
2026 MEDIA KIT

WGCU



PBS



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

The Fort Myers–Naples DMA is one of the nation's fastest-growing media markets. Since 2020, the market has welcomed more than 156,000 new residents, growing to nearly 1.3 million people.

TOTAL REACH

1.4M persons age 12+ and 641,850 TV households in Collier, Lee, Hendry, Glades and Charlotte counties.

WEALTH INDICATOR

Collier County has the **3rd** highest share of millionaire households (8.9%) in the U.S.

GROWTH

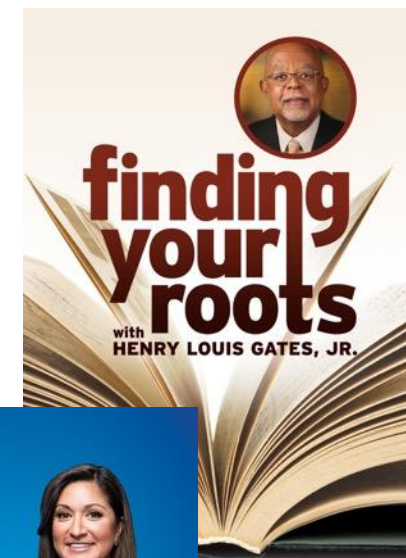
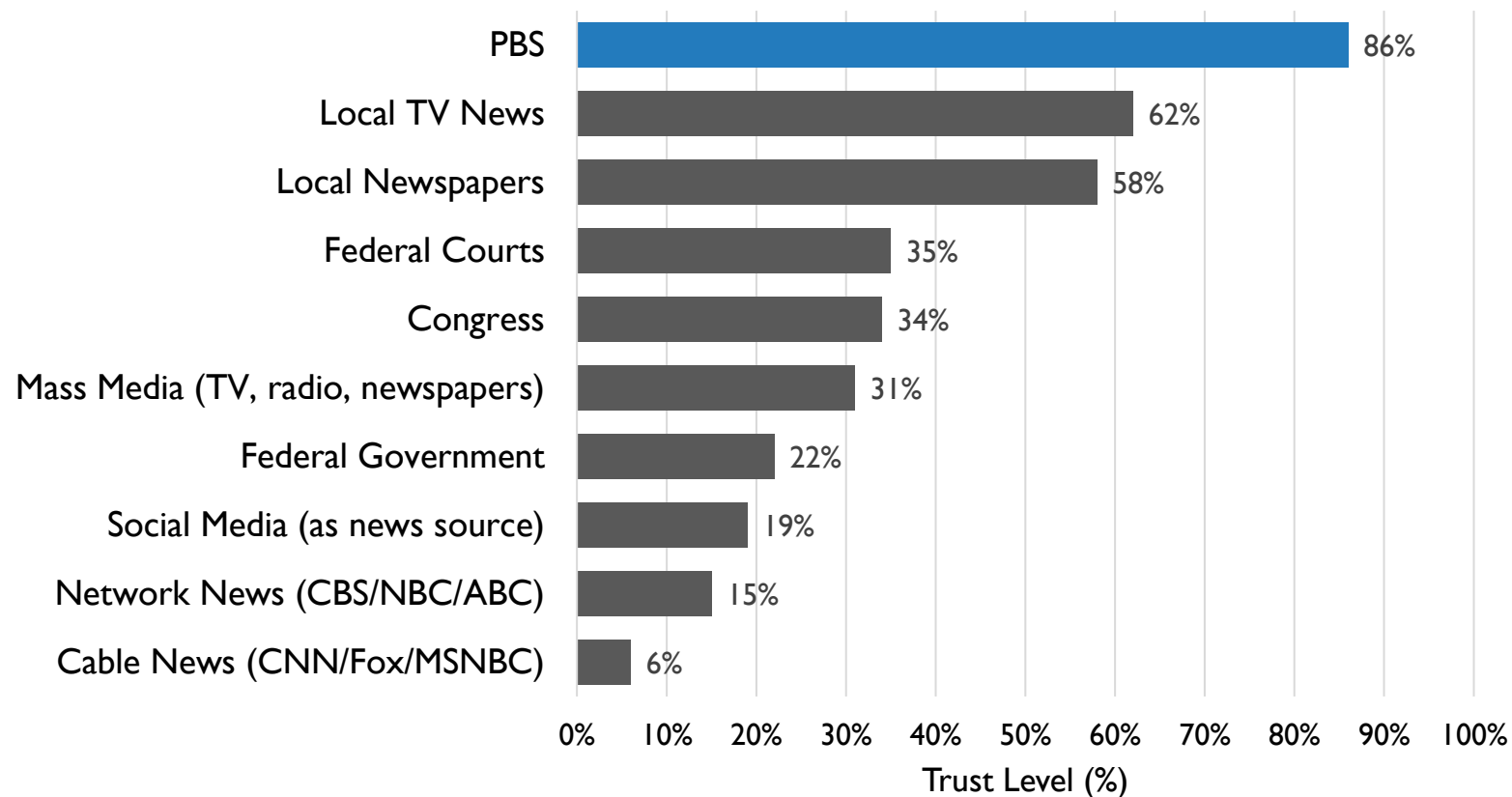
SWFL is growing faster than the U.S. and the DMA has expanded **12%** since 2020, double the national rate.

A SHIFT FROM A25-54 TO A50+

County	Median Age	% of Market Population
U.S. (for ref)	38.5	100%
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%

PBS: AMERICA'S MOST TRUSTED MEDIA BRAND

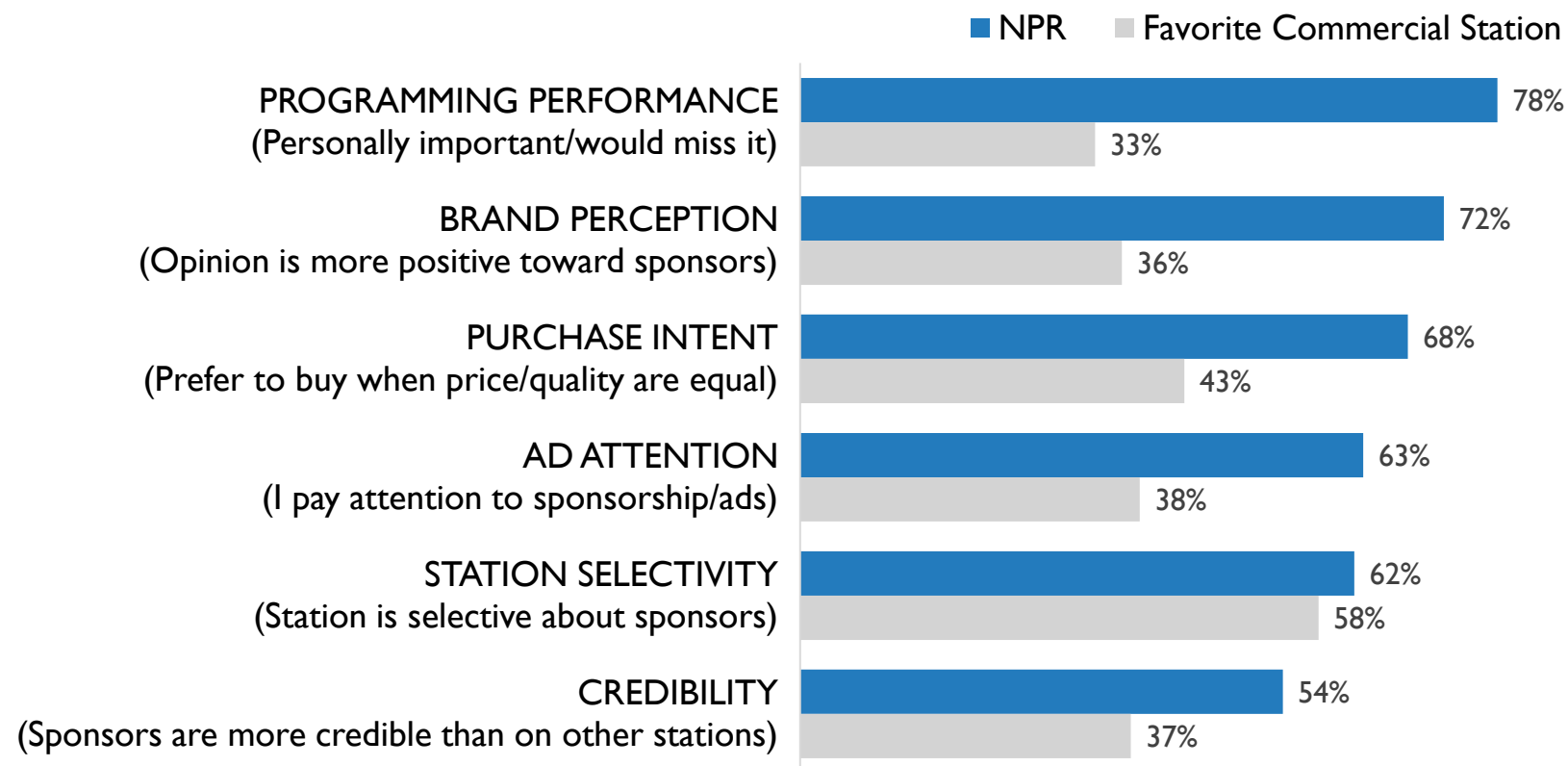
Public Trust in U.S. Institutions & Media (2024)



PUBLIC RADIO HALO SURPASSES COMMERCIAL RADIO

% Agree with Statements

about NPR (among listeners) or Favorite Commercial Station (among non-NPR listeners)



PBS RETURN ON INVESTMENT

BRAND TRUST & EXCELLENCE

75% believe PBS sponsorship demonstrates a commitment to quality and excellence.

70% of viewers feel more positive about companies that sponsor PBS.

62% say PBS sponsors are more trustworthy than advertisers on other networks.

61% believe PBS sponsors are leaders in their industries.

ACTION & ENGAGEMENT

60% say PBS sponsor messages are more relevant to them personally.

58% are more likely to purchase from a PBS sponsor.

57% say sponsor messages are more engaging on PBS than commercial networks.

ONLY 13% say they skip PBS sponsor messages **(vs. 44% for commercial ads).**

SOUTHWEST FLORIDA IN FOCUS

PRODUCED BY WGCU PUBLIC MEDIA, AIRS NIGHTLY ON WGCU TV (PBS) AND WGCU FM (NPR).

Southwest Florida In Focus delivers award-winning, nonpartisan reporting on the issues shaping our region.

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

Southwest Florida In Focus delivers original, locally produced content centered on the topics that matter most to Southwest Florida.

Developed around the region's top categories of local interest, weekly segments cover **business, health, politics, science, the environment, education, arts, history, travel, public affairs, and community impact.**

Sponsors align their brand with trusted storytelling that resonates with one of Southwest Florida's most affluent, educated, and engaged audiences.



Jennifer Crawford, reporter

WGCU FM OFFERS A UNIQUE, UNDUPLICATED REACH

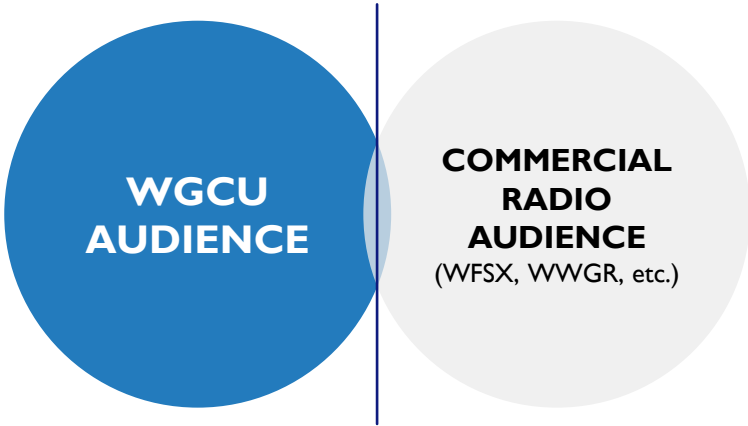
Low Audience Overlap = High Opportunity to Reach New Listeners

Station 1%	WGCU-FM 6a-10a	WGCU-FM 3p-7p
WARO-FM	5%	3%
WAVV-FM	7%	2%
WOLZ-FM	4%	2%
WFSX-FM	4%	3%
WINK-FM	4%	3%
WJGO-FM	8%	5%
WJPT-FM	3%	8%
WWGR-FM	0%	0%
WSGL-FM	1%	3%

HOW TO READ:

Of the total audience listening to WFSX-FM (6a-10a), only **4%** also tuned in to WGCU during that same time.

Low Overlap
(example)



96% unique
4% overlap



WGCU FM LISTENERS

OUTPACING THE MARKET AVERAGE IN EVERY CATEGORY.

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

AFFLUENCE & EDUCATION

Home Value \$2M+	257
Lexus	144
Post-Grad Degree or Work	158
Net Worth \$2M+	153

HEALTHCARE

Audiologist	190
Physical Therapist	154
Ophthalmologist	167
Dermatologist	142

ARTS & PHILANTHROPY

7+ Eco-Friendly Acts	224
Donate to Healthcare	164
Donate to Educational/Academic	163
Donate \$100 or more to Public Radio	143

HOME IMPROVEMENT

Install Pool or Spa	257
Replace or repair roof	224
Landscaping	121
Heating or A/C	180

STRATEGIC PLANNERS

Pre Funeral Planning	372
Estate Planning	287
Travel Agent	149
Local Insurance Agent	174

ACTIVE LIFESTYLE

Art Museum	189
Live Theatre	160
Visited Upscale Restaurant	188
Artis Naples	131

HOW TO READ: An index of 100 = market average. An index of **257** means WGCU FM listeners are 2.6x more likely than the average Fort Myers-Naples adult to own a home valued at \$2M+.

WGCUTV VIEWERS

LEADING THE MARKET WITH HIGH-IMPACT ENGAGEMENT.

WGCUTV connects you to an influential and attentive audience with exceptional market indexes.

AFFLUENCE & EDUCATION

Has 2 nd Home as investment	184
Post-Grad Degree or Work	145
Home Value \$2M+	127
Net Worth \$2M or more	113

HEALTHCARE

Audiologist	189
Physical Therapist	160
Ophthalmologist	149
Dermatologist	135

ARTS & PHILANTHROPY

Donated \$100 or more to Public TV	533
Donate to Arts/Culture Organization	311
7+ Eco-Friendly Acts	252
Donate to Social Care Organization	212

HOME IMPROVEMENT

Install Pool or Spa	137
Replace or repair roof	166
Landscaping	119
Heating or A/C	140

STRATEGIC PLANNERS

Estate Planning	181
Pre Funeral Planning	155
Financial Planner	149
Local Insurance Agent	175

ACTIVE LIFESTYLE

Opera or Classical Music Concert	303
Artis Naples	211
Barbara B. Mann	143
Volunteer Work	120

HOW TO READ: An index of 100 = market average. An index of **533** means WGCUTV viewers are 5.3x more likely than the average Fort Myers-Naples adult to donate \$100+ to public television.

CONNECT TO ENGAGED CITIZENS FROM ALL PERSPECTIVES THAT MIRRORS SOUTHWEST FLORIDA

WGCU provides balanced content to a balanced audience.

TV

Political Balance and Active Voters	%
Republican or Independent Leaning Republican	36.0%
Democrat or Independent Leaning Democrat	32.2%
Independent	24.0%
None	7.9%

FM

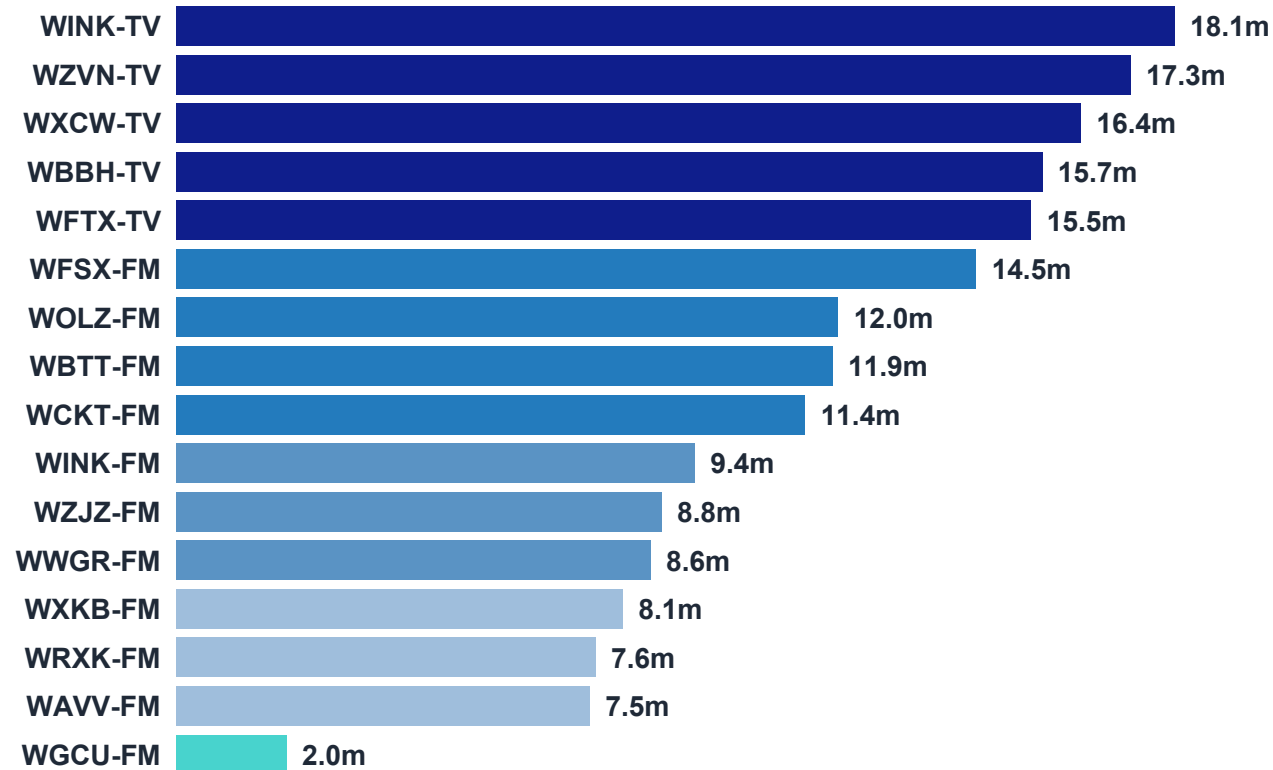
Political Balance and Active Voters	%
Republican or Independent Leaning Republican	65.1%
Democrat or Independent Leaning Democrat	21.2%
Independent	8.6%
None	5.1%



CUT THROUGH THE CLUTTER

Commercial minutes per hour · Weekday 6a–7p · Top-15 SWFL commercial TV & radio stations

MINUTES OF ADVERTISING / SPONSORSHIP PER HOUR



THE WGCU DIFFERENCE

- Low-clutter breaks: Only 2–3 messages per break.
- Maximum share of voice: Just 2 minutes of sponsorship per hour.
- 8x less clutter: vs. commercial radio and TV

+57%

greater recall

at low ad loads (1–3 messages) vs. cluttered breaks of 7.5+.

Recall climbs as clutter falls — fewer messages, higher retention per sponsor.

THE COMMERCIAL RADIO STATIONS

- **7-9 Messages per hour = 14% Less Recall**
- **10+ messages per hour = 21% Less Recall**

UNDERWRITING GUIDELINES

- **Identification & Description:**
On-air messaging identifies and describes our sponsors, offering a unique and effective component to any campaign.
- **FCC Compliance:**
Messaging guidelines are shaped by the FCC for non-commercial broadcasters to maintain a distinct broadcasting environment.
- **Audience Response:**
Year after year, research indicates that NPR and PBS audiences respond more favorably to a less promotional message.
- **Objective Environment:**
Our audience chooses WGCU for objective information about the world.
- **Value-Neutral Delivery:**
Your message is more readily and respectfully received when communicated in a value-neutral and informational manner consistent with WGCU, PBS, and NPR programming.

THE IMPLEMENTATION

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 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.

EXAMPLES OF SUCCESSFUL TV AND RADIO SPOTS

Visit wgcu.org/corporate-sales-support for examples of well written, well shot and well edited spots – tailored for broadcast to our public media audience.



Scan to watch and listen



TESTIMONIALS

What our partners say about working with WGCU

“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.”

- Sunny Lubner, **Clive Daniel Home**

“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.”

- Chris Simoneau, **Lee Health**

TESTIMONIALS (CONTINUED)

What our partners say about working with WGCU

“Florida Trust Wealth Management (formerly 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.”

- Judy M. Bricker, **Florida Trust Wealth Management** (formerly The Sanibel Captiva Trust Company)

LOCAL UNDERWRITING COPY EXAMPLES (CONTINUED)

Scripts that work for radio



Support comes from the Sanibel Captiva 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 sancaptrustco.com.



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



Support for WGCU comes from Busey Bank. Busey Wealth Management provides financial planning, investment management, trust, and private banking services for individuals, families, and businesses. Busey Bank. Serving clients since 1868.

PLEDGE DRIVE PARTNERSHIPS

Engage Our Most Passionate Supporters

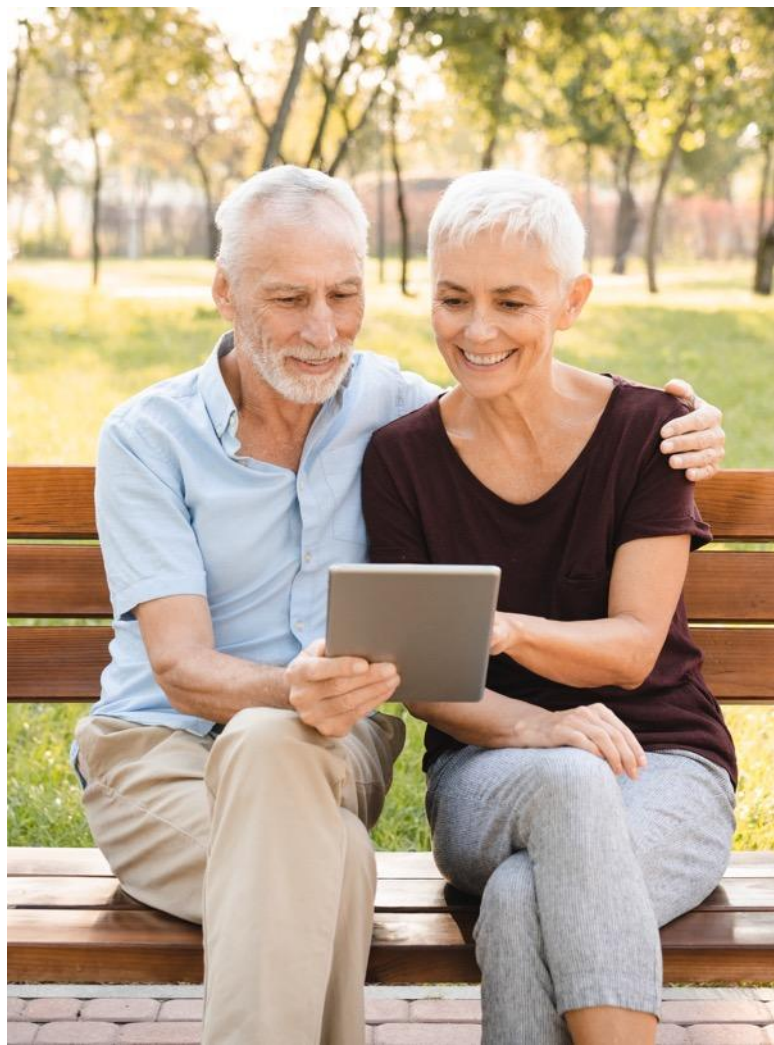
Connect with WGCU's dedicated audience by featuring your products as on-air or online sweepstakes prizes and "thank you" gifts. This creates a powerful partnership between your brand and the listener in support of public media.

Generate High-Value Traffic

- **Premium Consumers:** WGCU partnerships drive traffic from engaged consumers who often pay 50% above face value for merchandise through their donations.
- **Quality Over Discounts:** This model eliminates "discount shoppers," reaching donors who demonstrate higher retail spending than average gift card buyers.
- **Year-Round Access:** These unique partnership opportunities are available throughout the year.



DIGITAL DISPLAY ADS



Digital advertising with WGCU is a unique opportunity to reach a large audience in a creative and compelling way. Let us present your message in a brand-safe environment to users who appreciate your support of our mission.

278k

Monthly
Users

360k

Monthly
Pageviews

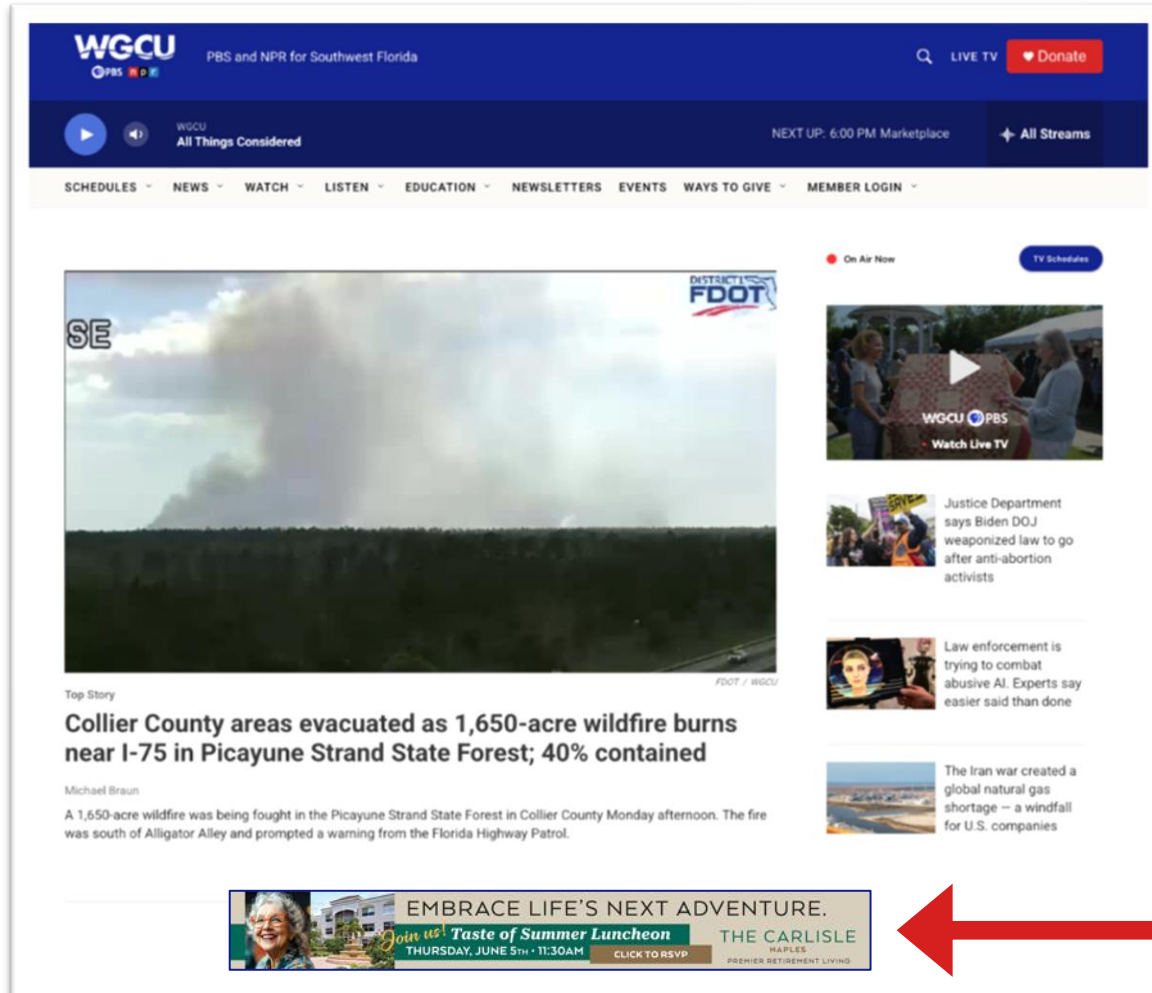
CPM: \$10 Examples

50,000 @ \$500

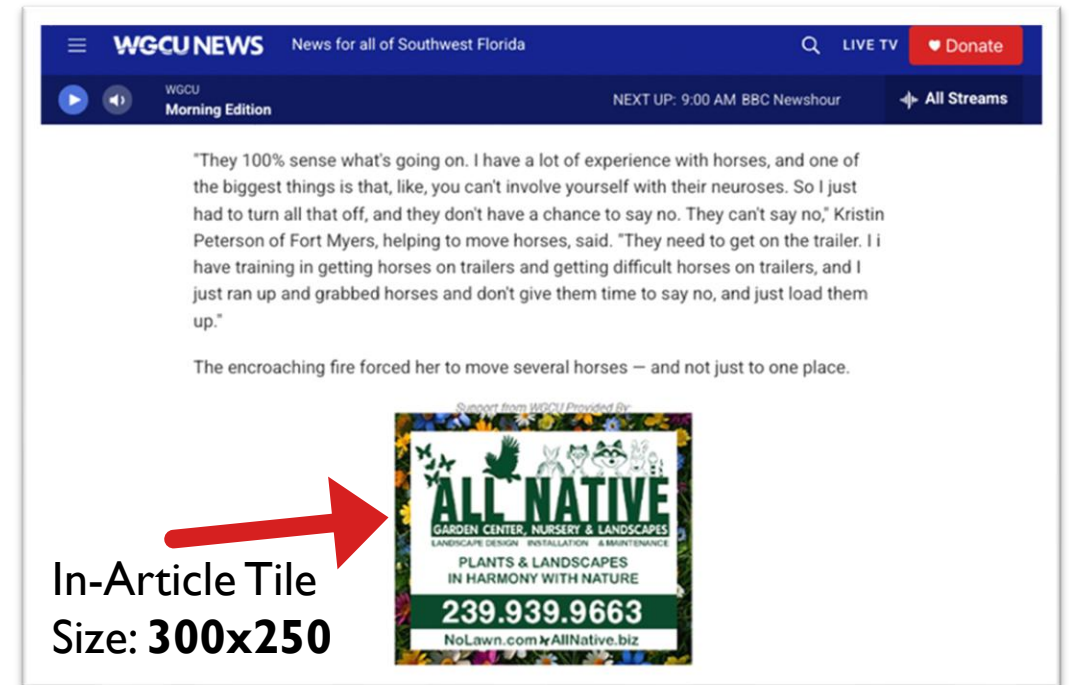
75,000 @ \$750

100,000 @ \$1,000

DIGITAL DISPLAY AD LOCATIONS



The screenshot shows the WGCU website with a top navigation bar including the WGCU logo, "PBS and NPR for Southwest Florida", a search icon, "LIVE TV", and a "Donate" button. Below the navigation bar is a secondary bar with a play button icon, "WGCU All Things Considered", "NEXT UP: 6:00 PM Marketplace", and "All Streams". The main content area features a large video player showing a wildfire with the text "SE" in the top left and "DISTRICT 1 FDOT" in the top right. Below the video is the headline "Collier County areas evacuated as 1,650-acre wildfire burns near I-75 in Picayune Strand State Forest; 40% contained" and the byline "Michael Braun". A sub-headline reads: "A 1,650-acre wildfire was being fought in the Picayune Strand State Forest in Collier County Monday afternoon. The fire was south of Alligator Alley and prompted a warning from the Florida Highway Patrol." To the right of the video are three smaller article teasers: "Justice Department says Biden DOJ weaponized law to go after anti-abortion activists", "Law enforcement is trying to combat abusive AI. Experts say easier said than done", and "The Iran war created a global natural gas shortage — a windfall for U.S. companies". At the bottom of the page is a leaderboard advertisement for "EMBRACE LIFE'S NEXT ADVENTURE" featuring a photo of an elderly woman and text about a "Taste of Summer Luncheon" on Thursday, June 5th at 11:30AM, with a "CLICK TO RSVP" button and "THE CARLISLE HAPLES PREMIER RETIREMENT LIVING" logo.



The screenshot shows the WGCU News website with a top navigation bar including the WGCU News logo, "News for all of Southwest Florida", a search icon, "LIVE TV", and a "Donate" button. Below the navigation bar is a secondary bar with a play button icon, "WGCU Morning Edition", "NEXT UP: 9:00 AM BBC Newshour", and "All Streams". The main content area features an article about horses with a quote from Kristin Peterson of Fort Myers. The quote reads: "They 100% sense what's going on. I have a lot of experience with horses, and one of the biggest things is that, like, you can't involve yourself with their neuroses. So I just had to turn all that off, and they don't have a chance to say no. They can't say no," Kristin Peterson of Fort Myers, helping to move horses, said. "They need to get on the trailer. I have training in getting horses on trailers and getting difficult horses on trailers, and I just ran up and grabbed horses and don't give them time to say no, and just load them up." Below the quote is the text "The encroaching fire forced her to move several horses — and not just to one place." To the right of the article is an in-article tile advertisement for "ALL NATIVE GARDEN CENTER, NURSERY & LANDSCAPES" with the text "LANDSCAPE DESIGN INSTALLATION & MAINTENANCE", "PLANTS & LANDSCAPES IN HARMONY WITH NATURE", the phone number "239.939.9663", and the website "NoLawn.com & AllNative.biz". A red arrow points from the text "In-Article Tile Size: 300x250" to the advertisement.

Leaderboard
Size: **728x90**

STREAMING AUDIO PRE-ROLL - WGCU-FM

DIGITAL STREAMING ALLOWS FOR FULL COMMERCIAL MESSAGING, GIVING ADVERTISERS GREATER CREATIVE FLEXIBILITY THAN FCC-REGULATED BROADCAST UNDERWRITING.

MAXIMUM IMPACT

Primal Placement:

Your :15 spot plays at the very start of the session.

Unrivaled Attention:

Captures an audience averaging **59** minutes per session.

EFFICIENT REACH

Guaranteed Delivery:

100% completion rate across all digital devices.

Consistent Scale:

190,000+ monthly impressions to an intentional NPR audience.

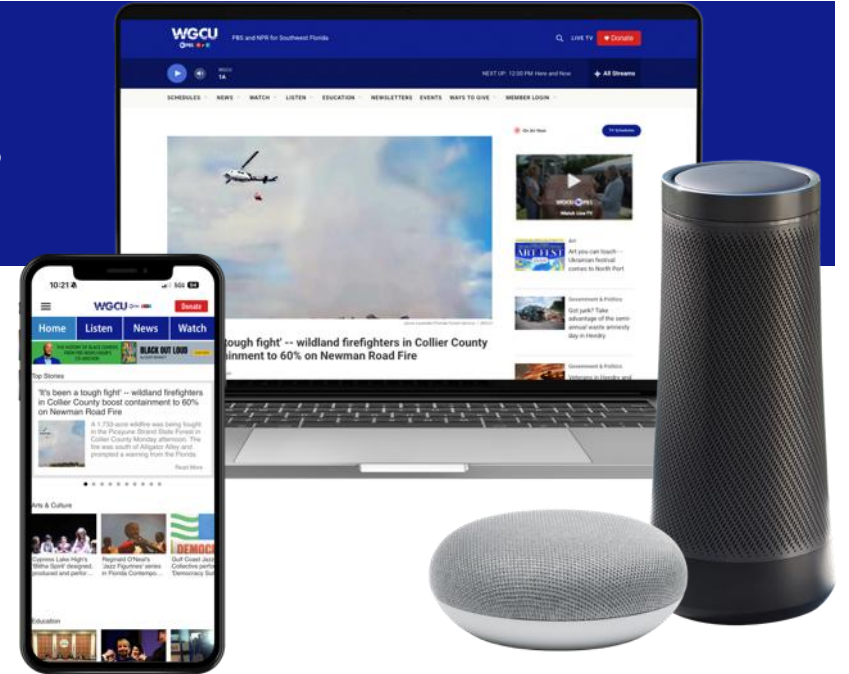
TRUSTED ENVIRONMENT

Engaged & Loyal:

Connect with listeners highly receptive to public media sponsors.

Premium Context:

A brand-safe, credible environment—free from clutter.



CPM: \$30 Examples

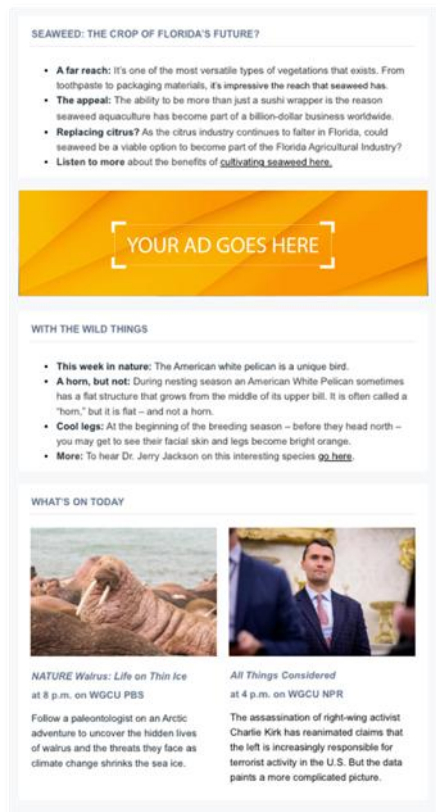
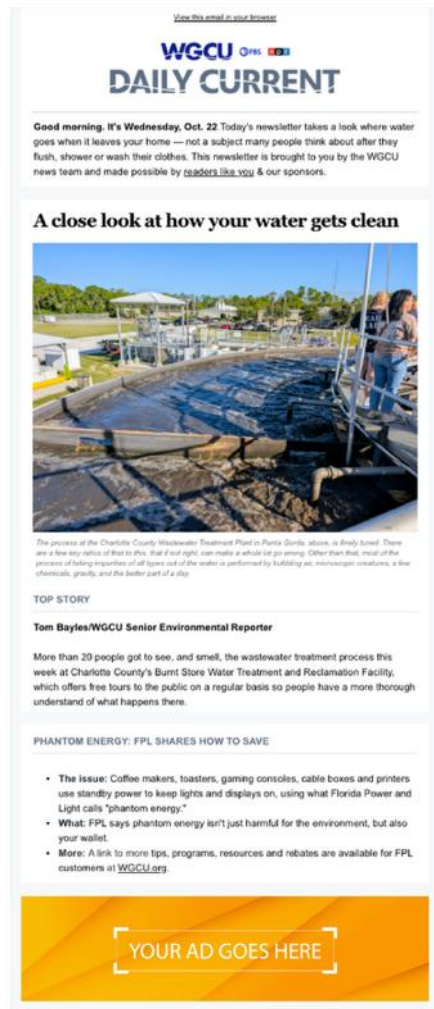
25,000 @ \$750

50,000 @ \$1,500

75,000 @ \$2,250

The Result: Connect with a high-value audience at the exact moment their engagement begins.

DAILY CURRENT NEWSLETTER – DISPLAY ADS



Connecting Southwest Floridians to the stories, arts, culture, and environmental issues shaping their community and the world around them – **daily**. Concise, meaningful coverage designed for curious minds with limited time.

22,000+
Subscribers

Includes highly engaged WGCU donors & leadership supporters with an open rate of 66% and CTR of 1%.

CPM: \$10 Examples

35,000 @ \$350

70,000 @ \$750

- Weekly available impression: 70,000
- Display Ad Placement
 - 970x250 banner (fixed position)
 - 1 of 2 premium units per issue

DAILY CURRENT NEWSLETTER - SPONSORED CONTENT

Authentic Storytelling

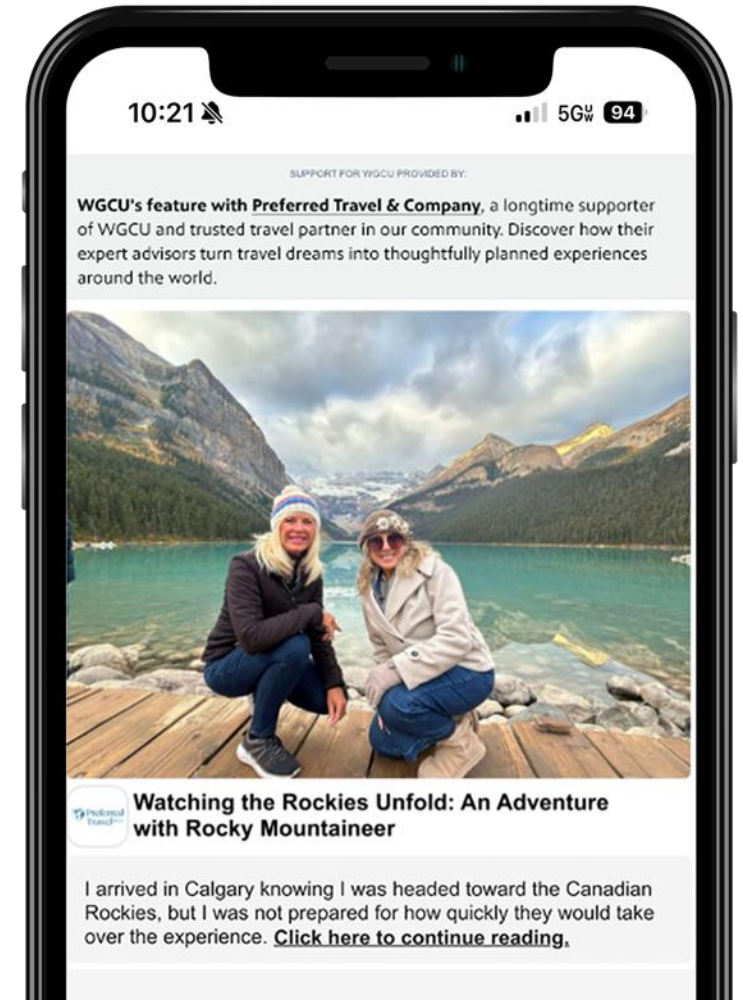
- **Trust by Association:**
Your story sits within WGCU's curated digital ecosystem.
- **Full Creative Control:**
Content is written by you to ensure your brand voice is heard.
- **Clear Transparency:**
Labeled as sponsored content to maintain audience trust.

How it Works

1. **Step 1: Create**
You provide a 120-character teaser and a 750–900 character story with a high-res photo (size: 1200x675).
2. **Step 2: Review**
WGCU's editorial team ensures your content aligns with our brand standards (5-day turnaround).
3. **Step 3: Connect**
Your story is published in the Daily Current, linking directly to your custom landing page.

CPM: \$25

30,000 @ \$750



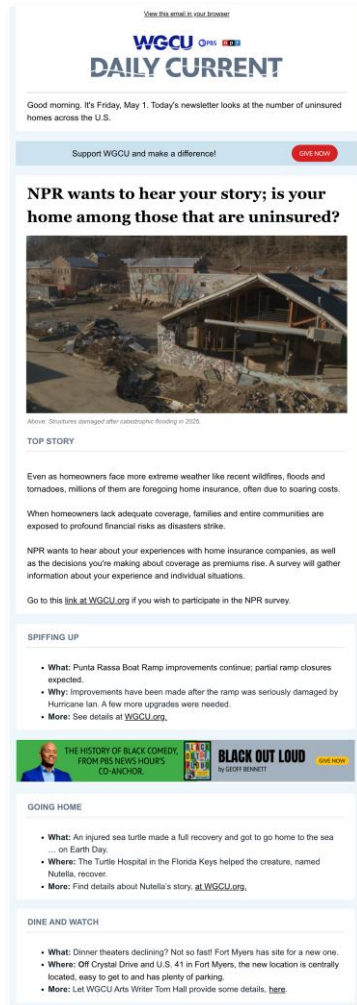
DAILY CURRENT NEWSLETTER - SPONSORED CONTENT FLOW

Seamless Transition:
From Inbox to In-Depth Story.

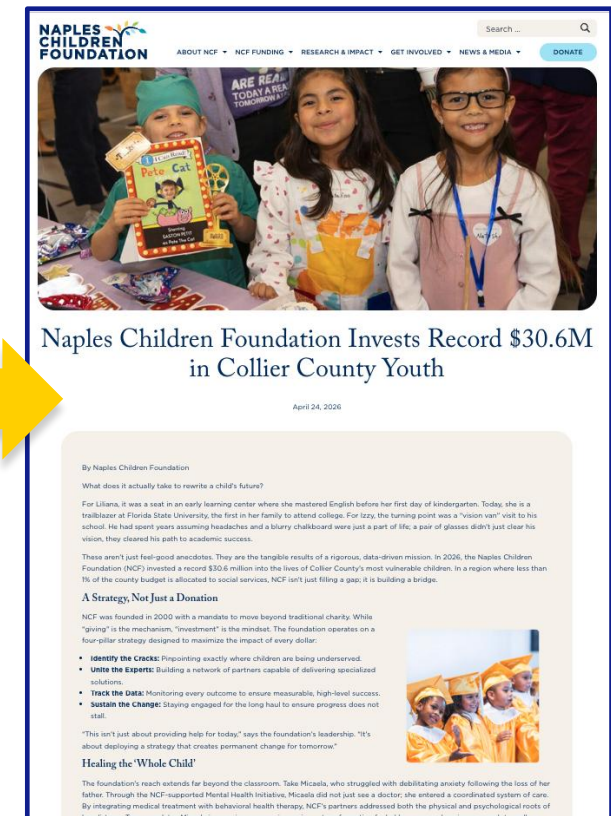
Link directly to your landing page.



Daily Current Newsletter Full Snapshot >> Larger View



Sponsored Content Linked to Client Website Example:



WGCU'S BROAD REACH

WGCU's Radio and TV Audience

WGCU TV

330,000+ monthly viewers:

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

WGCU RADIO

162,000+ monthly listeners:

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

WGCU DIGITAL

278,000+ monthly users:

- wgcuv.org website and WGCU app

45,000+ subscribers:

- WGCU Public Media YouTube

23,000+ monthly users:

- WGCU social media including Facebook, and Instagram

23,000+ monthly subscribers:

- WGCU e-newsletters





THANK YOU!

WGPU.org | 239-590-2300
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