

HONORING OUR DONORS' **IMPACT**



WGCU
PUBLIC MEDIA

2023-2024 Community Gratitude Report

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

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WITH GRATITUDE



WGCU had another strong year of service to this community because of your increased support. We had a record year in our financial growth across membership, major gifts, and corporate support. We were able to meet our goals in our strategic plan on time and on budget.

WGCU has doubled our staff during the past three years from 32 to 64 but that is still too small to enhance the services of five TV stations, two radio stations, and our digital platforms. We are striving to be your one-stop shop for local, national, and international content. We have two years left in our five-year plan to reach 80 employees and keep pace with the needs of this growing community.

Approximately 500,000 people depend on WGCU each month. We think about this responsibility every day as we create our best work. Your contributions have an enormous impact on the daily lives of your friends, neighbors, and others.

Our radio services have grown again this year. Today we supplement the work of NPR, the BBC, and other partners with 12 continuous hours of local news inserts in addition to

our signature local program, *Gulf Coast Life*. We added a Culture and Connections desk to explore how our vast tapestry of different people and perspectives adds value to the human condition.

This was a big year for our TV expansion. We have a new TV documentary unit producing full-length projects to enhance our Thursday night prime-time portfolio of *Untold Stories*. One of these documentary projects, *Dream School*, explored the trials that parents and students go through in the journey to higher education. Approximately 50% of the PBS stations across the nation carried this important film produced here at our local studios. Our next set of releases will focus on the communities still impacted by the Hurricane Ian. These stories take us from the foundations of these communities through their resilience during the storm, and into their changing future.

Our most ambitious TV project started this fall. *Southwest Florida In Focus* is a weekly pilot in preparation for a nightly newscast. A single visionary donor gave us funding to launch this project as a weekly production and two subsequent gifts came in to jumpstart the nightly effort. We will focus on long-form journalism, interviewing thought leaders on the economy, education, healthcare, workforce development, housing and transportation, politics, arts, culture, and more. We hope you will join us in this expansion.

I am grateful for your support and the talented staff that you have empowered me to build. Our relationship with you is a virtuous cycle of resources in this community.

A handwritten signature in blue ink, appearing to read 'Corey S. Lewis'. The signature is fluid and cursive, written over a white background.

Corey S. Lewis
General Manager

FROM OUR COUNCIL CHAIR



We extend our heartfelt gratitude to our dedicated staff and supportive members, whose unwavering commitment and enthusiasm are the driving forces behind WGCU Public Media's ongoing success and impact. As WGCU looks to the future, it is poised for growth and innovation, fueled by its dedication to delivering high-quality journalism and engaging community programming. The advisory council plays a vital role by offering strategic guidance, fostering community connections, and ensuring that the station's initiatives align with the diverse needs and interests of its audience.

-Lydia Black

ADVISORY COUNCIL

Lydia Black

Chair

Shavon Chester

Howard K. Cohen

Mimi Chapin Gregory

Ben Machielse

Iqbal G. Mamdani

Joseph Mercurio

Peter Sulick

Peter Smyth

Corey S. Lewis

Ex-officio

EXECUTIVE TEAM

Corey S. Lewis

General Manager

Amy Shumaker

Associate General Manager, Content

Scott Miller

Associate General Manager, Business Partnerships and Corporate Investments

Michelle Rhinesmith

Associate General Manager, Membership and Campaign Strategy

Kevin Trueblood

Associate General Manager, Technology and Operations

David Duke

Director of Finance

Pamela James

Executive Producer of Content

"We regard WGCU as one of the cultural anchors of Southwest Florida. Your content is interesting, timely, and relevant."

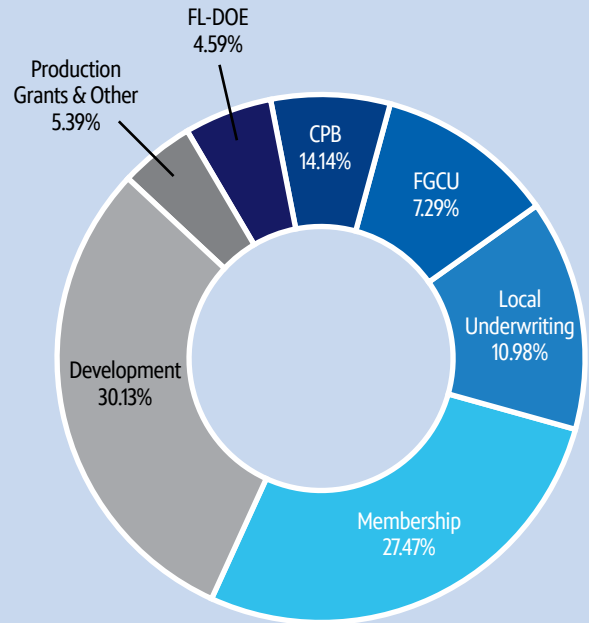
-Wayne Beardsley, Cape Coral, giving to WGCU for over 20 years

2023-2024 NET OPERATING REVENUES & EXPENSES

TOTAL INCOME **\$10,238,217**

2024 INCOME

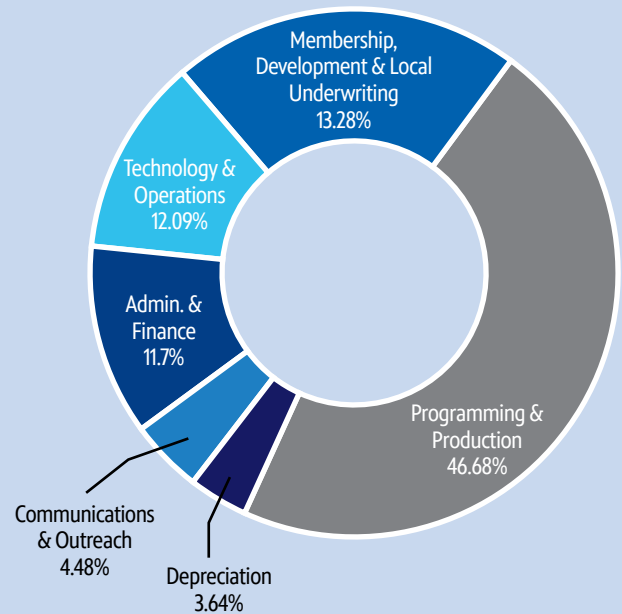
FLORIDA DEPARTMENT OF EDUCATION (FL-DOE)	\$470,400
CORPORATION FOR PUBLIC BROADCASTING (CPB)	\$1,447,694
FLORIDA GULF COAST UNIVERSITY (FGCU)	\$746,550
LOCAL UNDERWRITING	\$1,124,356
MEMBERSHIP	\$2,812,289
DEVELOPMENT	\$3,085,246
PRODUCTION GRANTS & OTHER	\$551,673



TOTAL EXPENSES **\$8,269,571**

2024 EXPENSES

DEPRECIATION EXPENSE	\$301,074
ADMINISTRATION & FINANCE	\$967,818
MEMBERSHIP, DEVELOPMENT & LOCAL UNDERWRITING	\$1,770,540
COMMUNICATIONS & OUTREACH	\$370,169
TECHNOLOGY & OPERATIONS	\$999,564
PROGRAMMING & PRODUCTION	\$3,860,406



Above data is unaudited and does not include in-kind, trade, and indirect support calculations or the unrealized gains on endowment and distributions of restricted endowments.

IMPACT IN ACTION



**Jack & Nancy
WIADRO**

“The first thing we did, when we relocated to Southwest Florida, was to join WGCU,” write Nancy and Jack Wiadro of Naples. “Volunteer opportunities brought us to the late Glenn Sabatka’s Radio Reading Service. At 6:30 am, in the old studio, we’d read three local papers to the visually impaired.”

“As WGCU grew, so did our involvement and financial support. We continue to volunteer to maintain and grow programming during Pledge Week. Today, we are blessed to have Corey Lewis as general manager, and his splendid and expanding staff. After almost 35 years, WGCU has our full support and it should have yours, too!”



**Clive & Sunny
LUBNER**

When WGCU was first incorporated, Sunny and Clive Lubner were among our earliest underwriting partners. Their enduring commitment to public media is reflected not only through their business, Clive Daniel Home, but also in their personal giving, which continues to support WGCU’s mission today.

“Clive and I came to Southwest Florida 46 years ago from South Africa,” Sunny Lubner said. “All we knew about public broadcasting was the SABC – the propaganda arm of the then-apartheid government.” As proud, naturalized citizens, “NPR provides the soundtrack to our American lives and PBS informs and entertains us without spin. Life without public broadcasting is unimaginable, and we’re grateful to live in a community that treasures it.”

The Lubners’ support continues to make a difference in WGCU’s ability to provide quality news, entertainment, and educational programming across Southwest Florida.

“You are our window on the world for in-depth news and travel documentaries, plus the best entertainment shows!”

-Curt Dunham, North Fort Myers, giving to WGCU for over 21 years

Reflections of a Colored Girl



Martha Bireda as a young girl in Sarasota, Florida



Bireda and her parents on graduation day at Western Michigan University in Kalamazoo, Michigan.



Dr. Martha Bireda recording *Reflections of a Colored Girl* in the WGPU FM studio.



Behind the scenes of the documentary *Reflections of a Colored Girl*

Reflections of a Colored Girl is a riveting memoir of essays detailing the life of Dr. Martha Bireda and her personal journey of hope and resilience in the face of adversity. In partnership with WGPU, these essays were transformed into a series of audio and online episodes that aired on WGPU-FM in 2024. From this, a grant from Florida Humanities helped further develop this story into a long-form documentary produced by WGPU's Documentary Unit. As part of its strategic expansion, this documentary team is dedicated to amplifying the people, places, and experiences that impact Southwest Florida.

Additional support for WGPU's Documentary Unit comes from The Jack Forte Foundation, Howard & Nancy Cohen, Dr. & Mrs. Nelson A. Wright III, Edie Hunt, and Bruce & Janet Bunch.

COMMUNITY ENGAGEMENT

WGCU is proud to be part of Southwest Florida and participates in a variety of engagement opportunities meant to further deepen the connection between our mission and members of our community



SCREENINGS

- *Dream School: A Journey to Higher Ed*
- **NATIVE AMERICA**
- *Repairing the World*
- *Live to 100: Secrets of the Blue Zones*
- *World on Fire*

14+ STATION TOURS

for community organizations, FGCU students, and university relations



GRANTS

- PBS – NATIVE AMERICA
- Arthrex
- Create
- Gulf Coast Community Foundation
- Florida Humanities Council ‘Broadcasting Hope Public Media’
- Florida Humanities Council
- Educator and Family Learning Workshops
- WGCU Move to Include Virtual Book Clubs
- The VoLo Foundation
- Brico Fund



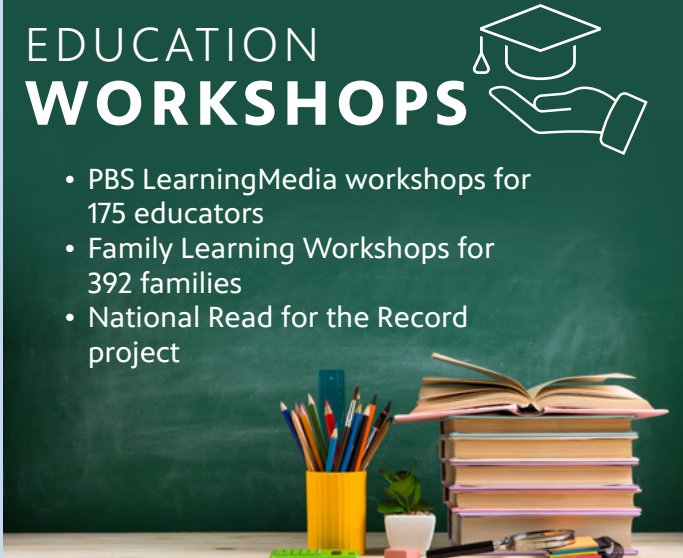
EVENTS

- Untold Stories Summit
- Collier County Centennial GCL
- Fort Myers Beach Hurricane Expo
- StoryCorps Mobile Tour
- Environment Presentation, Tom Bayles
- Be My Neighbor Day
- Bob Ross Paint Night (2)
- An Evening with Margaret Hoover
- An Evening with Geoff Bennett
- A Special Conversation with Rick Steves
- Milestone Donor Lunches (3)



EDUCATION WORKSHOPS

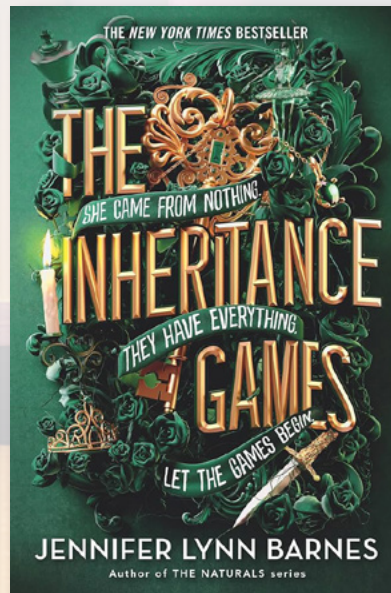
- PBS LearningMedia workshops for 175 educators
- Family Learning Workshops for 392 families
- National Read for the Record project



“You all do a fantastic job. From radio, to TV, and to public outreach, we all need your voice!”
-Lucia Schatteleyn, Rotonda West, giving to WGCU for 21 years



VIRTUAL BOOK CLUB



The WGPU Move to Include Book Club is a unique social opportunity for people with an autism diagnosis and their peers to promote inclusion and reduce social isolation among young adults. The virtual book club is reading its ninth book together, finding that books can be even more interesting when you can discuss them with friends. Here's what one member says:

"I have always looked for a group that made me feel like I belong. One day, I had stumbled upon the WGPU Move to Include Book Club and decided to take a chance, knowing that if nothing else I could share my love of reading with others. But this book club has been so much more for me. It has given me not only a community of people where I feel like I belong, but a community that lifts me up, gives me confidence, and more. It is something that I look forward to every week, and I am so glad that I took that leap of faith so many books ago. Thank you, WGPU Move to Include Book Club for being a community that I can call home."

- Emma Skinner

2023-2024 EVENTS



Gerben and Janice DeJong chatted with WGCU Development Directors Sara Jordan and Pedro Lora at the Geoff Bennett event.



WGCU's Bryant Monteilh, *PBS News Hour* host Geoff Bennett, and Collier County NAACP President Vincent A. Keays



Cello Bennett Nadler and Paul Nadler met and talked with WGCU GM Corey Lewis and *Firing Line* host Margaret Hoover.



Firing Line host Margaret Hoover and David Mink at Collaboratory



Rick Steves was a guest presenter at a Leadership Circle breakfast in the WGCU TV Studio.



Linda Penniman received an award for her leadership and 12 years of support.

"I am a more informed citizen because of WGCU. Thank you! ...and my team loves me on trivia nights."

-Cindy Dreyfuss, Naples, giving to WGCU for over 23 years



WGCU members learned to paint like Bob Ross with certified instructor Mathew Halstead.



Certified Bob Ross instructor Mathew Halstead taught a class at WGCU.



Rich DeVoe from Subaru of Naples handed the keys to a new car to WGCU supporter Barb, our sweepstakes winner.



Gwyneth Wint and Danielle Pierce attended the StoryCorps listening event at Alliance for the Arts.



Patty Duncan, Mary Kluczycki, Barbara Shearer, and Margaret Gonzalez at WGCU's donor appreciation party hosted by Clive Daniel Home



Sunny Lubner of Clive Daniel Home introduced WGCU's new documentary film crew at WGCU's donor appreciation party.

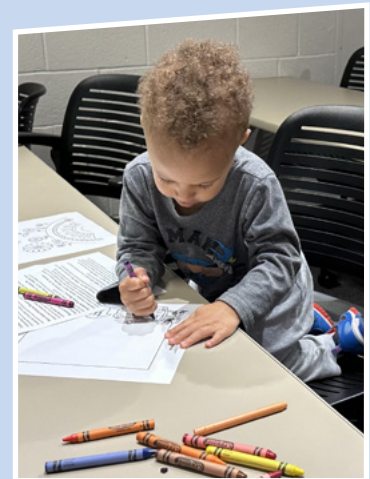
BE MY NEIGHBOR DAY



On Saturday, March 2, the Myra Janco Daniels Public Media Center buzzed with activity at WGPU's annual Be My Neighbor Day event presented by Florida Prepaid.

Drawing nearly 500 attendees, guests were able to interact with 25 community partners who showcased their valuable resources while creating a vibrant atmosphere filled with learning and connection. Southwest Florida families were also able to meet and take photos with everyone's favorite PBS Kids star, Daniel Tiger.

Attendee feedback was overwhelmingly positive, with comments such as, "We come every year and it keeps getting bigger and better," highlighting the event's growth and importance. Every exhibitor expressed eagerness to return in 2025, affirming the event's role as a cherished community staple.



"In every neighborhood, all across our country, there are good people insisting on a good start for the young, and doing something about it."

-Fred Rogers

2023-2024 CONCERTS



Mannheim Steamroller held a meet and greet for WGCU members.



Russell and Suzanne Janisch enjoyed the Mannheim Steamroller event at Artis—Naples.



FGCU Bower School of Music students performed in the annual *Joyful & Triumphant* concert produced by WGCU.



WGCU members Rich and Myriam Rons attended the Classic Rock show.



Mr. and Mrs. Paul had their guitar signed at the Rumors of Fleetwood Mac meet and greet.



WGCU members Cindy and Anthony Pagano enjoyed the Brit Floyd sound check experience.

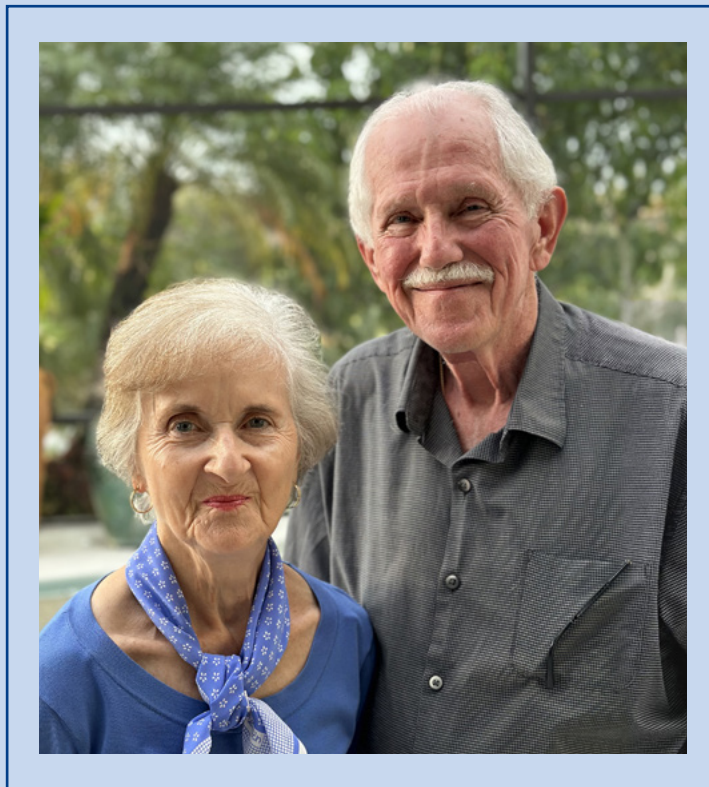


Marcia and David Custer moved to Southwest Florida from the Washington, D.C., area about 10 years ago. "All the while we've lived here, we've come to appreciate WGCU programming," said Marcia Custer. "We enjoy what we're listening to throughout the day on the radio, and watching in the evening on PBS."

The Custers are pleased with recent developments at WGCU. "We've gotten to know their future plans for local program expansion and we agree wholeheartedly with what they're doing," said Marcia Custer.

She is also pleased to be part of a dependable and wide-reaching audience with public media. "We know that the content is factual. We also appreciate that what we're hearing is not only local but also national and global and that WGCU has a strong partnership with journalism students on campus."

David Custer also appreciates that partnership. "We want to make a difference. And one of the differences is, I want to be sure there are funds available to help FGCU students in the journalism program."



The Custers are committed to contributing to journalism today and tomorrow through WGCU as legacy donors. "Anything we can do to enhance the reporting, in this day and age of questionable news content, is important," David Custer added.

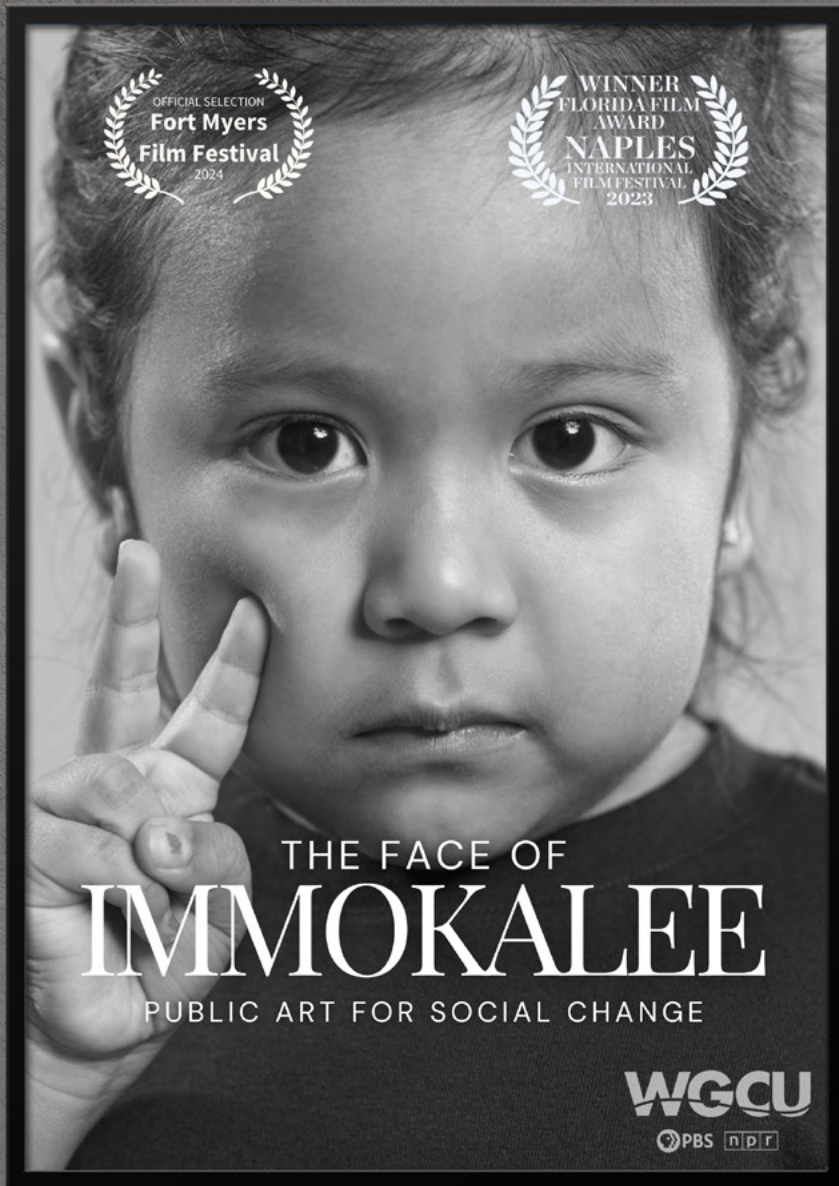
The WGCU Legacy Society honors people who make a provision for WGCU in their wills, establish

a life income gift to WGCU, or create an endowment of \$25,000 or more for sustainable support of WGCU.

For more information, call 239-590-2514 or email leadershipcircle@wgcu.org.

"WGCU brings me programs on TV and radio that enhance my knowledge of the world and of myself. I'm a better person because of it."

-Diane Buckley, Fort Myers, Legacy Society member, giving to WGCU for over 5 years



In 2023, WGCU produced *The Face of Immokalee: Public Art for Social Change* as part of its “Spotlight on the Arts” interstitials series, that is generously funded by Naomi Bloom in memory of her husband, Ron Wallace. This feature followed photographer Michelle Tricca as she set out to humanize the people of the agricultural community of Immokalee in her public art exhibit, *The Face of Immokalee*. Reporter Tara Calligan chronicled Tricca’s efforts and the way her art personalized a community in her documentary, also titled *The Face of Immokalee*, which won Best Florida Film at the Naples International Film Festival this year. The evolution of this project – from artist exhibit, to TV interstitial, to award-winning film – exemplifies the power and impact of our community partnerships.



Photographer Michelle Tricca shows off a portrait on her camera.

Ordonez Ambrosio and Ariana Hernández at the RCMA Immokalee portrait session

Tara Calligan and videographer/ editor Rendy Ramos checking sound levels while filming

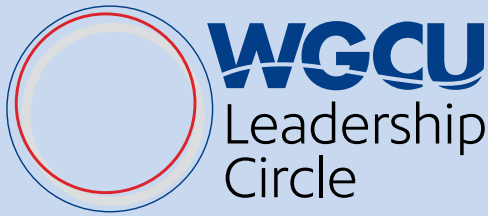
CORPORATE SUPPORT

We encourage you to thank our corporate sponsors for their generous support:

Alison Craig	FL Dept of Elder Affairs	Opera Naples
All Native Garden Center	FL Dept of Health	Ounce of Prevention
ArtFest Fort Myers	FL Dept of Veterans Affairs	Players Circle Theater
Artis-Naples	FL KidCare	Polk Museum of Art
Avow Hospice	FL Power & Light	Porter Wright
Barbara B. Mann Performing Arts Hall	Florida Power & Light	Preferred Travel
BIG ARTS	Florida Prepaid	Prestige Estate Services
Bigham Jewelers	Florida Repertory Theatre	Relax The Back
Bill Smith	Florida Seminole Tourism	Saldukas Family Foundation
Blue Zones Project	Florida Southern College	School District Lee County
Bond, Schoeneck & King, P.A.	Frantz EyeCare	Seraphic Fire
Busey Bank	Friends of Rookery Bay	Shell Point
Carlisle Assisted Living	Furry Land	Shell Point Retirement Community
Celtic on Tour, LLC	Gold Business Management	Shula's Steak House
Central Florida VCB	Grand Piano Series	Southwest Florida Symphony
CFS Mechanical	Gulf Shore Opera	St. Matthew's House
Charley Crockett	Gulfshore Playhouse	St. Olaf College
Choral Artistry	Gunster Law Firm	Storm Smart
Citizens Property Insurance	H Lee Moffitt Cancer Center	Subaru of Naples
Clive Daniel Home	Holocaust Museum & Cohen Education Center	Suncoast Credit Union
Closet Factory	Humana	Supreme Auto Collision
Coastal & Heartland National Estuary Partnership	IMAG	SWFL Regional Planning Council
Collier Community Foundation	Key West Harry S. Truman Foundation	TECO Peoples Gas
Collier County BOC c/o FPM	Lee County VCB	TFM Carolina
Collier County Solid Waste	Lee Health	The Calleja Group
Collier County Supervisor of Elections	Lukas Nelson	The Everglades Foundation
Commerce Bancshares, Inc.	Mamdani	UM Health - Sylvester Cancer Center
Community Foundation of Collier County	Marco Island Center for the Arts	Unitarian Universalist Church of Fort Myers, Inc.
Conservation Foundation of Gulf Coast	Mote Marine	Unitarian Universalist Congregation of Naples
Diamond District	Naples Art District	University of South Florida CPH
Early Learning Coalition	Naples Botanical Garden	US Sugar
Edison Ford Winter Estates	Naples Marco Island Everglades c/o FPM	Vi Living / Bentley Village c/o NPM
FGCU Bower School of Music & Arts	Naples Trust	Visit Central FL VCB
FGCU Community Relations & Marketing	Neapolitan Enterprises	
FGCU Wasmer Art Gallery	Nova Southeastern University	

"As lifelong Floridians, my wife and I enjoy your documentaries. They help us know more about the state and area we live in and love!"

-Scott Cooper, LaBelle, who has been giving to WGCU for over 34 years



WGCU Public Media gratefully recognizes the generosity of our Leadership Circle donors.

This dedicated group of individuals helps strengthen and expand the impact of WGCU's work. Thank you!

Holly Aldrich in Memory of *Rod Aldrich
Judy Erwin and Wayne Andersen
Anonymous
Christopher Lange and John Beyer
Elizabeth and Jason Birkby
Naomi Bloom
Mary and Richard Blume
Rich and Jane Borchers
Hillard and Barbara Bowling
Amy and Ray Bozicnik
Dr. Wilson and Jo Anna Bradshaw
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Stuart and Estelle Price
Dr. Ramachandran Rajaram

Gail and David Raymond
Michelle Rhinesmith
Wendy Riedel
Anne and John Roberts
Lyle and Gloria Rosenzweig
Carole and Stan Russell
Sue Savage
Joyce Schaffer in Memory of *Wayne Robinson
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Ms. Kathleen Weber
Helge and Erika Wehmeier
Susan and Jay Weiss
Mrs. Robert Weissman
Nancy G. White
Nancy and Jack Wiadro
Bill and Sally Wildner
Barry and Fran Wilson
Dr. and Mrs. Nelson A Wright, III
Leslie Young

*Deceased

A LOOK AHEAD



The WGPU crew at work filming our new weekly TV news show

SOUTHWEST FLORIDA

IN FOCUS

WGPU's new weekly TV news program, *Southwest Florida In Focus*, offers an in-depth, thoughtful approach to local journalism, combining elements of *PBS News Hour* with the insightful questioning of *Firing Line*. With expert interviews and long-form storytelling, the program highlights key issues like healthcare, education, and economic growth. The funding to launch the weekly pilot of *Southwest Florida In Focus* was made possible due to seed money received in Fiscal Year 2024. As we continue this journey, our goal is to expand *Southwest Florida In Focus* into a nightly newscast, deepening our commitment to providing you with news that moves beyond the headlines to offer meaningful insights and real impact on our community. Stay tuned as we build on this exciting new chapter!

EVENTS FOR 2025



NOVA Executive Producer
Chris Schmidt



All Things Considered
Co-host Mary Louise Kelly



— AMERICA'S —
TEST KITCHEN

"I always have felt WGPU has balanced ethical news and fantastic radio and TV!"
-Johanna Dettis, Naples, who has been giving to WGPU for over 33 years

FOR THE LOVE OF MASTERPIECE

“Such a great cultural resource...there’s really nothing else like it,” is the way Katherine Todd describes MASTERPIECE. Over the last two years, Katherine has contributed to the MASTERPIECE Trust, a collaborative initiative between MASTERPIECE’s producer, WGBH Boston, and PBS stations nationwide. Because of her generosity, which has both national and local impact, WVCU Public Media became a designated MASTERPIECE Partner Trust Station - one of only about 25 stations with such support. She has been a fan of the drama series since its inception and urges others to “Start watching and become impassioned!”

WVCU is grateful to Katherine Todd, and all those who support valuable PBS programs like MASTERPIECE.

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ALL CREATURES
GREAT & SMALL

THANK YOU FOR SUPPORTING WGCU!



WGCU
PUBLIC MEDIA

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