFSU FM – Tallahassee
WKGC FM – Panama City
WUFT FM – Gainesville/Ocala
WJCT FM – Jacksonville
WMFE FM – Orlando
WUCF FM – Orlando
WMNF FM – Tampa/St.Petersburg
WUSF FM – Tampa/St.Petersburg
WFIT FM – Melbourne
WQCS FM – Ft. Pierce
WGPU FM – Ft. Myers/Naples
WLRN FM – Miami
WDNA FM – Miami



FOCUS ON THE ENVIRONMENT

INVESTING IN FLORIDA'S FRAGILE ECOSYSTEM

Red tide in the Gulf and toxic blue-green algae in the freshwater rivers and canals have been detrimental to the health of our ecosystems, hurt our region's economy, and impacted the health of the people who rely on it for life and leisure. Sea level rise poses one of the greatest threats to low-lying Florida's fragile environment on which its top industries of tourism, recreation, real estate, and agriculture depend.

Recognizing the importance of these stories, three leading donors in FY20-21 stepped up to amplify the award-winning environmental stories being produced by WGPU: VoLo Foundation; the Brico Fund through the Community Foundation of Collier County's "Give Where You Live Collier" initiative; and an anonymous donor through the American Endowment Fund. They invested in a dedicated environmental reporter to bolster WGPU's modest four-person newsroom, and to grow WGPU's digital news presence.

The results in year one include: 125 additional environmental stories on WGPU that reached more than 200,000 listeners each month and 50,000 digital viewers; a new environmental e-newsletter, the Green Flash, reaching over 400 people monthly; and two newly established regional reporting networks to share stories including the Florida Public Media Environmental Reporting Network, which links 12 newsrooms that extend to every corner of Florida, the third-largest state in the nation. While the analytics are significant, one series in particular seemed to change the course of events here in Florida.

WGPU's environmental reporter, Valerie Vande Panne, reported on March 25, 2021, that the nonprofit Center for Biological Diversity was suing the EPA for approving the use of aldicarb on Florida citrus. The pesticide, called by the World Health Organization "one of the most acutely toxic pesticides in use," had been outlawed for more than a decade, but would be used again if approved by the Florida Department of Agriculture – where its use was under consideration to combat citrus greening. Five days later, Vande Panne followed up with notice about a meeting of a pesticide regulating committee April 1 and how citizens could attend online. Notice of the meeting was also shared on WGPU social media.

On April 1, Agriculture Commissioner Nikki Fried issued a statement saying the company's application for use did not meet the requirements of state law.

By June 9, the D.C. Circuit Court of Appeals had "set aside" the EPA's registration of aldicarb on Florida citrus, putting a final ban on its use.

As this issue played out over six months, WGPU's reporting informed Southwest Florida, and other journalists across Florida who shared the story, informed and educated our communities about the process being used to reconsider this pesticide usage in Florida, and held our elected officials accountable. This anecdotal story speaks to the intrinsic value of strong journalism to inform and sustain our democracy, and WGPU is grateful to its three leading donors who made an impact, enabling WGPU to report this vital story, and helping to protect Florida's fragile water quality and environmental ecosystem.

THE PEOPLE WHO MAKE IT HAPPEN



Judy Bricker passes the gavel to Jim Hale as chair of the WGCU Public Media Advisory Board In April 2021.

WGCU ADVISORY BOARD MEMBERS

Jim Hale (Chair), Bonita Springs	Iqbal Mamdani, Naples
Linda Penniman (Vice Chair), Naples	Steve O'Brien, Naples
Judy M. Bricker, Naples	Muriel Olsen (board secretary), Fort Myers
Lydia Black, Fort Myers	Zulaika Quintero, Immokalee
Howard Cohen, Estero	Richard Solum, Bonita Springs
Mimi Chapin Gregory, Naples	Charisse Thomas, Fort Myers
Mike Hirsh, Punta Gorda	Steve Vesce, Estero
Corey Lewis (ex-officio), Naples	

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LEADERSHIP CIRCLE DONORS

FISCAL YEAR 2020-2021*

WGCU's Leadership Circle is a donor society, embracing a committed and invested group of annual donors who value public media, like PBS and NPR, in their community, and who wish to engage with like-minded philanthropists to gain exclusive access to behind-the-scenes events. These generous donors make an annual gift of \$2,500 or more to sustain WGCU and form a cohesive group of advocates and ambassadors.

Naomi Bloom	Ron & Marianne Gymer	Steve & Cathy O'Brien
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William & Catherine Goodrum	Ann & Jerry Nerad	

**WGCU is committed to respecting the privacy of our donors; therefore, this list represents Leadership Circle donors who provided approval for their names to be listed as of September 24, 2021. For questions, please contact wgculeadershipcircle@wgcu.org.*



WGCU

PUBLIC MEDIA

10501 FGCU Blvd. South | Fort Myers, FL 33965 | wgcu.org
WGCU is a member-supported service of Florida Gulf Coast University.