



**2019-2020
Annual Report**

“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 programming 24 hours a day and is a trusted storyteller, teacher, theater, concert hall, library and traveling companion.

Serving all or part of 12 counties in south and Southwest Florida with five distinct multiple digital TV channels, three radio services, and media digital platforms, WGCU delivers national and international programming, as well as develops, produces and delivers relevant, informative and educational local content to the Southwest Florida community.

WGCU is a member of the Florida Public Radio Emergency Network, or FPREN, whose member stations stay on the air during serious weather events or other emergencies to keep citizens up to date on news and safety information.

WGCU’s broadcast programs, along with community and education initiatives and events, make public media vital to Southwest Florida. In addition, WGCU is reaching beyond its service area to the country and the world through its website and app.

WGCU continues to receive national, regional, state and local awards for its locally produced television and radio content.

2019-2020 Annual Report

Covers fiscal year spanning July 1, 2019 - June 30, 2020

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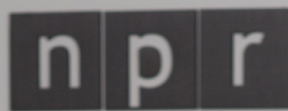
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WGCU



PBS



Thank you for making my transition to Florida from Colorado an easier one. It is a comfort to have both PBS and NPR readily available, and I look forward to being able to contribute more in the future. Thanks!

Lisa L., Bonita Springs

FROM THE GM ...

Yesterday, Today, Always.

WGPU Public Media has served Southwest Florida for 37 years, while our partners at PBS and NPR celebrate 50 years of creating pioneering programs that we are proud to broadcast. Every year brings more wisdom, but this fiscal year tested the most experienced among us.

While impeachment hearings and racial justice protests were landmarks of the news year in public media, the pandemic dominated WGPU's news broadcasts and also changed how we capture stories. WGPU became the only station in the state to operate entirely remotely, yet our news team continued on the front lines to report local stories behind these headlines. The news team also garnered 15 awards this year including "Station of the Year" for Community Service for the WGPU *News En Español* series.

WGPU pivoted its TV programming within 72 hours to serve Florida's homebound learners and educators with free online curriculum through PBS LearningMedia. WGPU's "At Home Learning" schedule continues to broadcast on WORLD and PBS Kids.

WGPU also completed a three-year TV and FM transmission facility improvement that provides better and stronger coverage for our viewers and listeners in all or parts of 12 counties in south and Southwest Florida.

Local viewership increased and WGPU became the #1 PBS station in the US for prime-time and whole week viewership (based on market penetration). Increased viewership resulted in increased donations as viewers recognized the vital role that non-profit and non-commercial public media plays in their lives.

WGPU's financial status is solid and stable. CARES Act Stabilization funding was realized in June of 2020 to offset unrealized event revenue, underwriting losses, deferred revenue and write-offs due to the pandemic. This one-time funding, along with generous community support, has allowed WGPU to reduce its reliance on the FGCU Foundation to support its variable cash flow, and positioned WGPU for a positive cash balance as we began fiscal year 2021.

WGPU's health and community responsiveness is managed by a very capable staff and a talented and engaged advisory board. I welcome Mike Hirsh, Linda Penniman, Zulaika Quintero, and Steve Vesce to the WGPU Public Media Advisory Board, while thanking outgoing member Mindi Simon.

With your partnership and philanthropic investment, WGPU can continue to innovate, to bolster local journalism, and to create and deliver more digital content. I am pleased with all that has been accomplished this difficult year, and confident about WGPU's future. Thank you for inspiring our work.

Sincerely,



Rick Johnson

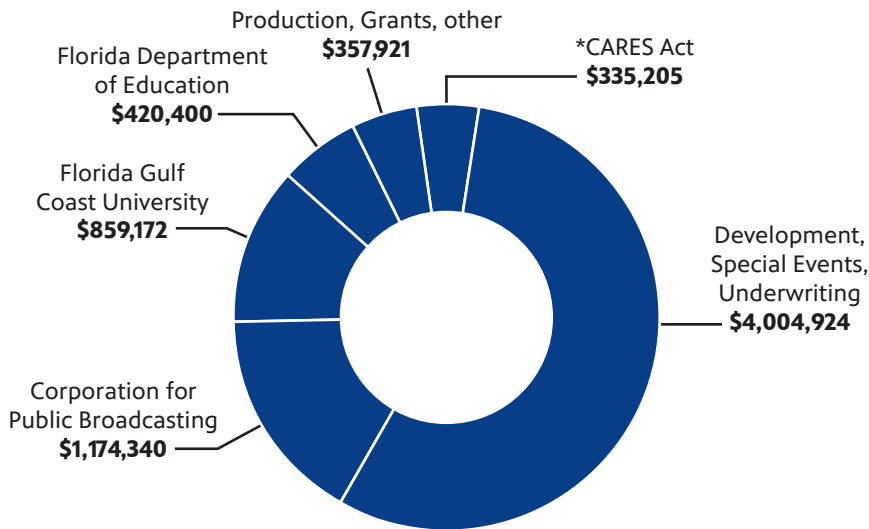


WGCU BY THE NUMBERS

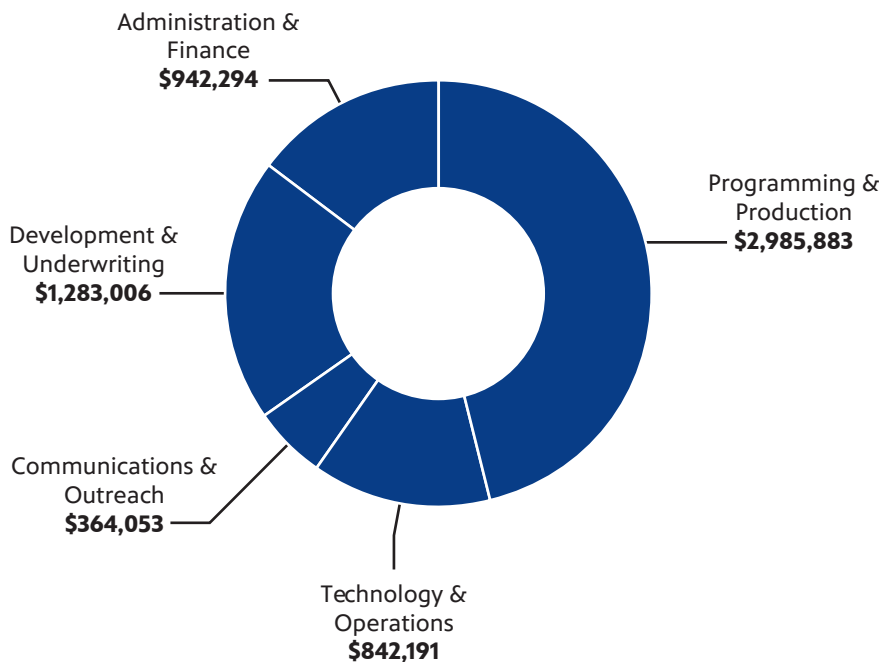
OPERATING FINANCIAL INFORMATION

FOR FISCAL YEAR 2019-2020 (unaudited as of Oct. 16, 2020)

REVENUES \$7,151,962



EXPENSES \$6,437,924



*Does NOT include depreciation, prepaid programming accrual, salary & leave accruals and/or other audit adjustments which may be made in the coming weeks.
 Coronavirus Aid Relief and Economic Security (CARES) Act Stabilization Funding was realized in June of 2020 to maintain full employment, offset unrealized event revenue, underwriting losses, deferred revenue and write-offs due to the pandemic. This one time funding, along with the generous community support, has allowed WGCU to reduce its reliance on the FGCU Foundation to support its variable cash flow, and positioned WGCU for a positive cash balance as we begin fiscal year 2021.

WGCU BY THE NUMBERS: REACH AND VALUE

As the region's source for PBS and NPR, WGCU holds a special place in local hearts – and in cars and living rooms.

VIEWERS

WGCU is in the Fort Myers/Naples Nielsen DMA (designated market area) which ranks nationally as No. 53 out of 210 markets, with 564,242 TV households in SWFL.

In 2019-2020, WGCU reached 445,878 of those households or approximately 1.04 million viewers. WGCU-TV has an average cumulative monthly audience of 375,000 viewers.

For the television season ending in September 2019, WGCU ranked as the No. 1 most-watched public television station in the country for both whole-day and prime-time viewing in terms of market penetration.

For the television season ending in September 2019, WGCU PBS saw a 15.6% increase in prime-time viewing over last year and a 27.4% increase during the daytime.

LISTENERS

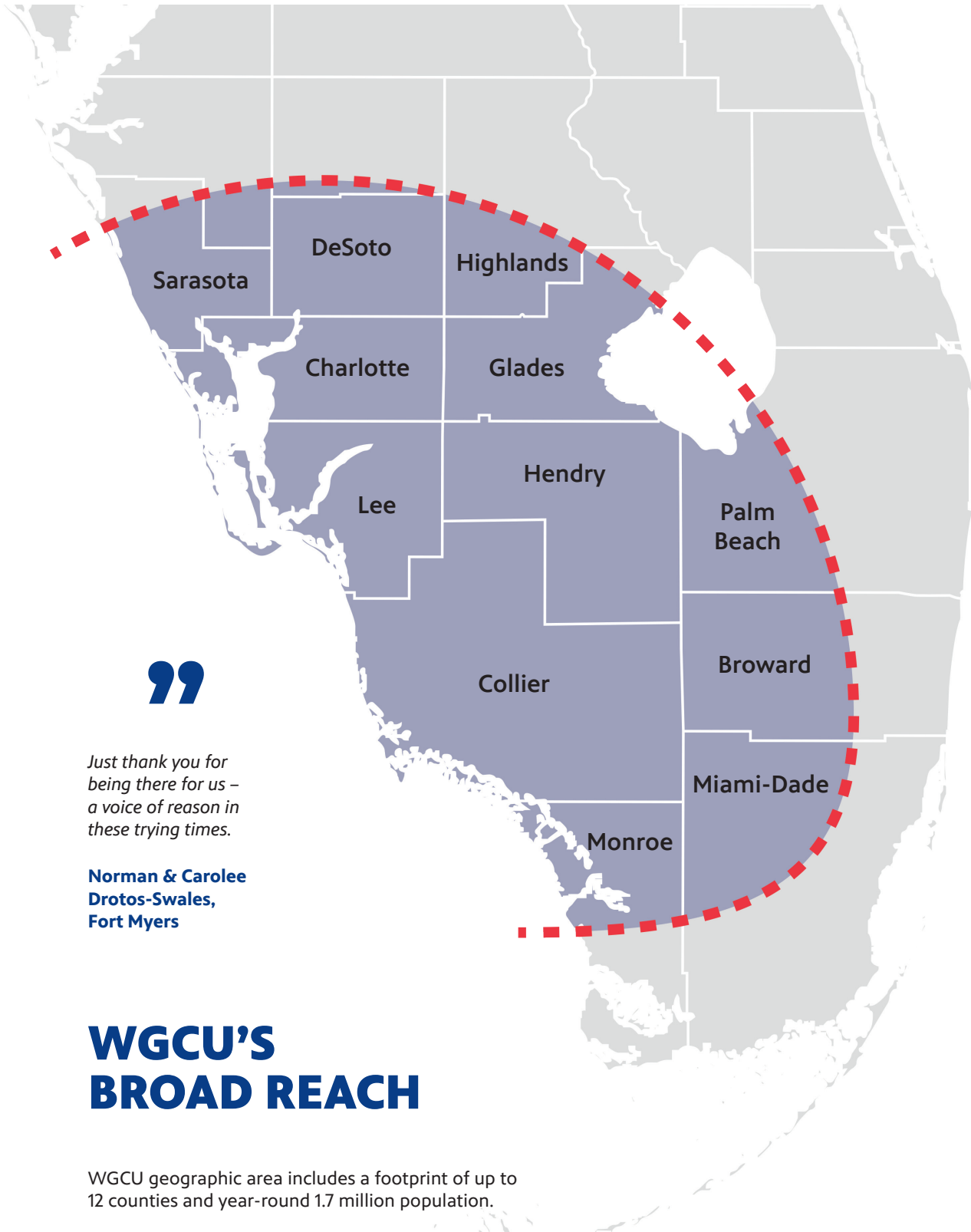
WGCU FM is in the Fort Myers/ Naples Nielsen DMA ranking nationally in size as No. 57 out of 263 markets. WGCU FM has an average weekly cumulative audience of 141,000 (Source: Nielsen Audio.)

The news team aired 142 hours, or 8,520 minutes of local content, including newscasts, *Gulf Coast Life* and *Gulf Coast Life Arts Edition* broadcasts.

The WGCU news team won 15 national and regional awards.

WGCU DIGITAL ENGAGEMENT

WGCU.ORG Users	600,000 annual visitors
WGCU Public Media YouTube	2,700+ subscribers
Instagram	1,842 followers - 30% increase
Twitter	3,600+ followers - 6% increase
Facebook	6,656 users - 30% increase
WGCU Passport	7,832 users - 28% increase
Digital newsletter	12,000 + subscribers



Just thank you for being there for us – a voice of reason in these trying times.

Norman & Carolee Drotos-Swales, Fort Myers

WGCU'S BROAD REACH

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

WGCU TV

5 Channels with 375,000 monthly viewers

- WGCU PBS
- CREATE/Encore
- WORLD
- PBS Kids 24/7
- The Florida Channel

WGCU RADIO

3 Streams with 141,000 weekly listeners

- WGCU 90.1 FM/ WMKO 91.7 FM
- NPR for Southwest Florida
- Classical Radio 90.1 / 91.7-HD2
- Radio Reading Service

WGCU DIGITAL

600,000 annual users

- Website: www.wgcu.org
- WGCU App
- WGCU Public Media YouTube
- WGCU Social Media: Facebook, Twitter, Instagram
- WGCU E-newsletter



IT WAS A VERY EVENTFUL YEAR

From the start of the fiscal year, July 1, 2019, until March 16, 2020 WGCU operated much as it had for years, chalking up some additional sources of pride along the way.

Family Pictures USA, a television production of just three public media stations countrywide, including WGCU, premiered nationally in late summer on PBS, WGCU and WORLD. The accompanying *Family Pictures Local: Southwest Florida* was produced by WGCU and highlighted the unique personality of our region. This show, too, premiered on WGCU and was featured at several screenings in the area, including one sponsored by the City of Fort Myers and held at the Sidney & Berne Davis Art Center.

We previewed Ken Burns' latest documentary, *Country Music*, in the WGCU studio and featured a performance by local musician Sheena Brook. Plenty of other screenings took place throughout the year.

WGCU refreshed the PBS and NPR branding for a new, yet familiar, look. (See page 25.)



We logged our highest FM listenership twice near year's end, during the presidential impeachment hearings and again during the related hearings before the House Judiciary Committee.

On air and at the station, we celebrated 20 years with Dr. Jerry Jackson and *With the Wild Things*.

Also celebrating 20 years, *America's Test Kitchen* events featuring show hosts Bridget Lancaster and Julia Collin Davison, who talked with major donors and performed a cooking demonstration.

We featured both the *American Masters* show *Miles Davis: the Birth of the Cool* and the FGCU Jazz Combo at a screening and performance at the Bower School of Music.

Travel seminars and bus trips were sponsored by Preferred Travel of Naples.



IT WAS A VERY EVENTFUL YEAR

Life took an abrupt turn for us all last spring. At WGCU, the fork in the road came March 16. On March 17, all WGCU staff began working from home, following a state mandate. All outreach, major donor and membership events were canceled or rescheduled. Viewer and listener needs changed, as did those of the community at large. WGCU rose to the challenge of serving the region in this changed environment.

The engineering and operations team seamlessly coordinated the remote operation of all of our TV and radio streams. Media services to Southwest Florida continued uninterrupted. In fact, WGCU was the only public media station in Florida operating 100 percent remotely from a technical standpoint.

The radio news team adjusted to broadcasting from home offices. Listeners relied on Monday morning updates from the news team and heard directly from local health officials on *Gulf Coast Life*, as well as hearing national program updates on the coronavirus pandemic.

The news, digital and production teams created a hybrid local program in June, *SWFL Townhall: 100 Days of Coronavirus*, in partnership with *The News-Press/Naples Daily News*, to rave reviews. And when protests arose in SWFL surrounding the death of George Floyd, our staff was on the beat in the streets, covering the uprising.

With students being sent home due to the national lockdown, PBS and WGCU changed the daytime broadcast schedule harkening back to when PBS was the fledgling educational television station. The At-Home Learning schedule conceived by Florida PBS incorporated curriculum-based programs throughout the day for students and educators. WGCU also provided Florida-related curriculum on the [wgcukids.org](#) website. The Rist Family Foundation sponsored the initial At-Home Learning effort.

Many of the scheduled PBS Learning media workshops were moved to a virtual classroom, giving educators additional tools to aid in their own virtual classrooms.



Schoolchildren and educators were not the only people acquiring new viewing and listening habits with the spread of Covid-19.

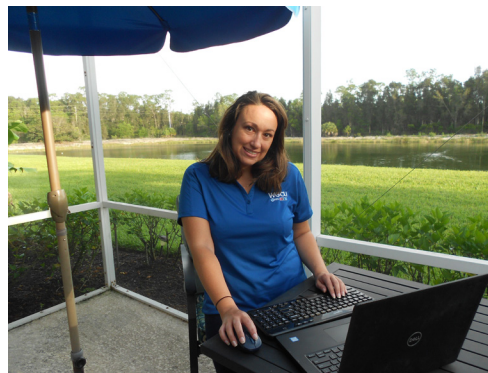
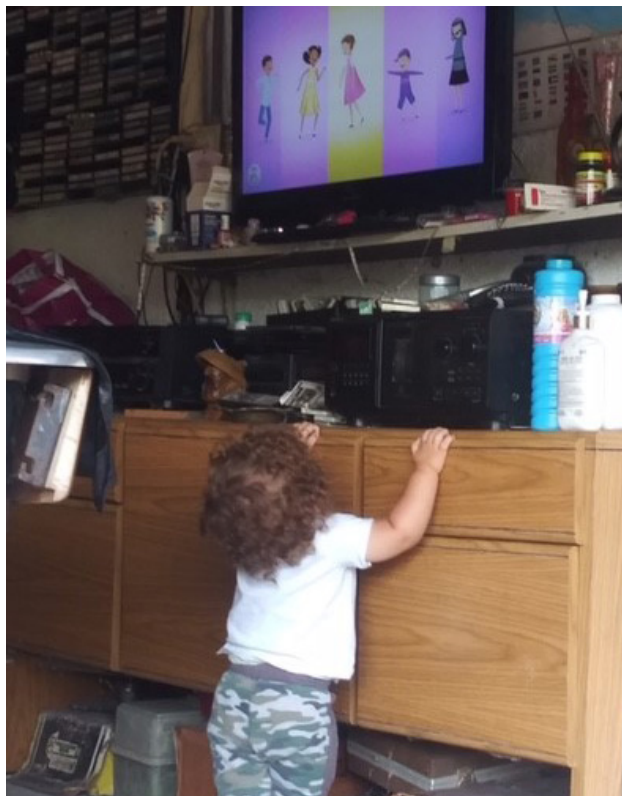
The captive audience at home sent viewership numbers through the roof: At the end of June 2020, WGPU daytime viewership had increased 34 percent and prime time was up 24 percent over the prior year. (Sources: Nielsen, Trac Media.)

Those who preferred watching PBS on demand enjoyed the best dramas and documentaries through WGPU Passport: *World on Fire*, *Baptiste*, *Beecham House*, *Grantchester*, *Call the Midwife*, *Downton Abbey* and *Poldark*, *PBS Newshour*, *The Roosevelts*, *NOVA*, *Nature*, *American Experience*, and *Frontline*.

WGPU Communications team increased the presence of WGPU in *Florida Weekly* and in *The News-Press* through weekly programming stories and occasional content-ready features, which continue into the current fiscal year.

The bi-weekly email newsletter *Expressions* — now named *Watch, Listen, Click* — increased to weekly publication to keep people updated on the latest programming, virtual events, and WGPU news.

Watch Listen Click!



WATCH - LISTEN - CLICK

A word from Amy Shumaker, Associate General Manager for Content:



As our audiences' needs changed beginning in mid-March, WGCU adapted content and methods of presentation in response.

Expanding digital platforms allows us to create and share unique content that engages users in new ways: Social media, YouTube, video streaming, audio podcasting, video conferencing, mobile apps and our website, wgc.org.

- Innovative content this year included the SWFL Virtual Townhall series, produced in a groundbreaking partnership with The News-Press/Naples Daily News. The first, *100 Days of Coronavirus*, explored the impact of the pandemic on healthcare, education, restaurants and marginalized communities in a one-hour program in June simulcast on TV, radio, Facebook Live and the newspapers' websites. An interactive Q&A with local experts in these fields followed.
- When area schools pivoted to virtual learning, WGCU changed its morning and afternoon schedules to content curated for and closely aligned with Florida curriculum standards, including educational programming from *NOVA*, *Nature*, *American Experience* and other venerated PBS offerings.
- WGCU has become a leader in environmental news, and with support from three foundations (VoLo Foundation, the Brico Fund through the Community Foundation of Collier County, and Anonymous), has added a grant-funded position for a digital environmental reporter for fiscal year 2020-2021.
- Our original *Curious Cuisine* video interstitials appearing on WGCU TV and online highlight some of the area's unique restaurants, representing its diverse heritages.

AWARDS

WGCU reporters earned 15 regional and national awards in 2019-2020.

Four Regional Edward R. Murrow Awards:

- Excellence in Innovation: Andrea Perdomo, for "News in Español."
- Best Use of Sound: Andrea Perdomo, "Monitoring Poached Turtles Returned to the Wild."
- Hard News: Andrea Perdomo, "Chinese Tariffs Dip into the Pocket of SWFL Nonprofit."
- Sports, Victoria Alvarez, "SWFL Paralympic Fencer Trains for 2020 Tokyo Paralympic Games."

Eight first-place and two finalist awards from the Florida Association of Broadcasters:

- General Assignment/Long Form: Andrea Perdomo, "Monitoring Poached Turtles" (see above).
- Use of Sound: Bruno Halpern and Julie Glenn, "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, "Invasive Bacteria Threatens Florida's Palm Trees."
- Education Reporting: Andrea Perdomo, "Immokalee School Wins National Math Competition."
- Feature Hard News: Andrea Perdomo, "Chinese Tariffs" (see above).
- Feature Light News: Julie Glenn, "Wolf Dog Goes Viral as Shy Wolf Sanctuary Seeks to Expand."
- General Assignment: Julie Glenn, "Red Tide Returns: Fish Kills on Marco and Beach Warnings in Collier and South Lee Counties."
- Sports: Victoria Alvarez, "SWFL Paralympic Fencer" (see above).

And the Marjory Stoneman Douglas Award for water resource coverage from the Florida Lake Management Society.

WATCH & CLICK: WGCU IS PBS FOR SOUTHWEST FLORIDA

WGCU PBS — WGCU is one of 350 PBS member stations, offering the public the opportunity to explore new ideas and new worlds through television and digital content. Viewers experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front-row seats to world-class drama and performances. PBS’ broad array of programs has been consistently honored by the industry’s most coveted award competitions.

Encore/Create — From 6 a.m. to 6 p.m., Create features programs on how-to cooking, painting, sewing, gardening, travel and more. From 6 p.m. to 6 a.m., Encore on the same channel reprises some of the best PBS programs, from dramas and documentaries to nature and public affairs.

WORLD — Featuring news and documentaries from PBS, WORLD’s focus is on original content, offering a national platform to filmmakers examining issues often not covered in mainstream media.

The Florida Channel — This is the public affairs service funded by the Florida Legislature and produced and operated by WFSU-TV. It features programming covering all three branches of state government, and is Florida’s primary source for live, unedited coverage of the Governor and Cabinet, the Legislature and the Supreme Court.

24/7 PBS Kids / wgcukids.org — Children and teachers from pre-K through 12th grade turn to PBS for broadcast along with digital content and services that help bring classroom lessons to life. Research confirms that PBS’ premier children’s media service, PBS KIDS, helps children build critical literacy, math and social-emotional skills, enabling them to find success in school and life.

Stream local and national programs through wgcu.org/watch, the WGCU app, the PBS app, WGCU Public Media YouTube, and WGCU Passport, exclusive to WGCU members.

Live stream WGCU’s local PBS schedule through wgcu.org, the WGCU app, or the YouTube subscription service.

PBS Television App — Download the PBS channel on your smart television, streaming or digital device to watch your favorite shows as desired.



*Love this station.
Wonderful shows.
Keep them coming.*

**Nancy and Michael,
Naples**

Where to find us	Over Air/ Antenna	Comcast		Summit	Hotwire Fision Digital	Hotwire Fission Basic	Dish/ DirectTV	Bluestream	Century Link/ Prism		Apogee
		Fort Myers/ Naples/ Cape Coral, Everglades City	Arcadia, Cape Haze, Port Charlotte								
WGCU PBS	30.1	3,440,1030	3,440,1030	3	13,413	3	30,9221	3	3,1003	30.1	
World	30.2	201,1162	201,1162	178	14	11	n/a	173	12	30.2	
Create/Encore	30.3	202,1163	203,1163	177	15	9	n/a	174	11	30.3	
The Florida Channel	30.4	n/a	n/a	179	16	10	n/a	175	13	30.4	
PBS Kids/wgcukids.org	30.5	203,1164	202/1164	176	n/a	n/a	n/a	176	n/a	n/a	

WGCU is a member-supported service of Florida Gulf Coast University. Schedules are subject to change. For a complete and current TV schedule, visit wgcu.org/tvschedules.

LISTEN & CLICK: WGCU IS NPR FOR SOUTHWEST FLORIDA

WGCU FM (90.1 Fort Myers/Naples, 91.7 FM Marco Island) — WGCU is Southwest Florida's source for NPR, an independent, nonprofit media organization, founded on a mission to create a more informed public. As one of over 1,000 NPR member stations, WGCU works to connect on the air, online, and in person to explore the news, ideas, and what it means to be human.

Classical Music 24/7 (90.1 HD2 Fort Myers/Naples and 91.7 HD2 Marco Island) — Satellite-delivered radio service providing classical music available 24/7.

Radio Reading Service/ Special Programming HD3 — A subcarrier service that provides 24/7 radio reading service to visual and sight impaired listeners. When relevant and essential to impart the latest news, WGCU will carry special programs on this channel.

Gulf Coast Life airs four days a week for 30 minutes at 1 p.m. and 9 p.m., and covers local topics ranging from environmental and political news, trends, arts and community features.

Wgcunews.org hosts news and information specific to Southwest Florida, as well as curated national, regional and local stories.

News en Español reaches even deeper into local communities, in collaboration with the Coalition of Immokalee Workers' Radio Conciencia La Tuya 107.7. Listen at wgcunews.org, WGCU Public Media YouTube and from the WGCU Public Media Facebook page.

Stream all three channels through the WGCU app, wgcunews.org/listen, or smart devices.

Wgcunews.org is also home to unique-to-SWFL content like *With the Wild Things*, *Amy Bennett Williams Essays*, and *SWFL StoryCorps*.

Podcasts — WGCU produces 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.



”

Your news & services are necessary in this day and age. Always a true believer and supporter of NPR.

**Anonymous,
Ave Maria**



BIOGRAPHY
THROUGH
MUSIC
WGNU | npr

Three Song Stories – 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. Released every Friday.

Listen at threesongstories.org

52 podcasts this year out of 129 total
Facebook followers: 759, 95% increase
Instagram followers: 379, 43% increase



THE
CULTURE &
CONTEXT
OF WINE
WGNU | npr

Grape Minds – Podcasters Julie Glenn and Gina Birch discuss wine varieties, winemaking and vintner families, along with ideas about wine and personality.

Listen at grapeminds.org

30 podcasts this year out of 69 total
Facebook followers: 427, 9% increase
Instagram followers: 141, 66% increase



This was simply excellent ... a pleasure to listen to and full of rich tidbits all the way through.

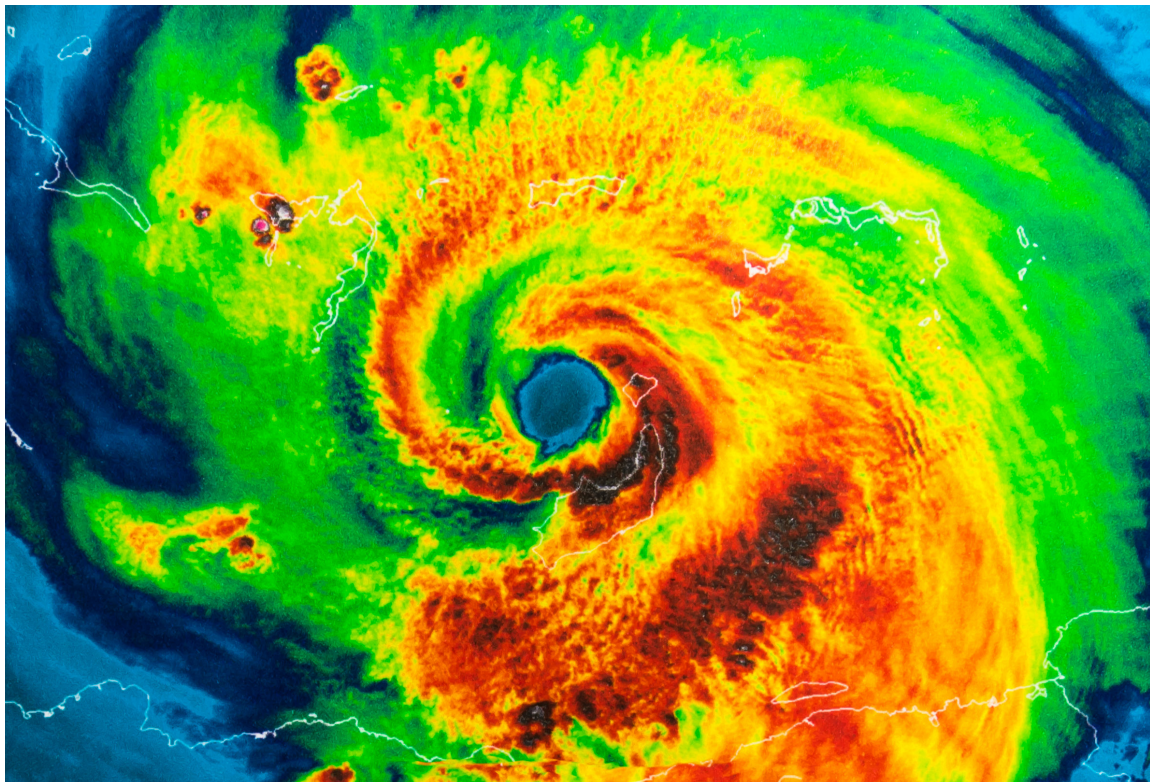
David Newland,
Toronto-based musician and
Three Song Stories listener

WE ARE: A PUBLIC SERVICE NONPROFIT

A PORT IN THE STORM

Through our partnership with FPREN (Florida Public Radio Emergency Network), WGCU is 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 wgc.org/beprepared.



24 HOUR RADIO READING SERVICE

WGCU is proud to offer the Radio Reading Service for blind and print-handicapped people in Southwest Florida. This is a 24-hour service that streams through special radios and through our website. We have 52 loyal volunteers who read on air in normal, non-pandemic times. Each participating volunteer comes to the station for 20 hours every week to read daily newspapers, grocery ads and other local information. Learn more at wgc.org/radio-reading.

”

You play a vital role in the Southwest Florida region. Thank you so much!!

**Marsha Holbrook,
Anchorage, Alaska**

LIGHTS, CAMERA, ACTION

With one of the largest rentable studios in Southwest Florida, Gulf Coast Studios is the production arm of WGCU. Not only is it the place for local productions, but also outside productions are welcome to use the fully equipped professional studio, including uplink and virtual production capabilities, for marketing and advertising purposes.

This year, WGCU held 25 internal and seven full rentals from external clients in the studios. 2019 also celebrated our fifth year of producing *Joyful & Triumphant*, FGCU's holiday concert featuring The Bower School of Music Chamber Choir and University Choir.

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



Finally! I am making this contribution in the name of all the freeloading lurkers out there – like me, before today!

**Michael Spencer,
Naples**

GETTING THE SIGNAL

A word from Kevin Trueblood, Associate General Manager, Technology & Operations:



WGCU finalized the two tower and transmitter projects to improve our signals. By November 2019, our listeners began receiving a stronger television and radio signal due to the shift in direction of the signal coverage, as well as completion of the reconstruction of the towers themselves. WGCU replaced the main broadcast antenna located at 11751 State Highway 31 in Punta Gorda with a larger one to allow for increased signal.

Our signal coverage improved for the northern edge of our viewing/listening audience as well. As a result, we reach up to 12 counties in south and Southwest Florida, more than ever before.

In June of 2020, we added descriptive services to our PBS channel to be more inclusive for our sight-impaired viewers.

Other improvements included the housing related to the transmitter. This provided the equipment with better insulation from the intense heat and protection from Southwest Florida storms. The working crew had several run-ins with the locals during the rebuild.



ENGAGEMENT

A word from Anne Stavelly, Outreach & Education Coordinator:



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 engaging learners of all ages through events.

Plans for 2021 remain flexible as we determine what to do about events originally scheduled for this year. Our hugely attended Kids Day, postponed from March 2020, is tentatively scheduled for October 2021.

The Move to Include effort we began in 2019 continues in an amended fashion. The initiative aimed at being more inclusive of people with physical and intellectual disabilities was to launch with programs and events in July 2020. We moved some events to a digital environment and will continue to be a partner in this effort, funded in part by the Corporation for Public Broadcasting.

WGPU's education initiatives were supported in part by the Alan and Jacqueline Cadkin Foundation Educational Engagement Endowment.

BY THE NUMBERS

28 teachers were taught how to use PBS content through 4 virtual PBS LearningMedia sessions, supported by a grant from the Fred and Jean Allegretti Foundation

124 teachers attended 3 in-person PBS LearningMedia Workshops

52,213 PBS LearningMedia users over 12 months

5 screenings of PBS programs/specials

2 Events: No Passport Required, America's Test Kitchen

2 On the Road trips: Hugh Jackman and Andre Rieu in Tampa, sponsored by Preferred Travel of Naples

2 travel open houses featuring Preferred Travel of Naples

2 community appearances: SWFL Reading Festival, Charlotte Harbor Nature Festival

14 tours of the WGPU-Myra Janco Daniels Public Media Center

7 grants raised \$38,000

VOLUNTEERS

31 volunteers filled 22 volunteer opportunities totaling 289 hours for WGPU. WGPU relies on its volunteers, whose ages range widely, including plenty of local retirees but also young people.

Volunteer duties include envelope stuffing, greeting and catering to event attendees, broadcasting on air to encourage donations, and so much more.

If you're interested in volunteering, contact Anne Stavelly at 239-590-2329 or at astavelly@wgcu.org.



This [PBS Learning Media] has been wonderful. I've been a teacher for 34 years, and I've had Google Classroom for 4 but this is a wonderful resource! I'm going to tell all the science folks this is a wonderful resource ... I joined all four sessions, even one in a car.

Susan Hayes,
High school teacher

DEVELOPMENT

A word from Pam Garvey, Associate General Manager for Development and Community Relations:



Thank you! Our donors rose to our clarion call for continued support in spite of the pandemic and our uncertain economic conditions. We are so grateful for those who dug a little bit deeper to sustain WGCU's vital news operation and to continue our broadcasts of national and international news on both television and radio.

With FEWER DAYS of on-air fundraising, in part due to the pandemic, WGCU was able to close the fiscal year on track and record its second most successful fundraising year ever.

WGCU's Development team raised \$4.7 million inclusive of almost \$600,000 in deferred gifts in FY 19-20. WGCU's cash gifts increased by \$458,000 over the prior year (FY18-19), in addition to leveraging a one-time match of over \$85,000 through FGCU's "Give Where You Live Collier" campaign with the Community Foundation of Collier County.

Almost 16,000 unique donors made a gift to WGCU this fiscal year, representing an increase of almost 4% over the prior year. While unique donors are a closely monitored figure, it's highly variable based on TV programs, premium offerings, and the number of ticketed events that WGCU hosts annually.

In FY19-20, WGCU realized over 3,359 new members (or 23% of all donors). Thirty-four percent of those new members came through the WGCU Passport, which grew in popularity as viewers sheltered at home.

WGCU continues to work with Florida Gulf Coast University on a \$30 million campaign to upgrade equipment and build endowment, Fund Our Future. Phase 2 of the campaign will help transform WGCU's commitment to local journalism, building a more robust digital platform, and provide educational opportunities for students to work alongside WGCU professionals in the field. To date, WGCU has raised almost \$13 million in bequests, intents, pledges, and realized gifts toward that goal.



WGCU'S LEADERSHIP CIRCLE

The Leadership Circle is WGCU's most committed and prestigious group of donors. Leadership Circle members generously pledge an annual gift of \$2,500 or more to WGCU. These dedicated supporters ensure that WGCU is able to continue providing local journalism and high-quality programming. They enjoy special access to events and behind-the-scenes experiences. This year, Leadership Circle members enjoyed listening to Mara Liasson, NPR & Fox News political correspondent, celebrated Wine & War at Bleu Provence, played Musical Chairs with the Punta Gorda Symphony and its talented musicians, and enjoyed an environmental evening at Rookery Bay.



*Rick Johnson with
Mara Liasson*



Ellie Fox



DEVELOPMENT

COMMUNITY & CORPORATE PARTNERS MAKE 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 of 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 Bistro
- Crowne Plaza
- Dolphin Transportation
- FGCU
- FGCU Bower School of Music
- Florida Repertory Theatre
- Florida Weekly
- Fort Myers Community Concert Association
- Naples Daily News and The News-Press
- Holocaust Museum & Cohen Education Center
- Hope Clubhouse
- Imagine Solutions Conference
- Intersport, Inc./Naples Next Conference
- Millennial Brewing Company Oktoberfest
- The Naples Players
- Ringling College of Art & Design
- Shell Point
- Southwest Florida Reading Festival
- The Speakers Assembly of Southwest Florida
- Times of the Islands Media, Inc.
- The Wine Store



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. For a complete listing of businesses that support WGCU, please visit wgcu.org/our-sponsors.

COMMUNICATIONS

A word from Pam James, Assistant Director, Membership & Communications:

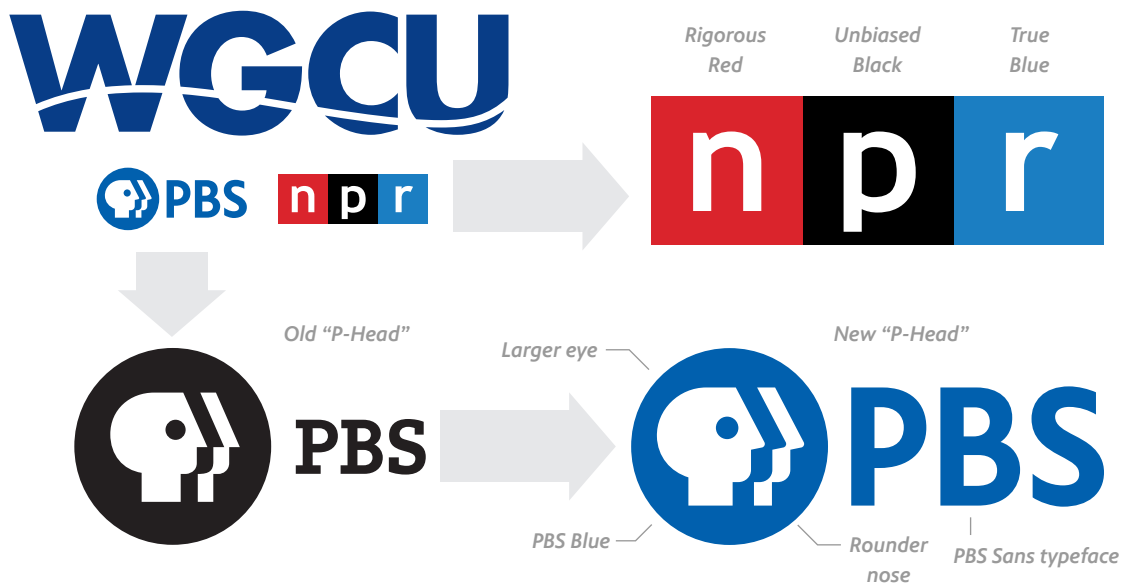


1970 officially launched two new media outlets into the airwaves: PBS & NPR. 50 Years later, both public media services are going strong, but PBS, in its middle age, felt the need to assess the brand. After extensive research, PBS determined that the familiar “P-Head” still reflected a valued symbol and identity for a diverse and thoughtful community. So, instead of an overhaul, PBS opted for a “refresh” of the logo and brand. The changes in the “P-Head” are subtle, reflecting that diverse audience: a softer nose, a larger eye and a deeper chin. The more dramatic change was for each member station to adopt the overall look and feel of the national branding, providing a unified look across the country with bolder colors and font styles.

NPR, not to be outdone by its media sibling, also adopted a “refresh” approach. The NPR colors are now called Rigorous Red, indicating passion, energy and a burning curiosity; Unbiased Black, indicating neutrality, authority, simplicity; and True Blue, indicating trust, reliability and a welcoming tone.

WGCU received permission to maintain the “wave” that undulates through our call letters, a unique identifier all our own. All of this results in our new WGCU PBS & NPR media brand in Southwest Florida.

Special thanks goes to FGCU Assistant Professor Michael Donlan — WGCU’s Creative Services Manager — who wrangled and wrestled the various logos into lockstep for use in print, on air and digitally.



BUT THAT WAS JUST THE FIRST QUARTER ...

WGCU continued to increase its presence in local media and effectively expanded its footprint throughout Southwest Florida 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 *The News-Press/Naples Daily News*, *Florida Weekly*, *Times of the Islands*, *Spotlight News Magazine*, *Estero Life* magazine and Suncoast Media Group.

We increased the publication of our electronic newsletter from every two weeks to weekly. Sign up to receive the e-newsletter at wgcu.org/updates.

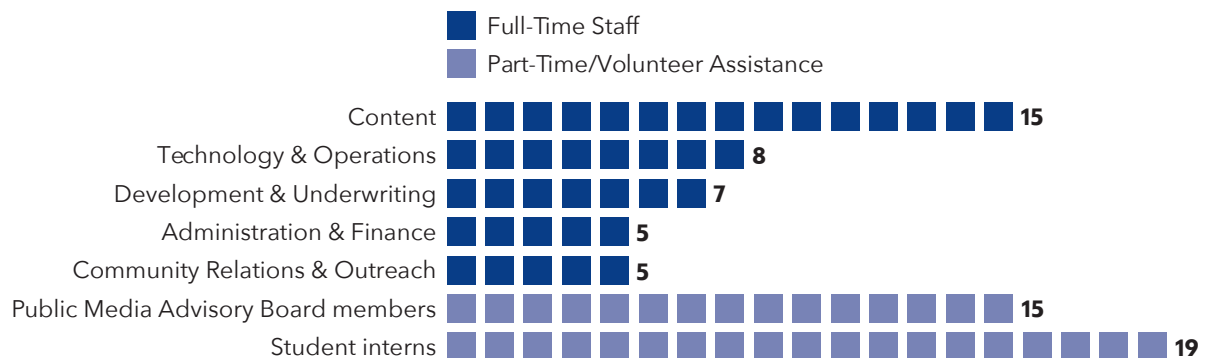
WGCU EMPLOYEES

MILESTONES

- Director of Programming & Promotion Toby Cooke retired after 31 years.
- Administrative Assistant to the GM Muriel Olsen and Director/Editor Brian Price both celebrated 20 years with WGCU.
- Reporter John Davis hosted select pre-performance talks called “Musical Conversations” through the 2019-2020 season of the Punta Gorda Symphony.
- Donor Relations Specialist Gina Dengler earned her CFRE credential and is now on the board of the Association of Fundraising Professionals locally.
- Donor Relations Specialist Jennifer Denike was elected to serve on the FGCU Staff Advisory Committee; is on the board of one of our Move to Include partners, Best Buddies; and was recognized as a “Woman to Watch” by eBella magazine in November 2019.
- Director of Finance and Chief Financial Officer David Duke is on the board of Public Media Business Association, serving on the finance and membership committees.
- News Director Julie Glenn is on the board of Public Media Journalists Association, and has been hosting FGCU Donor Inside Access Live & Virtual Meetings with FGCU Experts.
- Assistant Director, Membership & Communications Pam James & Outreach Coordinator Anne Stavely earned FGCU-sponsored scholarships for the PBS Annual Meeting which unfortunately was canceled due to the pandemic.
- Reporter Andrea Perdomo received a scholarship to attend an IRE data journalism (virtual) workshop.
- Associate General Manager for Content Amy Shumaker is secretary of Florida Public Media Board is developing an Executive Content Managers group within the PBS system; and cochairs the Florida Public Media Content Committee.
- Associate General Manager for Technology & Operations Kevin Trueblood is the national secretary for the board of the Society of Broadcast Engineers.

STAFF BREAKDOWN

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



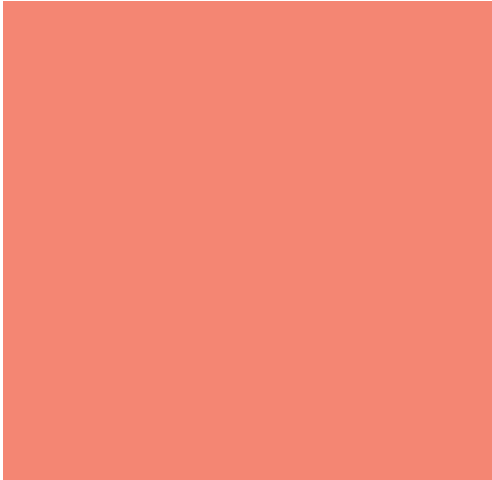


SENIOR STAFF

- Rick Johnson, General Manager
- Pam Garvey, Associate General Manager for Development & Community Relations
- Amy Shumaker, Associate General Manager for Content
- Kevin Trueblood, Associate General Manager for Technology & Operations
- 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 2019-2020

- Judy M. Bricker (Chair), Naples
- Jim Hale (Vice Chair), Bonita Springs
- Lydia Black, Fort Myers
- Howard Cohen, Estero
- Mimi Chapin Gregory, Naples
- Rick Johnson (ex-officio), Fort Myers
- Iqbal Mamdani, Naples
- Steve O'Brien, Naples
- Muriel Olsen (board secretary), Fort Myers
- Maria Palacio, Fort Myers
- Kevin Price (ex-officio), Estero
- Mindi Simon, Fort Myers
- Rick Solum, Bonita Springs
- Charisse Thomas, Fort Myers



WGCU
PUBLIC MEDIA

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