



# WGCU Public Media for Southwest Florida





# FUNDED BY A UNIQUE PARTNERSHIP BETWEEN SPONSORS AND OUR AUDIENCE

WGCU is a member-supported service of Florida Gulf Coast University as a nonprofit 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 *Highlights*

## A shift from A25-54 to A50+

County	Median Age	% of Market Population
<b>U.S. (for ref)</b>	<b>38.5</b>	<b>100%</b>
Lee	49.1	56.0%
Collier	54.0	26.6%
Charlotte	60.1	13.7%
Hendry	35.7	2.8%
Glades	45.8	0.8%

Median Age & Market Share by County  
Source: U.S. Census 2024

A mature and growing market with high consumer spending and open to new brands. The Fort Myers-Naples Designated Market Area covers the Southwest Florida region including Collier, Lee, Hendry, Glades and Charlotte counties.

There are over **1.4M** persons 12+ and 641,850 TV Households.



Collier County with the 3rd highest share (8.9%) of millionaires in U.S.

- Source: Phoenix Marketing International, Wealth & Affluent Monitor (CBSA rankings), 2019–2020; Naples–Immokalee–Marco Island (Collier County) ranks top-3 by share of millionaire households (~8.9%).



Older, higher-income movers from northern states are fueling SWFL growth and without established consumer behavior; in Lee County, ~66% of newcomers come from out of state.

- Source: FGCU Regional Economic Research Institute (ACS 2021–2022); U.S. Census ACS PUMS 2019–2023.



Fort Myers-Cape Coral MSA ranks among the fastest-growing metro areas in the U.S. by percentage growth—at ~13.2% from 2020 to 2024, it outpaced major Sun Belt metros.

- Source: U.S. Census Bureau population estimates summary of Census data and FRED figures

WGCU IS YOUR  
PARTNER  
ACROSS ALL  
MEDIA  
PLATFORMS



## EACH MONTH WGCU SERVES:

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**350,000+** TV viewers across 5 channels: PBS, Create, WORLD, Florida Channel, PBS Kids

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Source: Nielsen Media Research, Fort Myers-Naples DMA, MAY 2025 (04/24 - 05/21, combined 4WK for all WGCU stations)

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**170,000+** Listeners to NPR and our local news service

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Ranker Report Export from TAPSCAN Web, FT. MYERS-NAPLES, Nielsen Radio June 2025 (April - June), DMA P12+, 1.7 weekly to monthly multiplier-Nielsen Audio sales best practices, RAB (Radio Advertising Bureau) training

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**150,000+** Audio live streaming sessions

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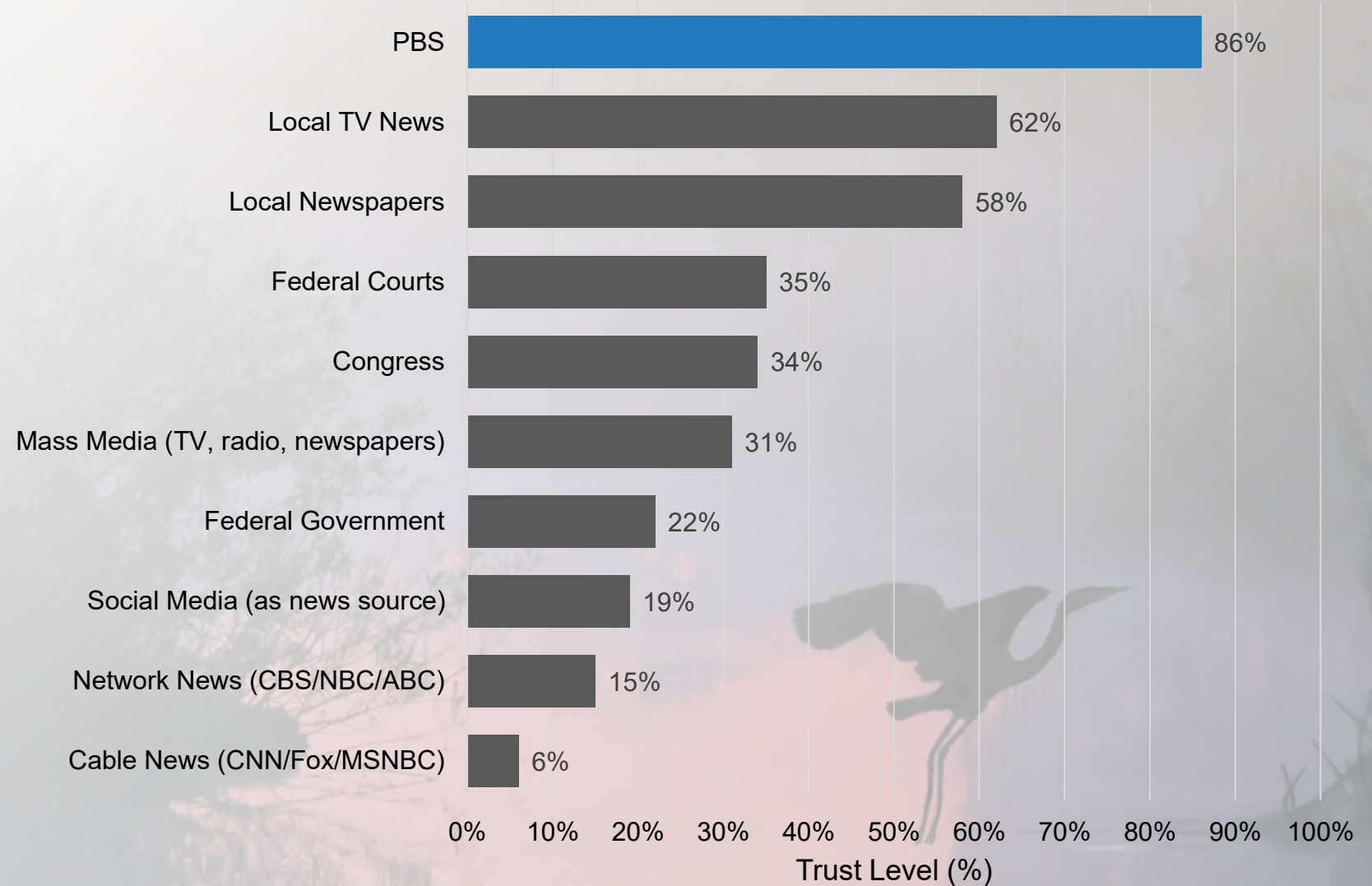
**150,000+** Display impressions

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**120,000+** Unique digital visitors to WGCU.org

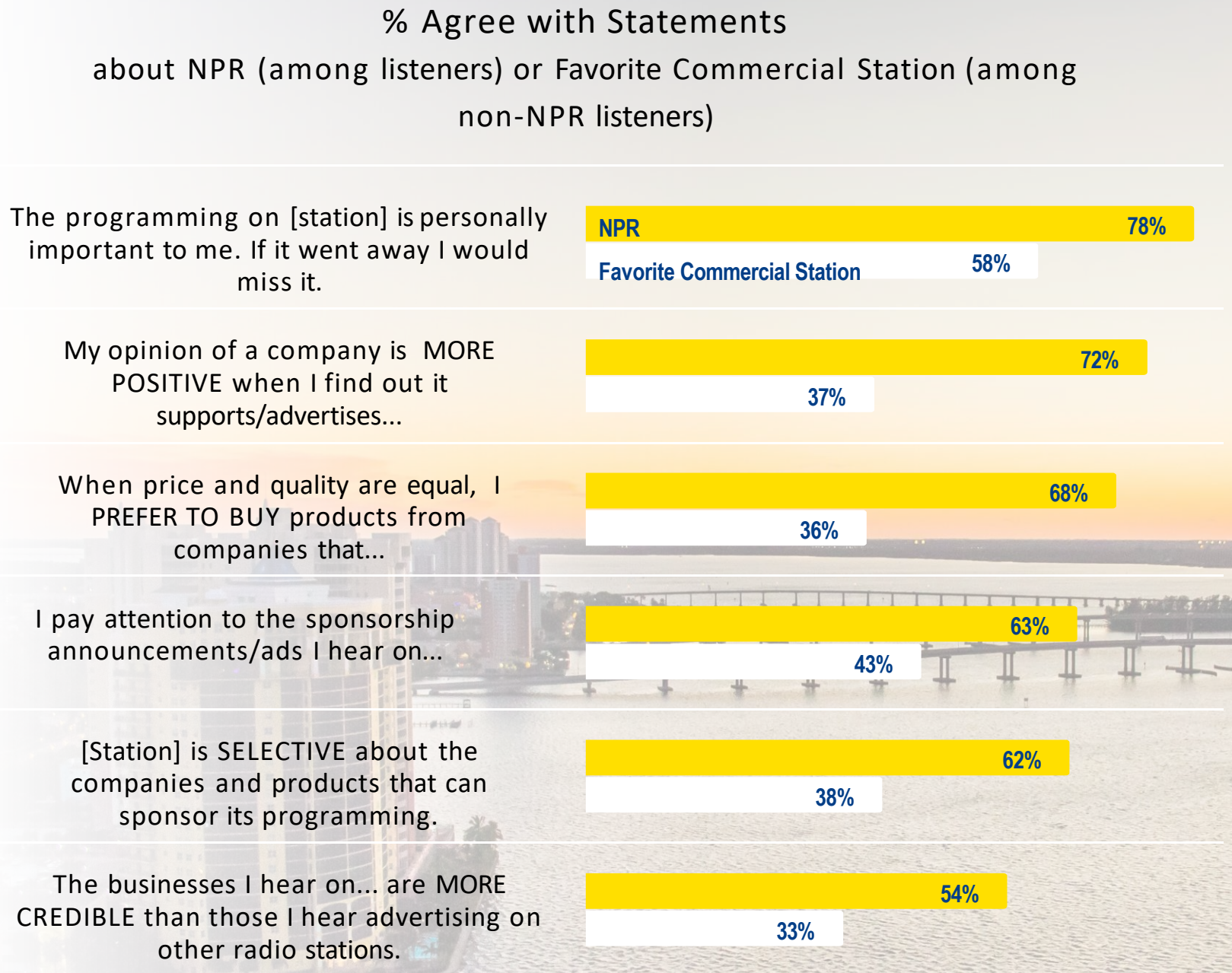
# PBS: AMERICA'S MOST TRUSTED MEDIA BRAND

Public Trust in U.S. Institutions & Media (2024)





# PUBLIC RADIO HALO SURPASSES COMMERCIAL RADIO



# PBS RETURN ON INVESTMENT

70%

of PBS viewers say they feel more positive about companies that sponsor PBS

61%

believe PBS sponsors are leaders in their industries

58%

of PBS viewers say they are more likely to purchase from a PBS sponsor

60%

say PBS sponsor messages are more relevant to them personally

75%

believe PBS sponsorship demonstrates a commitment to quality and excellence

57%

say sponsor messages are more engaging on PBS than on commercial networks

62%

say PBS sponsors are more trustworthy than advertisers on other networks

only  
13%

say they skip PBS sponsor messages (versus 44% for commercial ads)



SOUTHWEST FLORIDA

# IN FOCUS



## ***Southwest Florida In Focus:***

WGPU's award-winning news and storytelling program delivers trusted, in-depth reporting on the issues shaping our region — healthcare, the environment, education, and economic development. Airing weekly on WGPU-TV (PBS) and WGPU-FM (NPR), the program combines field reporting, interviews with regional leaders, and nonpartisan, solutions-focused journalism.

## **The In Focus Team:**

**Sandra Viktorova (Host)** – National Edward R. Murrow Award, Gracie Award, and three-time Regional Emmy winner.

**Jennifer Crawford (Reporter)** – Veteran journalist with 20+ years in TV and radio, recognized for investigative reporting, community features, and elevating local voices.

Producer Teddy Byrne, multi-media journalist Kevin Smith, and photographers Amanda Inscore Whittamore & Andrea Melendez.

## **Audience Growth:**

Southwest Florida In Focus grew **+26.4% among Adults 18+ (April–May)**. Beginning January 2026, the program expands to **five nights a week**, with encore airings for added reach and visibility.



# FM AUDIENCE AT A GLANCE: WEEKLY CUME RANKINGS

## WGCU: A perfect match for the market

#1

Luxury Homeowners \$2m or more

- Source: Nielsen Scarborough R1 2025, Jan24–Jan25, FT. MYERS-NAPLES DMA, Adults 45+, Market value of owned home (HHLD): \$2,000,000+, M-Su 6a-12m Weekly Cume Qual, #1 ranked station

#2

Targeting **fine dining patrons** with the disposable income and lifestyle to match your brand

- Source: Nielsen Scarborough R1 2025, Jan24–Jan25, FT. MYERS-NAPLES DMA, Adults 45+, Types of restaurants used for dinner past 30 days: Any upscale restaurant, M-Su 6a-12m Weekly Cume Qual, 2nd ranked station

#2

Engaging Professionals with advanced degrees

- Source: Nielsen Scarborough R1 2025, Jan24–Jan25, FT. MYERS-NAPLES DMA, Adults 45+, Level of education: Postgraduate degree, M-Su 6a-12m Weekly Cume Qual, 2nd ranked station

#3

Targeting **high-income decision-makers** in one of the fastest-growing wealth corridors in Florida

- Source: Nielsen Scarborough R1 2025, Jan24–Jan25, FT. MYERS-NAPLES DMA, Adults 45+, Household Income \$250K+, M-Su 6a-12m Weekly Cume Qual, 3rd ranked station

# LOW AUDIENCE DUPLICATION CONFIRMS WGCU'S UNIQUE REACH

Of all people who listened to WFSX-FM during 6a–10a, **2% also tuned in to WGCU** in that same time period during the survey.

- Source: TAPSCAN Web Duplication Grid Report – Market: FT. MYERS-NAPLES | Survey: Nielsen Radio June 2025 (April–June) | Geography: TSA | Stations: Home to Metro | Daypart: Mon–Fri 6a-10a & 3p–7p | Demographic: Persons 12+

## RADIO

"Low WGCU Overlap = High Opportunity for New Reach"

Station	WGCU-FM 6a-10a	WGCU-FM 3p-7p
WARO-FM	3%	1%
WAVV-FM	0%	2%
WOLZ-FM	1%	2%
WFSX-FM	2%	3%
WINK-FM	3%	4%
WJGO-FM	3%	6%
WJPT-FM	3%	2%
WWGR-FM	2%	5%
WSGL-FM	1%	2%



# FM AUDIENCE AT A GLANCE

**How to read:** An index of 286 means people in WGCU's audience are 186% more likely than the average person in the market to have a home valued of \$2 million or more.

WGCU FM connects you to an active and engaged audience with impressive market indexes.

ACTIVITIES/EVENTS	INDEX
Group Fitness Class	155
Volunteer Work	134
Live Theatre	139
Naples Botanical Garden	125
Boating	118

VOTING	INDEX
Always Vote in Local Elections	122
Always Vote in Statewide Elections	117
Independent but feel closer to Republican	138
Attended a Public Meeting on Town or School Affairs	206
Attended a Political Rally or Speech	175

AFFLUENT EDUCATED AUDIENCE	INDEX
Household income (HHLD): \$100,000 or more	114
Visited Upscale Restaurant	179
Any Post Graduate work or Post Grad Degree	165
Home Value \$2M or more	286
Net Worth \$2M or more	138

AUTOMOTIVE	INDEX
Make Any Vehicle Cadillac	178
Segment is Foreign Luxury Mid Size	158
Mercedes-Benz Mid Size	180

PHILANTHROPY	INDEX
Donated money to Arts/Culture Organizations	204
10 or more Eco Friendly Activities done regularly	181
Donated \$100 or more to Public Radio	143
Donated money to Social Care/Welfare Organizations	164
Donated money to Healthcare/Medical Organizations	131

PROFESSIONAL SERVICES	INDEX
Professional services past 12 months: Estate planning	160
Professional services past 12 months: Travel agent	153
Professional services past 12 months: Any attorney	130
Professional services past 12 months: Financial planner	125
Professional services past 12 months: Real estate agt	124

# TV AUDIENCE AT A GLANCE

**How to read:** An index of 312 means people in WGCU's audience are 212% more likely than the average person in the market to donate money to an Arts/Culture organization

- Source: FT. MYERS-NAPLES, Metro, Scarborough R1 2025: Jan24-Jan25, Broadcast stations on antenna/cable/satellite past 7 days: PBS (WGCU, channel 30) OR Broadcast stations on antenna/cable/satellite past 7 days: PBS Create (WGCU, channel 30.3) OR Broadcast stations on antenna/cable/satellite past 7 days: PBS Kids (WGCU, channel 30.5) OR Broadcast stations on antenna/cable/satellite past 7 days

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

ACTIVITIES/EVENTS	INDEX
Group Fitness Class	128
Volunteer Work	139
Dance or ballet performance	284
Opera or classical music concert	224
Artis-Naples	186

AFFLUENT EDUCATED AUDIENCE	INDEX
Visited Upscale Restaurant	143
Any Post Graduate work or Post Grad Degree	150
Home Value \$2M or more	146
Net Worth \$2M or more	152

PHILANTHROPY	INDEX
Donated money to Arts/Culture Organizations	312
10 or more Eco Friendly Activities done regularly	458
Donated \$100 or more to Public TV	310
Donated money to Social Care/Welfare Organizations	231
Donated money to Military/Veteran's Organizations	171

VOTING	INDEX
Always Vote in Local Elections	136
Always Vote in Statewide Elections	135
Party Affiliation is Independent	140
Worked for Political Party	147
Ran or Held Political Office	318

AUTOMOTIVE	INDEX
Make of any vehicle (HHLD): CHRYSLER	142
Make/model of any vehicle (HHLD): TOYOTA CAMRY	181
Segment of any vehicle - summary (HHLD): FULL SIZE	157

PROFESSIONAL SERVICES	INDEX
Professional services past 12 months: Estate planning	224
Professional services past 12 months: Travel agent	152
Professional services past 12 months: Any attorney	149
Professional services past 12 months: Financial planner	150
Professional services past 12 months: Stockbroker	231



# CONNECT TO ENGAGED CITIZENS FROM ALL PERSPECTIVES

**How to read:** 57% of our FM audience identifies as Republican and 19.5% as Democrat.

WGCU provides balanced content to a balanced audience.

<b>TV</b>	<b>Political Balance and Active Voters</b>	<b>%</b>
	Republican or Independent Leaning Republican	42.6%
	Democrat or Independent Leaning Democrat	35.6%
	Independent	19.0%
	None	2.7%

<b>FM</b>	<b>Political Balance and Active Voters</b>	<b>%</b>
	Republican or Independent Leaning Republican	57.0%
	Democrat or Independent Leaning Democrat	19.5%
	Independent	8.8%
	None	6.0%

# 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



# UNDERWRITING GUIDELINES

## Examples of successful TV spots

Visit [wgcu.org/corporate-sales-support](http://wgcu.org/corporate-sales-support) for examples of well written, well shot and well edited video spots – tailored for broadcast to our public media audience.



## 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 WVCU 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 WVCU, 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 cannot use qualitative language, calls to action, comparatives, claims, inducements, awards, or references to value or price.

### NONPROFIT ENTITIES

There are no FCC restrictions for nonprofits, however some cultural expectations should be considered.

# TESTIMONIALS

## What our partners say about working with WGCU

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**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.”

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**Chris Simoneau,  
Lee Health**

“Lee Health is a nonprofit 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.”

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**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.”

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**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 nonprofit 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.”

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# LOCAL UNDERWRITING COPY EXAMPLES

## Scripts that work: Radio SUPPORT FOR WGCU COMES FROM...

### ALAMO DRAFTHOUSE

ALAMO DRAFTHOUSE CINEMA PROUDLY SUPPORTS WGCU AND THE ARTS. OFFERING FILM, FOOD AND FUN, ALAMO DRAFTHOUSE CINEMA, LOCATED IN NAPLES AT MERCATO, OFFERS BLOCKBUSTER MOVIES, CLASSIC FILMS, PRIVATE THEATER RENTALS, IN-THEATER DINING AND HAPPYLAND BAR! MORE AT [DRAFTHOUSE.COM/NAPLES](http://DRAFTHOUSE.COM/NAPLES).

### GUNSTER LAW

SUPPORT FOR WGCU IS PROVIDED BY GUNSTER, FLORIDA'S LAW FIRM FOR BUSINESS. GUNSTER PROVIDES FULL LEGAL COUNSEL FROM ITS 12 OFFICES STATEWIDE AND IS COMMITTED TO LEADING FLORIDA FORWARD. MORE INFORMATION IS AVAILABLE AT [GUNSTER DOT COM](http://GUNSTER.DOT.COM).

### FRANTZ EYECARE

SUPPORT COMES FROM FRANTZ COSMETIC CENTER TREATING SAGGING UPPER EYELIDS THAT CAN OBSTRUCT YOUR FIELD OF VISION. FRANZ COSMETIC CENTER WORKS WITH INSURANCE PLANS TO DETERMINE COVERAGE FOR EYELID CORRECTION PROCEDURES. LEARN MORE BY CALLING FRANTZ COSMETIC CENTER AT 239.418.0999.

### SANCAP TRUST

SUPPORT COMES FROM THE SANIBEL CAPTIVATE TRUST COMPANY, A PROUD SPONSOR OF WGCU AND MORE THAN 50 NONPROFITS IN LEE COUNTY. SPECIALIZING IN INVESTMENT MANAGEMENT, TRUST IN THE STATE SERVICES, AND FAMILY OFFICE SERVICES WITH OFFICES IN FORT MYERS AND SANIBEL. MORE INFORMATION IS AT [SANDCAPTROS.CO.COM](http://SANDCAPTROS.CO.COM).

### BARBARA B MANN

SUPPORT COMES FROM BARBARA B. MANN AND THE FIFTH THIRD BANK BROADWAY SERIES. SEE SIX NATIONAL TOURING BROADWAY SHOWS LIKE MOULIN ROUGE THE MUSICAL AT BARBARA B. MANN IN FORT MYERS. LEARN MORE ABOUT SEASON TICKETS AT [BBMANNPAH.COM](http://BBMANNPAH.COM)

### BUSEY BANK

SUPPORT FOR WGCU COMES FROM BUSEY BANK. BUSEY WEALTH MANAGEMENT ADVISORS HELP MAXIMIZE WEALTH POTENTIAL BY PROVIDING THE KNOWLEDGE AND FINANCIAL SERVICES TO BUILD A LASTING FINANCIAL LEGACY. BUSEY BANK. BUILDING BUSINESS. GROWING WEALTH. SINCE 1868.

# 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.





Extend your brand's reach across WGCU.org

The trusted digital destination for Southwest Florida's news, information, and public media content

Ad Unit Sizes:

- 728x90 Leaderboard
- 300x250 Medium Rectangle



Digital 728x90 Display  
\$15 CPM

Digital 300x250 Display  
\$15 CPM

# Digital Rate Card and available opportunities

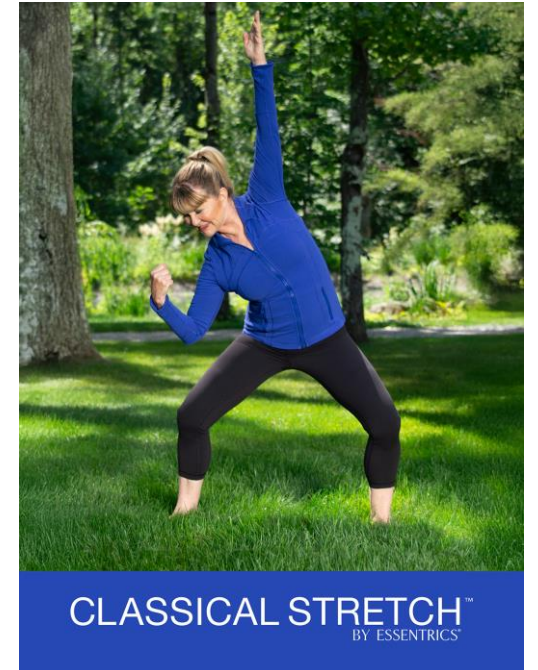
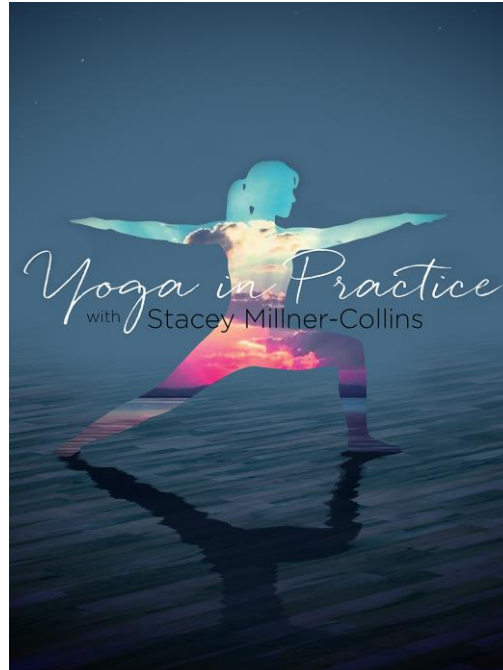
# CLICK

Inventory	Sponsorship	Monthly Impressions	Monthly Investment	CPM
ROS Web Display	728x90 wgcuh.org	66,666	\$1,000	\$15.00
ROS Web Display	728x90 wgcuh.org	100,000	\$1,500	\$15.00
ROS Web Display	728x90 wgcuh.org	133,333	\$2,000	\$15.00
ROS Web Display	300x250 wgcuh.org	66,666	\$1,000	\$15.00
ROS Web Display	300x250 wgcuh.org	100,000	\$1,500	\$15.00
ROS Web Display	300x250 wgcuh.org	133,333	\$2,000	\$15.00
WGCU-FM NPR	Audio Streaming	50,000	\$1,500	\$30.00
WGCU-FM NPR	Audio Streaming	75,000	\$2,250	\$30.00



# TV SCHEDULE

**EXERCISE  
BLOCK**  
*5 a.m. – 7 a.m.*

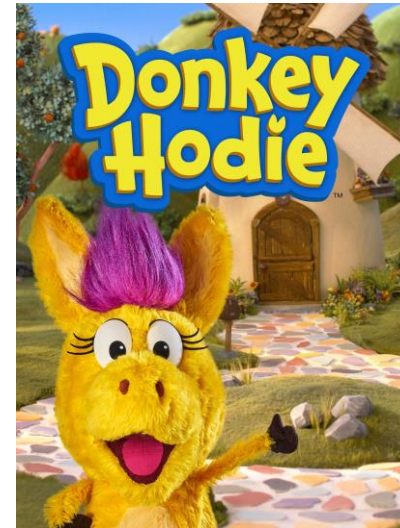
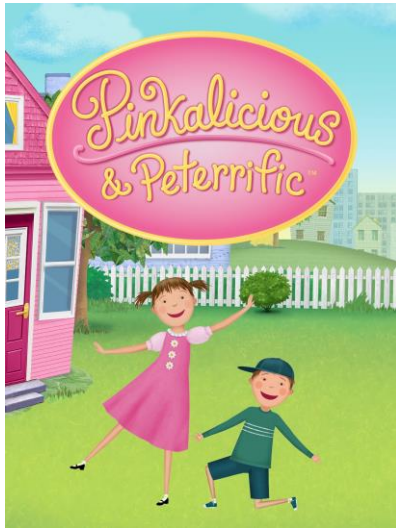
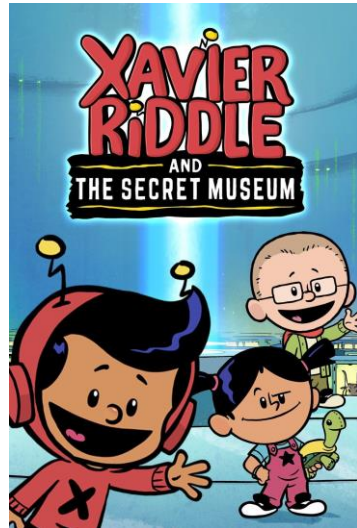
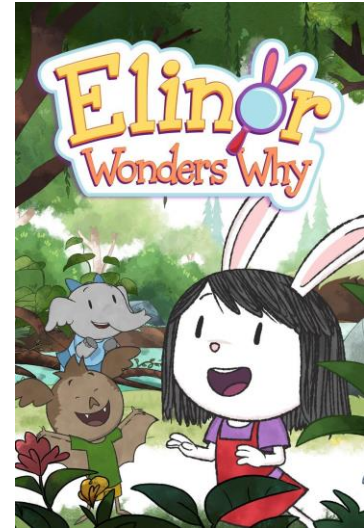
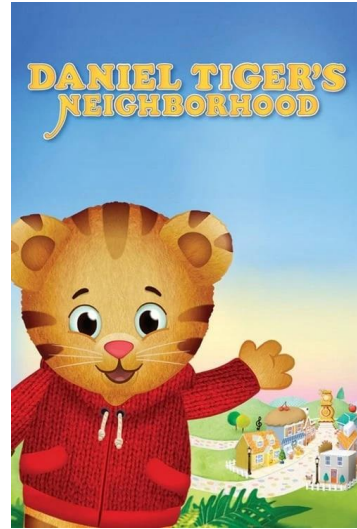


# TV SCHEDULE

**PBS KIDS**

7 a.m. – 2 p.m.

*Studies consistently show that children who engage with PBS KIDS content, particularly through the Ready To Learn (RTL) initiative, achieve higher scores in early literacy and math assessments. For example, viewers of Super Why! scored 46% higher on standardized reading tests.*

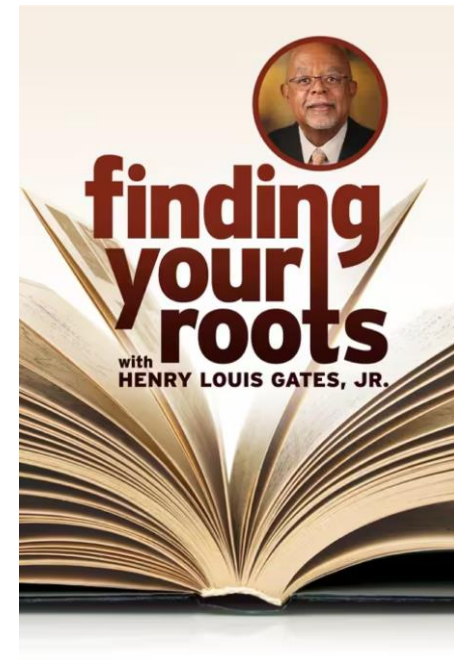
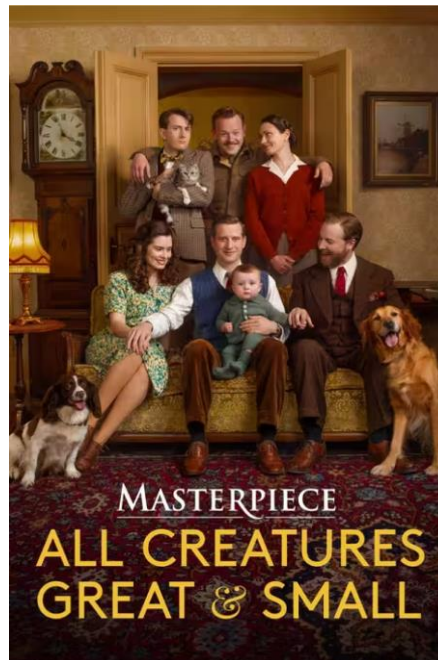
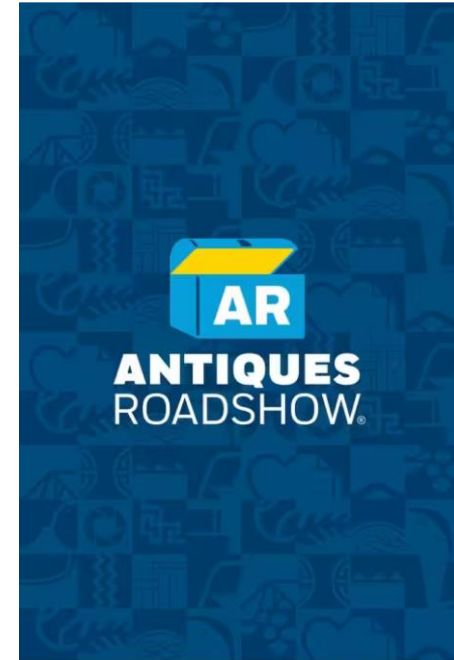
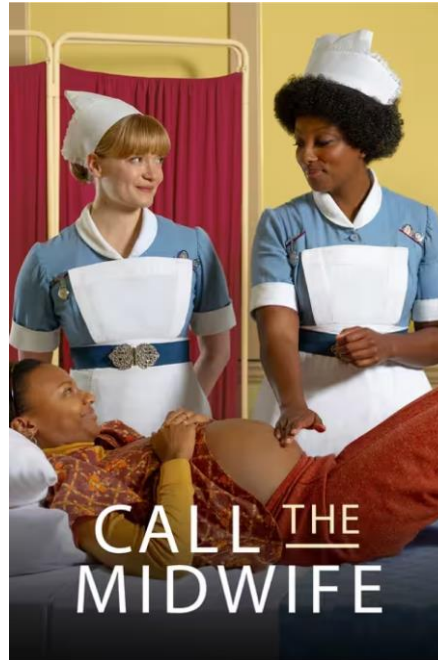




# TV SCHEDULE

## BEST OF PBS

*2 p.m. – 6 p.m.*



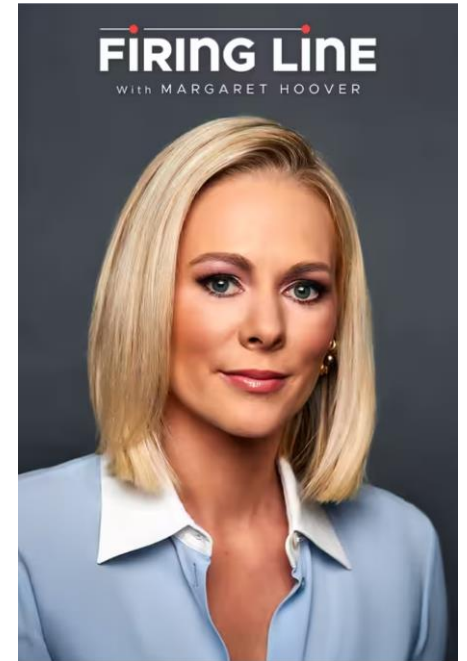
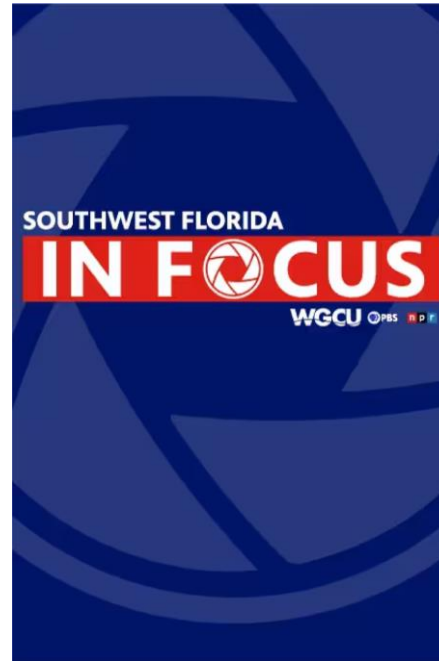
# TV SCHEDULE

## NEWS BLOCK

6 p.m. – 8 p.m.

11 p.m. – Midnight

Fri 8 p.m. – 9:30 p.m.

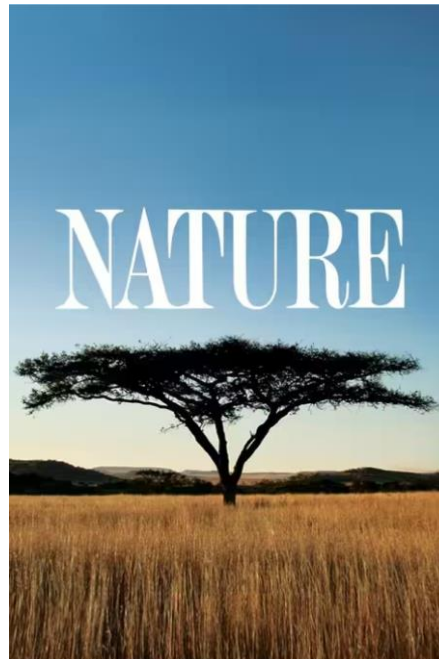
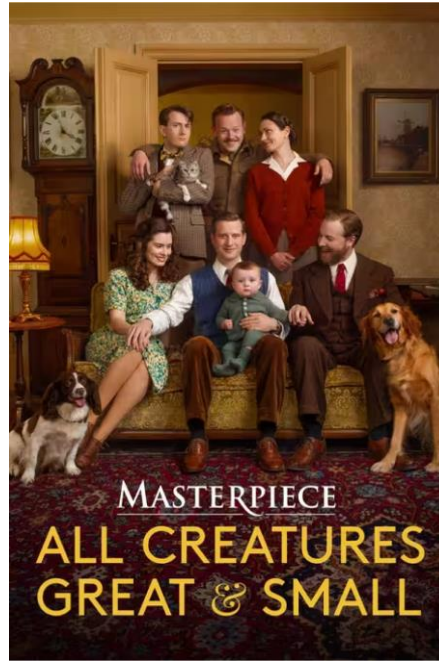




# TV SCHEDULE

**PBS PRIMETIME**

*8 p.m. – 11 p.m.*

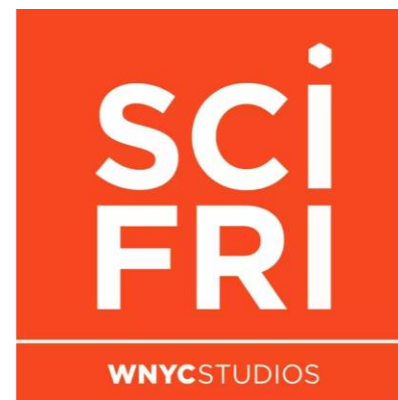




# RADIO SCHEDULE



# RADIO SCHEDULE



# WGCU'S BROAD REACH

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

## WGCU TV

**350,000+ monthly viewers:**

WGCU PBS  
Create WORLD  
PBS Kids 24/7  
The Florida Channel

## WGCU RADIO

**170,000+ monthly listeners:**

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

## WGCU DIGITAL

**150,000+ monthly users:**

wgcu.org website and WGCU app

**30,000+ subscribers:**

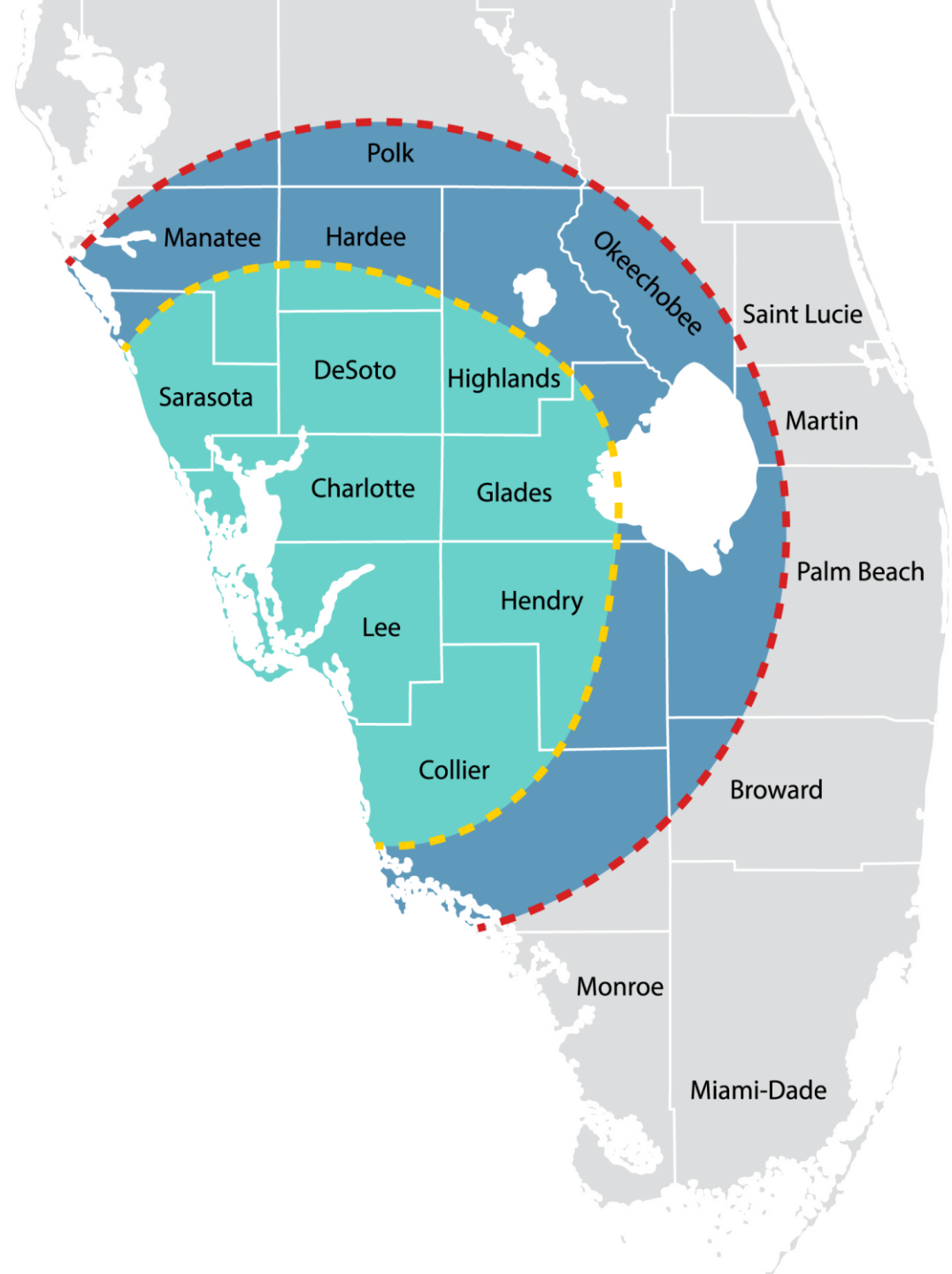
WGCU Public Media YouTube

**19,000+ monthly users:**

WGCU social media including  
Facebook, Twitter and Instagram

**20,000+ monthly subscribers:**

WGCU e-newsletters







*Thank you*

FGCU Blvd. South, Fort Myers, FL 33965