

Connecting to Southwest Florida and the World

WGCU



A photograph of a radio broadcast studio. In the foreground, a person's hand is visible on a large, professional audio mixing console with numerous sliders, buttons, and knobs. In the background, a computer monitor displays the WGCU logo, which includes the call letters 'WGCU' in a large, bold font, and below it, the 'PBS' and 'npr' logos. The studio is dimly lit, with the primary light source being the monitor and some ambient light from the left.

FUNDED BY
YOU, OUR
AUDIENCE,
AND BY ...

WGCU is a member-supported service of Florida Gulf Coast University as a non-profit NPR and PBS affiliate that relies on a unique blend of audience and corporate support. Every dollar raised is reinvested in WGCU and our community in the form of thorough and intelligent coverage of local, national and international news, arts and culture, education, science and history.

We provide content that our community depends on.

MEET THE MARKET FORT MYERS/NAPLES

A mature and growing market with high consumer spending and open to new brands. The market is poised to grow by 482,000 residents, moving the market rank from top 50 to a top 40 market in the U.S.

#1

Emerging market for housing data, economic vitality, and lifestyle metrics

#2

In the highest number of millionaires in U.S.

#2

For residents born in another state

#3

Fastest growing place in the U.S. is Fort Myers

#4

Fastest growing place in the U.S. is Naples

Source: WSJ & Realtor.com 2021/U.S. Census 2019/
American Community Survey five-year estimate, 2020

MEET THE MARKET FORT MYERS/NAPLES

A unique target demographic that requires meeting the market: A shift from A25-54 to A35-64 and A18+

REGION	MEDIAN AGE	% OF MARKET POPULATION
U.S.	38.1	100%
Lee County	48.5	54%
Collier County	50.8	28%
Charlotte County	50.8	14%
Hendry County	34.0	3%
Glades County	47.9	1%

Source: U.S Census 2019

WGCU: A perfect match for the market

#1

For college grads and advanced degrees

#1

For B2B decision makers or corporate officers

#1

For median income

#1

For plan to buy a new vehicle \$50k+

#1

For liquid assets

Source: Media Audit 2021

WGCU IS YOUR PARTNER ACROSS ALL MEDIA PLATFORMS

EACH MONTH WGCU SERVES:

300,000+

TV viewers across 5 channels:
PBS, Create, WORLD,
Florida Channel, PBS Kids

200,000+

Listeners to NPR and our
local news service

150,000+

Audio live streaming sessions

150,000+

Display impressions

50,000+

Unique digital visitors to WGCU.org

Source: Nielsen 2021/Triton 2021

THE WGCU AUDIENCE IS LARGELY UNDUPLICATED

Radio

More than 85% of WGCU's radio audience is unduplicated even when combining the top 10 stations in Afternoon Drive and more than 75% in Morning Drive.

PERCENTAGE OVERLAP

How to read:

4% of the WINK-FM audience can be found on WGCU during Afternoon Drive.

Source: Nielsen

Oct-Dec 2021

STATION	PM DRIVE	AM DRIVE
WARO-FM	3%	1%
WBTT-FM	0%	3%
WFFY-FM	0%	0%
WFSX-FM	0%	3%
WHEL-FM	0%	0%
WINK-FM	4%	6%
WJGO-FM	2%	1%
WTLQ-FM	0%	1%
WWGR-FM	2%	1%
WXKB-FM	2%	8%



THE WGCU AUDIENCE IS LARGELY UNDUPLICATED

TV

Our TV audience also has low duplication. Our targeted TV audience and content have very little in common with the untargeted and the broad-base audience of commercial TV, and are often compared with select cable networks. Our duplication is surprisingly low with these other targeted channels:

PERCENTAGE OVERLAP

How to read: 3.5% of the CNBC audience can be found on WGCU.

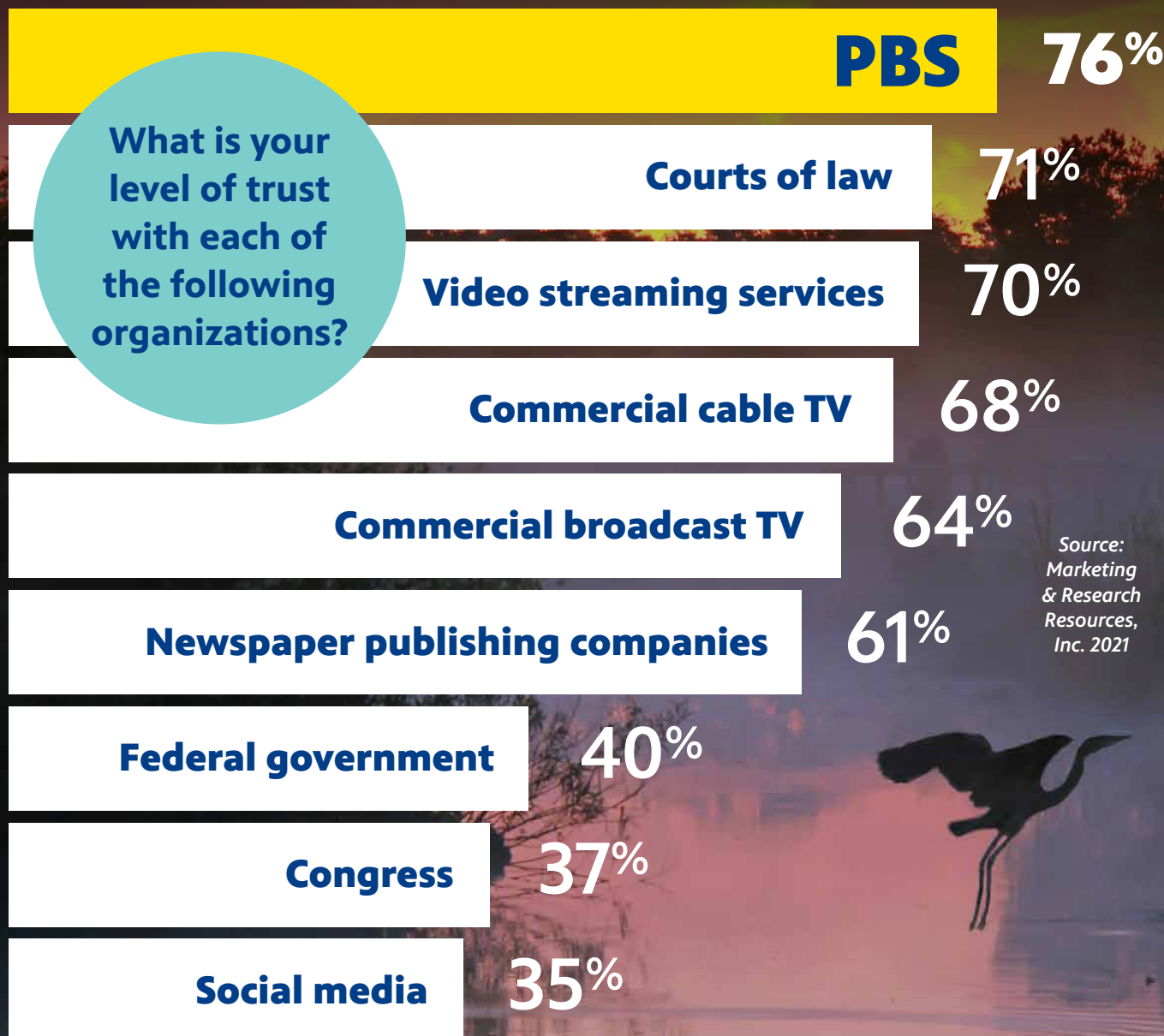
CHANNEL	OVERLAP
Food Network	20.2%
CNN	14.6%
MSNBC	12.6%
The History Channel	12.3%
Fox News Channel	12%
Discovery Channel	11.1%
Animal Planet	11%
Nickelodeon	10.8%
National Geographic Channel	10.4%
HGTV	10.3%
Headline News	7%
CNBC	3.5%

Source: Media Audit Fall 2021

CREDIBILITY

TV

For 18 years, PBS has been #1 in public trust. And still is.



RETURN ON INVESTMENT

Purpose-Driven Companies join NPR and PBS



79%

of Americans feel
a deeper personal
connection to
companies with
values similar to
their own

88%

would purchase
products/services
from that company

74%

tell others to buy
products from that
company

70%

say they'd want
to work for that
company

Source: Cone/Porter 2018

RETURN ON INVESTMENT

Underwriting on WGCU Impacts Consumer Preference & Purchasing Decisions

The partnership between corporate underwriters and our audience is a bond that is unique to public broadcasting. Our audience supports those companies that join them in support of WGCU.

Radio

82%

Of NPR listeners have taken action based on sponsorship announcements

Source: Marketing & Research Resources, Inc., 2021

71%

of NPR listeners have a more positive opinion of a company when they find out that the company supports public radio

61%

of listeners agree NPR is selective about companies that sponsor its programming

RETURN ON INVESTMENT

76%

agree that sponsors are committed to quality and excellence

71%

say companies who sponsor PBS provide a valuable public service

68%

agree that sponsors create compelling advertising that is better than ads on other networks

64%

believe that sponsors on PBS are more trustworthy than sponsors on other networks

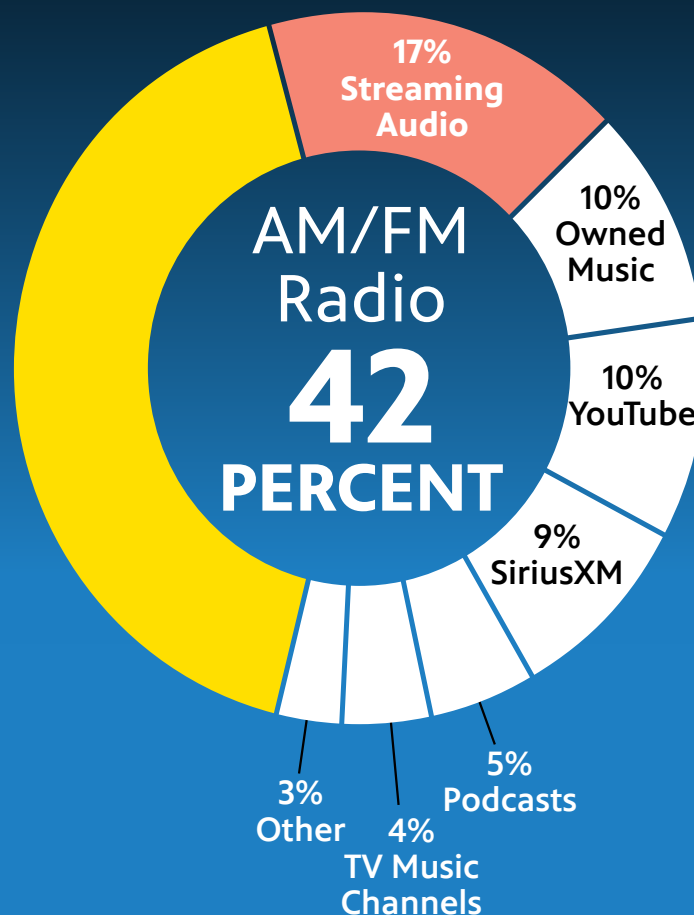
62%

agree that sponsors are industry leaders

Source: Cone/Porter 2018

THE POWER OF RADIO AND STREAMING

WGCU offers the most compelling listening experience on radio and livestream, the dominant forms of audio with a 59% Share of Ear.



How to Read: 42% of the time spent with audio is on radio and 17% for streaming for a total of 59% as compared with 9% on SiriusXM.

Source: Edison Research 2020

AUDIENCE AT A GLANCE

WGCU Radio and TV connect you to an active and engaged audience with impressive market indexes.

How to Read: WGCU radio listeners are 247% more likely than the base market average of 100 to pay \$50,000 for their next vehicles.

Source: Media Audit 2021

EDUCATION AND BUYING POWER

	WGCU RADIO	WGCU TV
Advanced college degree	191	176
HH income of \$200,000-299,999	372	228
HH income of \$1,000,000+	349	471
Business owner, partner, or corporate officer	277	189
Opinion leader	221	205
B2B decision maker	228	195
Business air travel	305	264
Domestic travel 8+ times in past year	216	235

INVESTING IN THEIR HOMES

Remodel a kitchen	236	204
Invest in a pool or hot tub	259	230
Invest in carpeting or flooring	224	193
Invest in HVAC	241	236
Invest in replacement windows	248	251
Invest in alarm and security services	235	202
Invest in new furniture	187	133
Plan to buy a home and now own	208	209

ACTIVE AND PATRONS OF THE ARTS

Cycling	222	179
Sailboat	282	279
Camping	395	223
Skiing	364	265
Golf	217	177
Museums	224	177
Art Galleries	387	215
Symphony	375	229

AUTO PURCHASING

Plan to buy electric vehicle	382	266
Will pay \$30,000+ for next vehicle	266	208
Will pay \$40,000+ for next vehicle	244	188
Will pay \$50,000+ for next vehicle	347	208

CUT THROUGH CLUTTER

Is the environment surrounding your message an asset?

WGCU offers

- 2-3 messages per break
- 15 second messages on radio
- 15 & 30 second messages on TV
- 2 minutes per hour compared with up to 20 minutes on commercial radio and 12 minutes on commercial TV

Fewer commercials equal higher audience recall.

1-3
commercials

4-6
commercials

7-9
commercials

10+
commercials

57%
greater recall

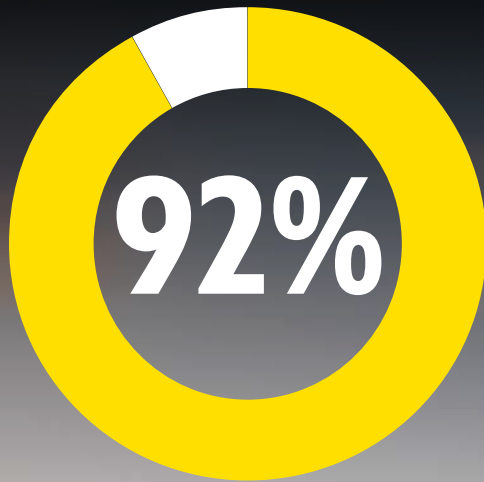
17%
greater recall

14%
less recall

21%
less recall

Source: TVB Dimensions CAB/Nielsen Research Study

CUT THROUGH CLUTTER



of WGCU users state that there are too many advertisements on commercial media today.

Source: Edison Research 2020



UNDERWRITING GUIDELINES

Messages that work

On-air messaging identifies and describes our sponsors, offering a unique and effective component to any campaign. Messaging guidelines are shaped by the FCC for non-commercial broadcasters. Year after year, the research indicates that NPR and PBS audiences respond to a less promotional message. Our audience chooses WGCU for objective information about the world. Thus your message will be more readily and respectfully received when communicated to your audience in a value-neutral and informational manner consistent with WGCU, PBS and NPR programming.

KEEP IT CLEAR

State who you are, what you can do in value-neutral terms, and where the audience can learn more. The legal name of the sponsor is first, then featured products, operating divisions, and subsidiaries may be named as well.

FOCUS ON FEATURES

Instead of “fast and safe,” say “240 horsepower and side-curtain airbags.” Our audience prefers a direct approach.

REFERENCE CURRENT CREATIVE

Established slogans that do not conflict with FCC guidelines are allowed and broader themes often emerge from existing ad creative.

TRADITIONAL ADVERTISING PROHIBITIONS

Underwriting is not able to use qualitative language, calls to action, comparatives, claims, inducements, awards, or references to value or price.

NON-PROFIT ENTITIES

There are no FCC restrictions for non-profits, however some cultural expectations should be considered.

Examples of successful TV spots

Visit wgcu.org/samplespots for examples of well written, well shot and well edited video spots – tailored for broadcast to our public media audience. Or simply use your smart phone camera with this QR code.



TESTIMONIALS

What our partners say about working with WGCU

**Sunny Lubner,
Clive Daniel Home**

“Our sponsorship messages on WGCU tell the audience that we care about the same things as they do — quality in education, news, arts and culture, and connecting with the world around them. The audience is hard to find on any other media channel and we know how important it is to speak to them in the language and style that shows respect. Customers often come in and thank us for supporting WGCU or thank us even more by becoming a client.”

**Chris Simoneau,
Lee Health**

“Lee Health is a non-profit owned by the community, and we want to share advances in medicine that will keep our friends and neighbors healthy. Underwriting at WGCU allows us to stay connected to an educated and informed audience that cares about health and wellness, and seeks Lee Health out when they need to learn more or receive care. We appreciate the connection to our community that WGCU provides us.”

**Judy M. Bricker,
The Sanibel Captiva
Trust Company**

“The Sanibel Captiva Trust Company team and so many of our clients have a strong interest in history and education, conservation and wildlife, the arts and trending issues. We are proud to support WGCU where our marketing message is received by such a discerning audience.”

**Bev Hollingshead,
Frantz EyeCare &
Frantz Cosmetic Center**

“Having worked in a marketing capacity for nearly three decades, I know how important it is to choose the right avenue by which a target audience receives information - relative to both branding and educational awareness. Public Media plays a critical role in providing not only useful non-profit programming, but it is a vital communication resource purposed to inform the community and encourage civic engagement. This is why choosing to support WGCU not only expands our market reach locally, but it conveys to our community that we truly care about investing in Southwest Florida. Partnering with WGCU enhances our efforts to educate the community concerning the latest advancements in vision health and oculoplastics technology.”

UNDERWRITING COPY

Scripts that work: Radio

SUPPORT FOR WGCU COMES FROM...

STORM SMART STORM SMART PROUDLY SUPPORTS WGCU. STORM SMART OFFERS CUSTOM STORM SCREENS AND IMPACT WINDOWS, DESIGNED TO PROTECT YOUR HOME YEAR-ROUND ... AND MADE RIGHT HERE IN FLORIDA. LEARN MORE AT STORM SMART DOT COM.

GEICO GEICO, OFFERING AUTO INSURANCE COVERAGE FOR CARS, TRUCKS, RV'S OR SUV'S AND PROVIDING 24/7 CUSTOMER SERVICE. MORE INFORMATION ON AUTO INSURANCE AT GEICO DOT COM OR 1-800-947-AUTO.

INDEED INDEED ... A HIRING PLATFORM DESIGNED TO HELP BUSINESSES OF ALL SIZES GROW BY ATTRACTING, SCREENING AND INTERVIEWING CANDIDATES ALL FROM THE EMPLOYER DASHBOARD. MORE AT INDEED DOT COM SLASH N-P-R.

BETTER HELP BETTER HELP ... CONNECTING PEOPLE WITH A THERAPIST IN A PRIVATE ONLINE ENVIRONMENT FOR ISSUES LIKE DEPRESSION AND RELATIONSHIPS. SEVENTEEN THOUSAND THERAPISTS ARE AVAILABLE THROUGH BETTER HELP USING A COMPUTER OR SMARTPHONE. BETTER HELP DOT COM SLASH PUBLIC.

SAATVA SAATVA ... OFFERING SEVEN DIFFERENT TYPES OF HANDCRAFTED MATTRESSES, INCLUDING DELIVERY, SETUP, AND OLD MATTRESS REMOVAL. MORE AT "S - DOUBLE A -T-V-A DOT COM.

BUSEY BANK BUSEY BANK. HELPING TO SET FINANCIAL GOALS. BUSEY ADVISORS CAN START AN INVESTMENT STRATEGY TO PLAN FOR THE YEARS AHEAD ... BUSEY BANK.



PLEDGE DRIVE PARTNERSHIPS

Connect with our most passionate listeners and have your products featured in our pledge drive on air and online. Your special “thank you” gift or sweepstakes prize offered to the donor creates a partnership between you and the listener to support WGCU.

WGCU partnerships generate store traffic with an engaged consumer who pays at least 50% above the face value of your merchandise through their donation to WGCU. No discount shoppers exist in this model. The WGCU donor has a higher retail spending than buyers of other gift cards. These partnerships are available throughout the year.

RETAIL TRAFFIC PARTNERSHIPS

WGCU is launching a Membercard in 2023 as a different way to connect with our audience 52 weeks a year.

You can make a special offer to the WGCU audience anytime during the year. Your offer can be a VIP reward, special offer, or a percentage of purchase donated to WGCU. The WGCU Membercard features a maximum of 50 premier partners offering special discounts or VIP privileges and is supported through direct mail and digital advertising.



RADIO SCHEDULE

	MON	TUES	WED	THU	FRI	SAT	SUN
12:00 AM	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service
12:30 AM							
1:00 AM							
1:30 AM							
2:00 AM							
2:30 AM							
3:00 AM							
3:30 AM							
4:00 AM							
4:30 AM							
5:00 AM	Morning Edition	Morning Edition	Morning Edition	Morning Edition	Morning Edition	To the Best of Our Knowledge	Growing Bolder
5:30 AM							
6:00 AM							
6:30 AM							
7:00 AM							
7:30 AM							
8:00 AM							
8:30 AM							
9:00 AM	BBC Newshour	BBC Newshour	BBC Newshour	BBC Newshour	BBC Newshour	Weekend Edition Saturday	Weekend Edition Sunday
9:30 AM							
10:00 AM	1A	1A	1A	1A	1A	Three Song Stories	Three Song Stories
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM	Here and Now	Here and Now	Here and Now	Here and Now	Here and Now	This American Life	This American Life
12:30 PM							
1:00 PM							
1:30 PM							
2:00 PM							
2:30 PM	Gulf Coast Life	Gulf Coast Life	Gulf Coast Life	Gulf Coast Life	Science Friday	Splendid Table	Latino USA
2:30 PM	Today Explained	Today Explained	Today Explained	Today Explained			
3:00 PM	Fresh Air	Fresh Air	Fresh Air	Fresh Air	Fresh Air	Snap Judgment	Living on Earth
3:30 PM							
4:00 PM	All Things Considered	All Things Considered	All Things Considered	All Things Considered	All Things Considered	Reveal	Reveal
4:30 PM							
5:00 PM							
5:30 PM							
6:00 PM	Marketplace	Marketplace	Marketplace	Marketplace	Marketplace	The Moth	On the Media
6:30 PM	The Daily	The Daily	The Daily	The Daily	The Daily		
7:00 PM	Gulf Coast Life	Gulf Coast Life	Gulf Coast Life	Gulf Coast Life	BBC World Service	Pulse	Intelligence Squared
7:30 PM	Today Explained	Today Explained	Today Explained	Today Explained	Capital Report		
8:00 PM	Bullseye	The Moth	Travel with Rick Steves	Radiolab	Christopher Kimball's Milk Street Radio	Wait Wait ... Don't Tell Me!	Specials
8:30 PM							
9:00 PM	Fresh Air	Fresh Air	Fresh Air	Fresh Air	Fresh Air	World Café	World Café
9:30 PM							
10:00 PM							
10:30 PM							
11:00 PM	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service
11:30 PM							

TV SCHEDULE

WGCU PBS	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00 AM	Classical Stretch	Classical Stretch	Classical Stretch	Classical Stretch	Classical Stretch	PBS KIDS	PBS KIDS
6:30 AM TO 3:00 PM	PBS KIDS	PBS KIDS	PBS KIDS	PBS KIDS	PBS KIDS	6:30 AM - 10:00 AM PBS KIDS	6:30 AM - 10:30 AM PBS KIDS
3:00 PM TO 6:00 PM	PBS Prime Encore	PBS Prime Encore	PBS Prime Encore	PBS Prime Encore	PBS Prime Encore	10:00 AM - 5:00 PM "HOW-TO"	10:30 AM - 1:00 PM News and Public Affairs
6:00 PM	BBC NEWS	BBC NEWS	BBC NEWS	BBC NEWS	BBC NEWS	5:00 PM - 7:00 PM General Audience (DEI)	1:00 PM - 7:00 PM BRITISH HISTORY / DRAMAS
7:00 PM	PBS NEWSHOUR	PBS NEWSHOUR	PBS NEWSHOUR	PBS NEWSHOUR	PBS NEWSHOUR	LAWRENCE WELK	DRAMA
8:00 PM	Antiques Roadshow	Finding Your Roots	NATURE	WGCU Local	Washington Week	Antiques Roadshow	Masterpiece
9:00 PM	Antiques Roadshow	American Exp / American Masters	NOVA	DEATH IN PARADISE	Firing Line	Brit Coms (Keeping Up Appearances / As Time Goes By)	Masterpiece
10:00 PM	Documentary / Specials	FRONTLINE	General Audience Programming/ Limited Series and Specials	FATHER BROWN	Arts / General Audience Specials	Death in Paradise	Drama (limited series)
11:00 PM	Amanpour & Company	Amanpour & Company	Amanpour & Company	Amanpour & Company	Amanpour & Company	FATHER BROWN	Documentary / Specials

There's more where this came from

Visit wgcu.org/tvschedules/ for up-to-the-minute schedules for all five of WGCU's channels — or simply use your smart phone camera with this QR code.





WGCU'S BROAD REACH

WGCU's radio and TV signal area includes a footprint of more than 1.5 million people.

WGCU TV

300,000+ monthly viewers:

WGCU PBS
Create
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.wgu.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 subscribers:

WGCU e-newsletters



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