



Fund our Future

WGCU
PUBLIC MEDIA



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“Now more than ever, your passionate commitment to public media is essential.”

Rick Johnson,
General Manager
WGCU Public Media

Message from the General Manager

For more than 30 years, WGCUPublic Media has provided Southwest Florida with quality, educational and engaging public television and radio programming. We are honored to offer programming that “inspires, informs, educates, engages and entertains through the power of public media.”



We have been able to realize our mission through the generous commitment of viewers and listeners like you. Now more than ever, your passionate commitment to public media is essential. WGCU has developed an aggressive strategic plan that we believe will allow us to serve the growing population of Southwest Florida. As our population continues to grow and the technology needed to meet the needs of our audiences becomes more sophisticated, WGCU stands at the precipice of change.

Please join with us in meeting the needs of Southwest Florida.

- Your one-time capital investment can serve as the foundation for our future.
- Establishing an endowment for the future can provide an increase in our annual budget by four percent assuring that we can continue to not only meet, but exceed Southwest Florida’s expectations.
- A significant transformational gift will ensure our success and send a clear message to our community thus giving momentum to the strategic direction and the future of WGCU.

I invite you to review the information on the following pages and most importantly to consider partnering with us to help ensure a strong and vibrant public broadcasting presence in Southwest Florida for decades to come.

A handwritten signature in black ink, consisting of a stylized 'R' and 'J' followed by a long, sweeping horizontal line that tapers to the right.

Rick Johnson
General Manager
WGCUPublic Media



Capital Needs to Strengthen WGCU Public Media

To strengthen the reliability and capability of television and radio services, WGCU has developed a plan of capital improvements to serve the long-term needs of Southwest Florida.

FUNDED!

WGCU TV and FM Tower

A 900-foot tower has a hard time standing up for over three decades and countless hurricanes and tropical storms. The current tower is not built to current building codes, and likely would not survive a major hurricane. A new tower will allow us to continue broadcasting for decades to come, as well as allow other public services such as the Florida Department of Environmental Protection to utilize our tower for their needs as well.

Cost: \$3,500,000 THANK YOU!



Transmitter Site Battery Backup

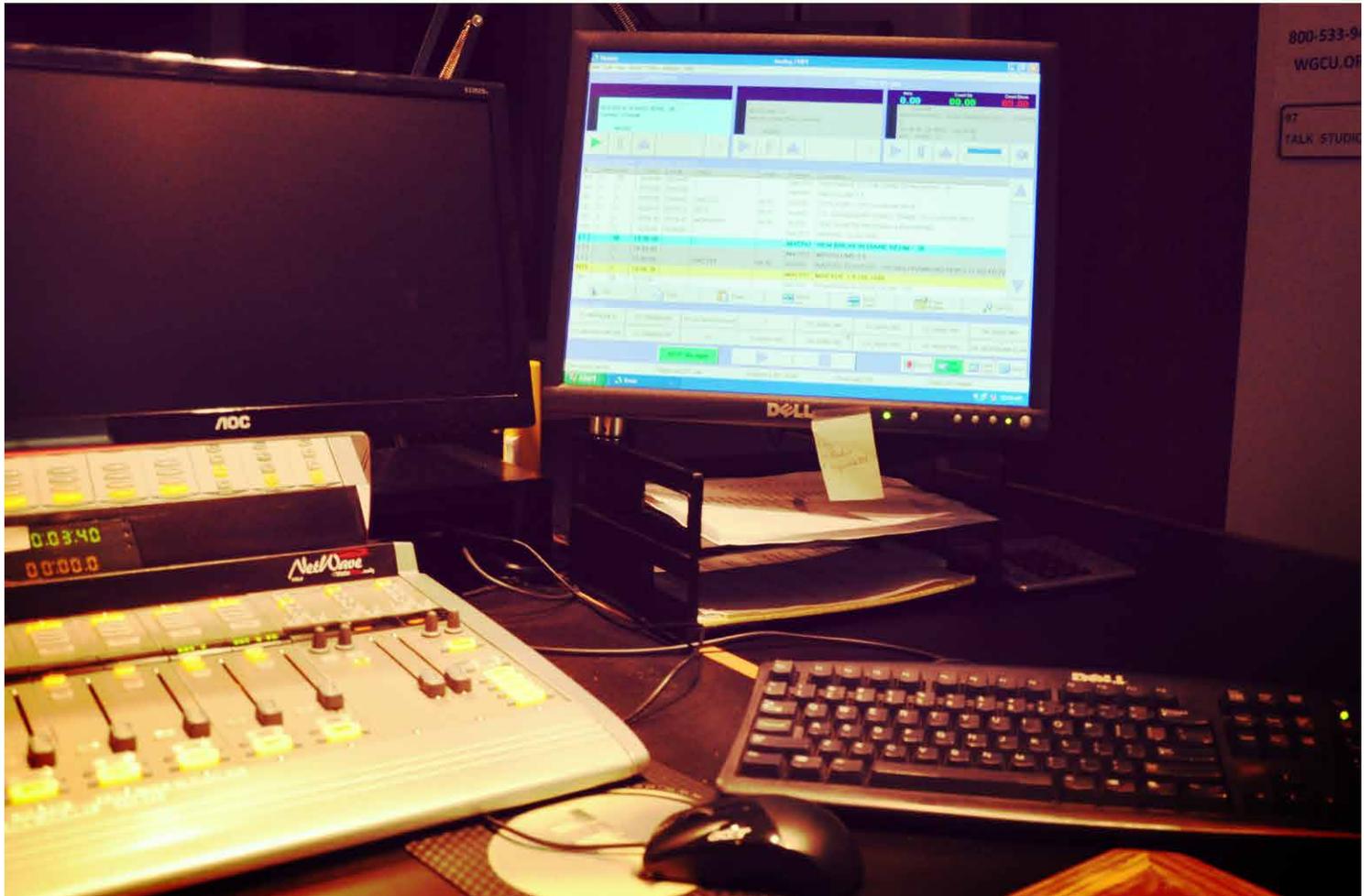
Power interruptions are a frequent problem at our transmitter site for WGCU TV/FM, particularly in the summer. While we have a generator to power operations during lengthy outages, we do not have a system to carry us during short interruptions. This causes frequent momentary outages of our services and over time can lead to equipment damage. A battery backup would provide continuity of power between the utility power and generator leading to fewer interruptions and would lengthen the life of equipment at our site.

Cost: \$90,000

Television Master Control Upgrades

WGCU's Master Control lags behind many of our public broadcasting peers in terms of capability in our television facility. Proposed upgrades, additions and replacements include: switching, routing, and graphics. Three terms that may fly over your head, but are critical to any TV operation. Whether it's the WGCU logo on the lower right of your screen, a graphic telling you where to evacuate during an emergency, or a satellite feed of your favorite program, these three devices are responsible for getting what you see to your television. Our current system is outdated, has very limited features, and is getting more difficult to support. WGCU proposes to upgrade to new and modern systems that allow for a better picture and more options for operators to bring programming to viewers. The three devices are typically integrated, which is why they are listed together.

Cost: \$70,000



Video Storage

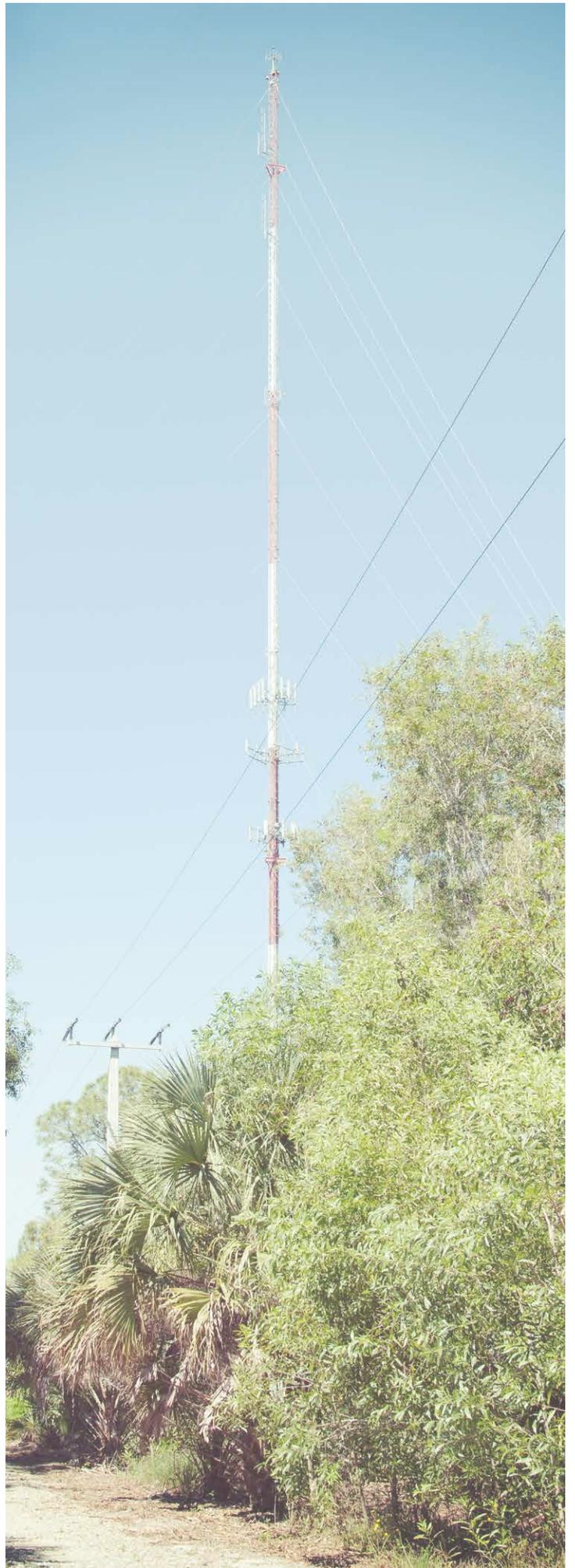
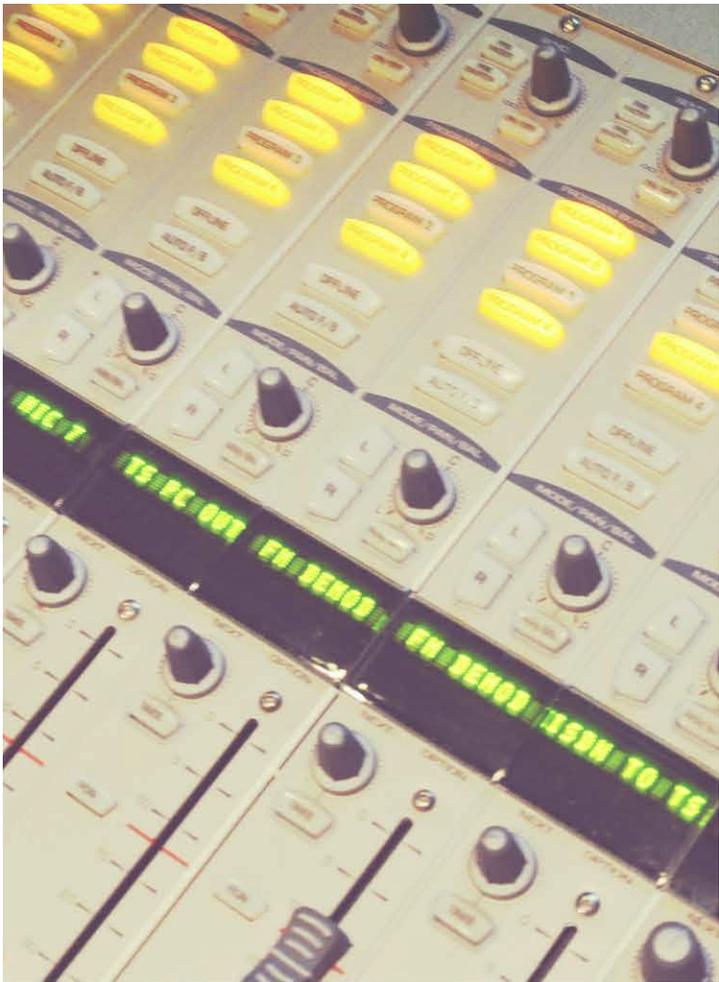
If you record a lot of shows on your DVR, you understand the challenge that comes with keeping your storage space free. There are programs you'll eventually watch, or watch again but you need to delete things to make room for new programs. That's essentially the challenge we face at WGCU. We require a massive amount of storage space to archive and retain programs.

Cost: \$50,000

Radio Automation System

Much like television, WGCU FM relies on a computerized system to manage and playback programs. Our current system routinely suffers from glitches and software bugs that result in programming issues. We also have different platforms for our primary FM signal, HD and Reading Services which results in staff training issues and difficulty in monitoring. A modern automation system will allow us to better share resources among the radio staff and allow staff in the building to better monitor and control problems as they arise. This automation system will result in fewer interruptions for listeners.

Cost: \$40,000



WMKO Transmitter

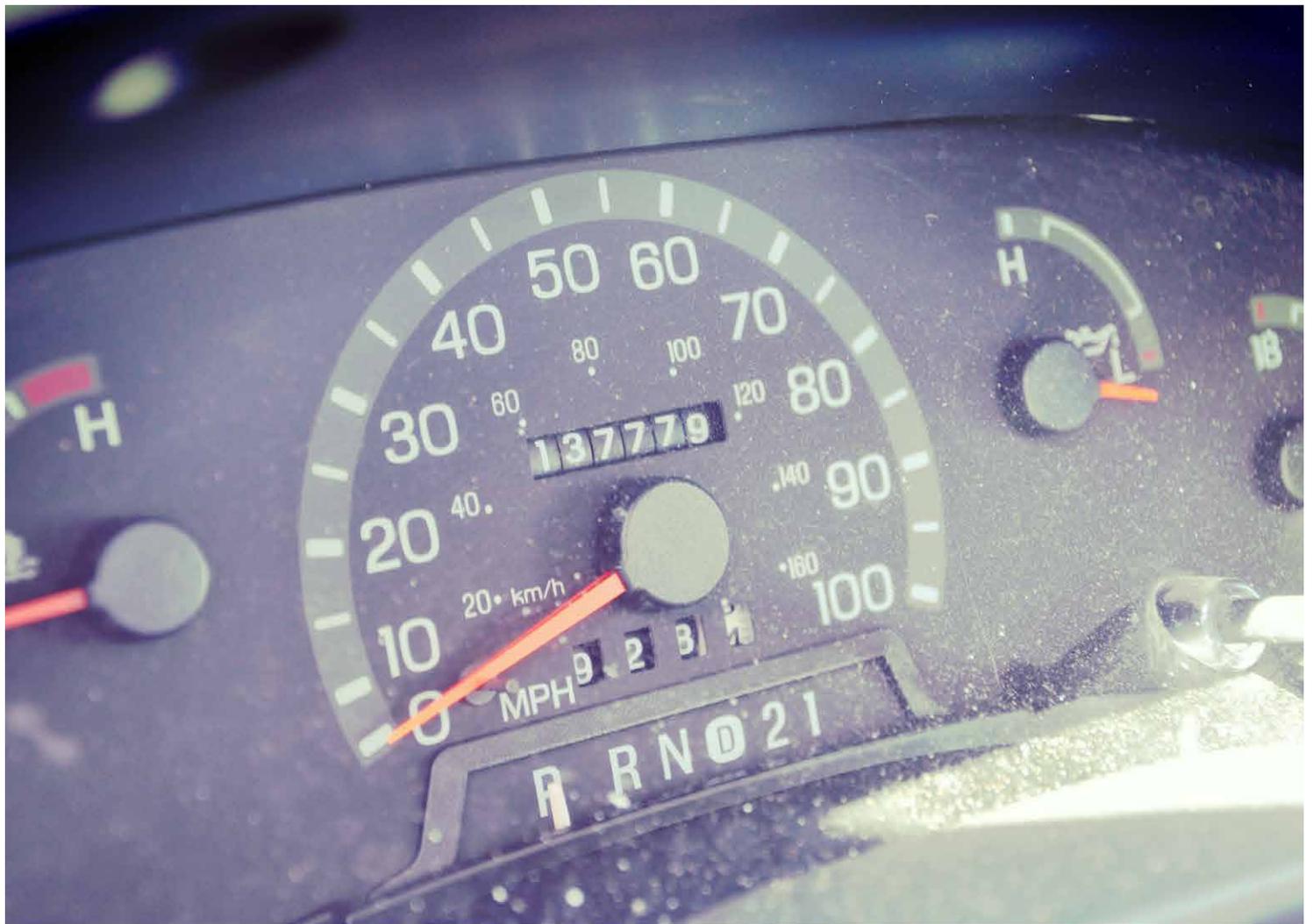
If the transmitter for WMKO was a car, it would have 300,000 miles on it and would have been rebuilt after multiple crashes. It works and it keeps us on the air, but parts are getting increasingly hard to find and support is dwindling for the product. Also, we do not have backup transmitter. That means in the event we have a big problem, it could be some time before services are restored. We are seeking a new and modern transmitter that will operate as our primary transmitter while our current transmitter will be used as a backup.

Cost: \$40,000

WGCU FM Talk Studio and Production Room rebuilds

As we expand our local programming with *Gulf Coast Live!*, we also must update our radio studios. Now with increasing show topics coming online and input from listeners coming from social media, we need to add more computers and monitors in the room. The current furniture is not functional for multiple guests and easy access to computer monitors. It also isn't suitable for video, with monitors and microphones hiding the faces of hosts and guests. This proposal is to install new furniture and equipment that will make better use of the talk show space and allow hosts to utilize paperless sources, as well as utilize new technology throughout the newsroom.

Cost: \$30,000



WGCU Engineering Vehicle

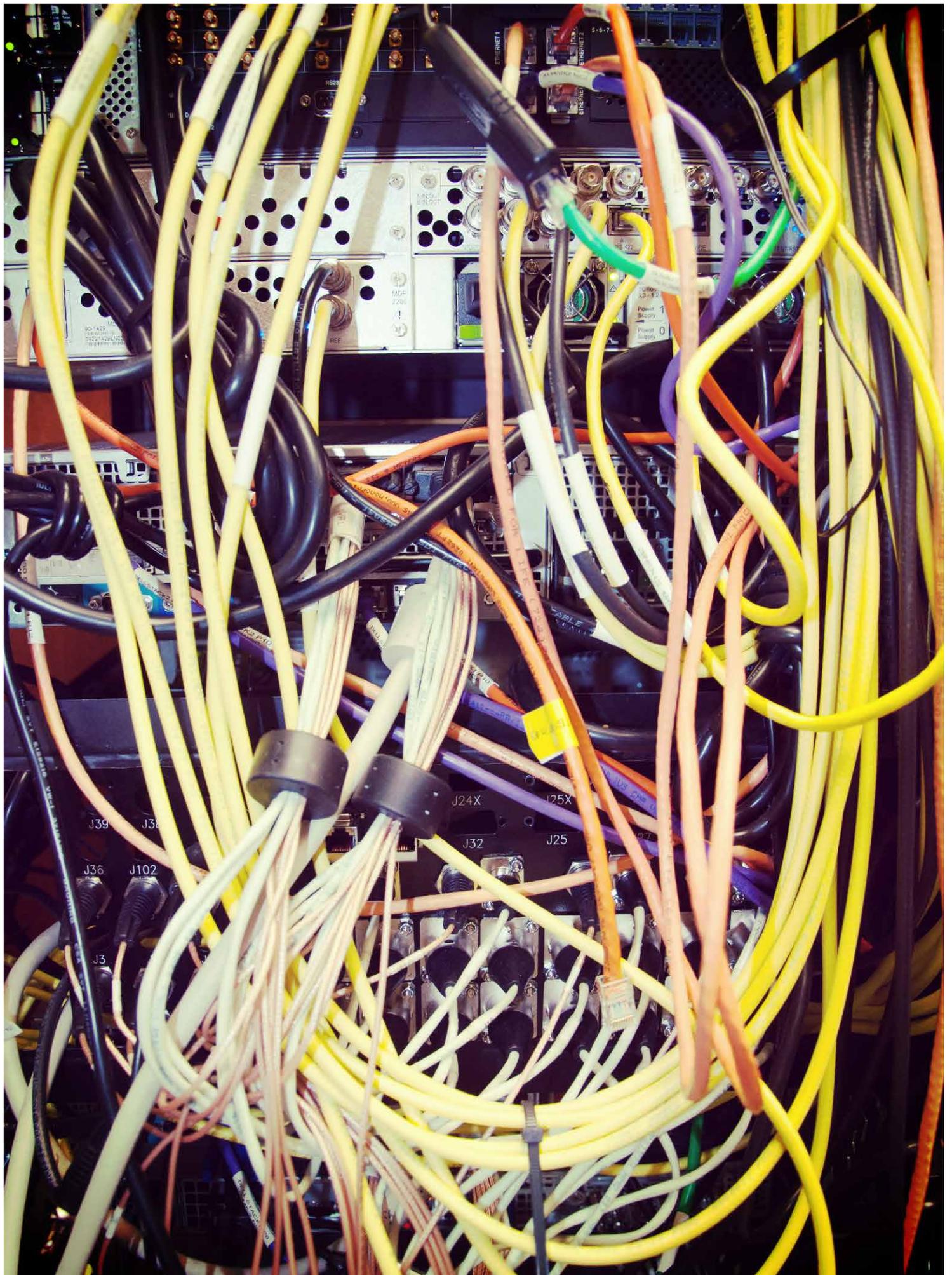
As much as we love the vehicle that has safely taken us to transmitter sites, remotes and beyond, the time has come to retire the vehicle. An ideal new vehicle is a large cab pickup truck or middle to large sized SUV, capable of transporting both people and equipment and towing our Mobile Production Unit to remote productions.

Cost: \$30,000

WGCU FM Backup Radio Facility

WGCU has two excellent location facilities on the FGCU campus that would make for a great backup radio facility. In the event that the main transmitter facility is unavailable, this facility could be used on air. This type of backup facility could prove invaluable during emergencies such as a hurricane. FCC rules prevent the backup location from having the same power and coverage as our main site, but the signal would still cover most of Fort Myers, Estero and Bonita Springs.

Cost: \$25,000



Endowment Opportunities

Multimedia Technology Fund *(infrastructure to support cross-platform projects, web streaming, various digital needs as part of our comprehensive digital strategy)*. Technology, specifically as it relates to public media entities, is changing at warp speed. With more choices for radio and television programming than ever, WGCU must be as relevant as possible to the communities it serves. WGCU is well positioned to expand its services and programs while maintaining its already very successful, award-winning initiatives. This fund will provide annual operational dollars for digital-specific needs and projects.

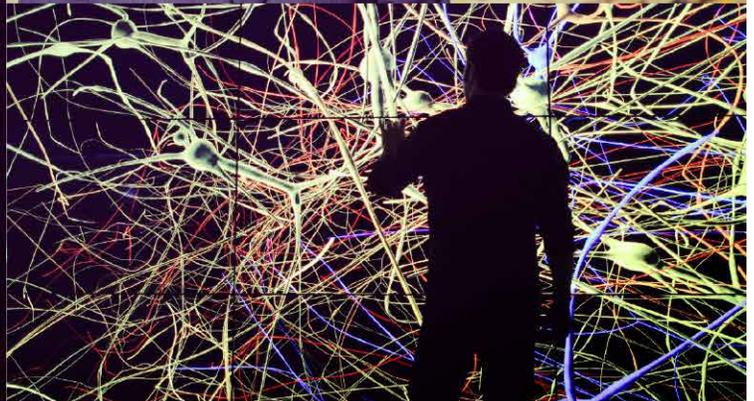
Goal: \$2,000,000



Programming Partnership Fund *(to provide funding to expand local productions, local news and other local programming projects for both TV and radio. This fund will ensure the existence of local public television and public radio productions in perpetuity.*

Goal: \$10,000,000

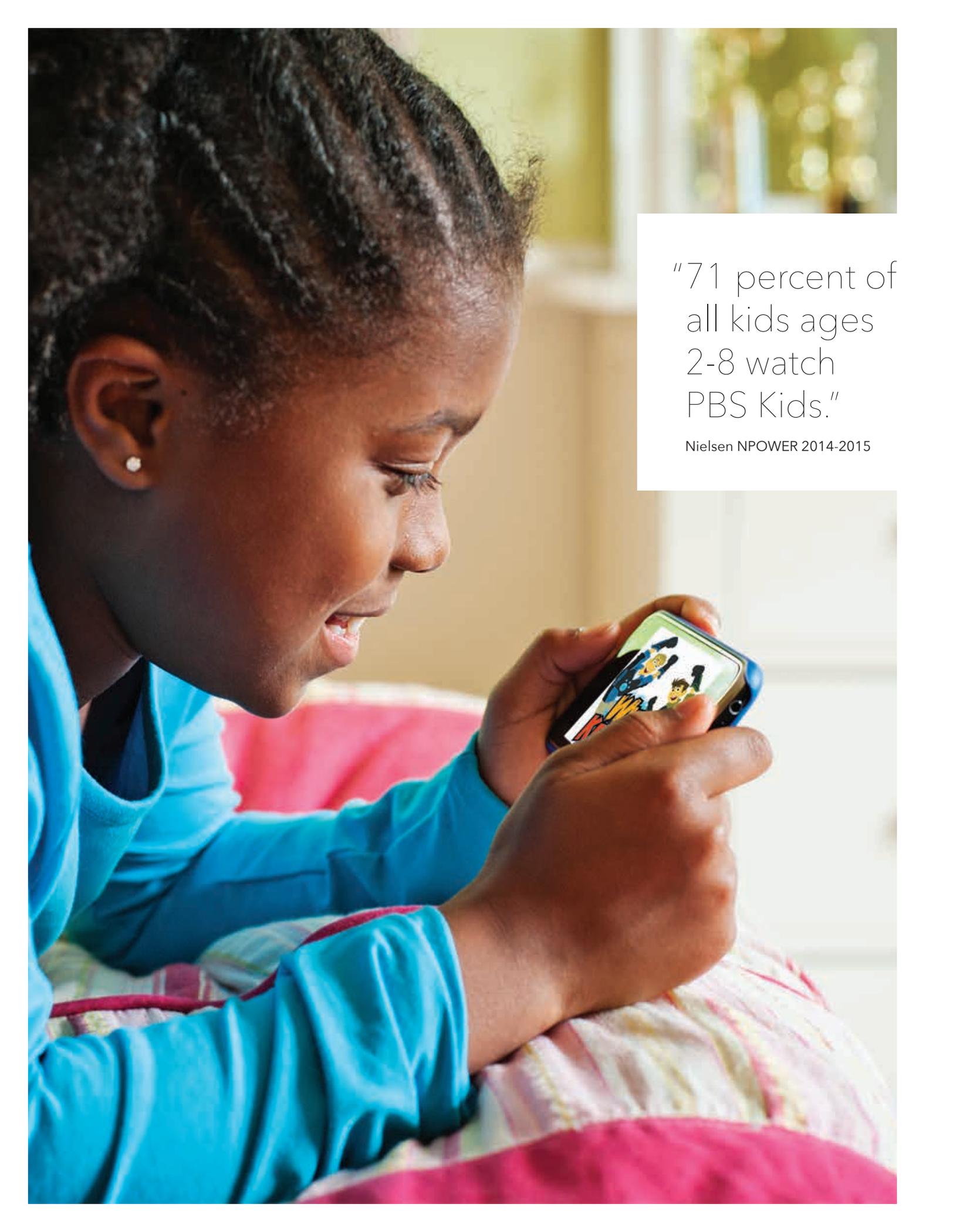
(\$4,000,000 for radio; \$6,000,000 for television)



The Future Fund The endowment of unrestricted funds for the daily operation of WGCU includes annual programming costs, special projects, continual upgrades of media formats and development of new initiatives.

Goal: \$6,500,000

(\$2,500,000 for radio; \$4,000,000 for television)



"71 percent of
all kids ages
2-8 watch
PBS Kids."

Nielsen NPOWER 2014-2015

Educational Engagement Fund

At the core of WGPU's mission is education. WGPU airs more than nine hours of PBS educational children's television programming each weekday that for more than a decade has been named the most-trusted educational children's TV programming in the country.

WGPU currently has only one staff member devoted to expanding the role of PBS educational programming in Southwest Florida. Annually, WGPU conducts dozens of workshops for teachers, parents and students. However, the need within the community extends far beyond the current staffing.

- **Expanding WGPU Educational Outreach** With the addition of two education resource professionals, WGPU will be able to offer numerous educational training sessions and workshops each week. **Annual costs \$150,000** (includes salaries and benefits for two education professionals, plus expenses.)
- **PBS LearningMedia** The commitment of the state of Florida to make available to all school districts the digital resources available through PBS LearningMedia has added the need to provide PBS LearningMedia training to teachers throughout Southwest Florida.

In addition, WGPU has also been invited to add to this national website the more than 40 WGPU produced television documentaries outlining the history of Southwest Florida. To incorporate national and state education standards, lesson plans and other assets to help teachers and parents bring these remarkable award-winning *Untold Stories* to life, requires a full-time staff member who will also work with educators to help them utilize PBS LearningMedia in their classrooms.

Annual costs \$90,000 (includes salary, benefits and expenses.)

Goal: \$6,000,000



Other Strategic Needs

FUNDED!

Expand *Gulf Coast Live!* (on WGPU FM) from once per week to five days per week with the addition of a full-time host and full-time producer dedicated to the show. This will accrue and preserve credibility and trust; increase users and engagement across platforms; and increase financial support and recognition for the newsroom and station while meeting the mission of WGPU.

Cost to expand: \$130,000 annually (includes salaries, benefits, and office structure to manage a five-days-per-week show). Individual gifts to be augmented by *Gulf Coast Live!* underwriting packages for corporate sponsors. **THANK YOU!**

Establish a “Diversity Desk” associated with WGPU FM staffing it with a full-time Diversity Reporter. This will be a multi-platform reporter who covers diversity – especially race, ethnicity, gender identity, sexual orientation, economic class, age and religion in Southwest Florida. He/she will accomplish this with news reports and features, 2-ways, talk show segments, photographs, videos and web content.

Cost for this project is \$72,000 annually (includes salary and benefits).



Naming Opportunities

WGCU and Florida Gulf Coast University will offer the following naming opportunities, for the useful life of the building, for donors who make a significant investment in the future of WGCU Public Media:

FUNDED!

A \$3,000,000 gift: naming of the WGCU Broadcast Building (donor's name to appear on the outside of the building and donor will also be recognized on a photo/story plaque in the WGCU lobby) **THANK YOU!**

B \$500,000 gift: naming of the WGCU Radio Wing in the main WGCU building (donor's name to appear on signage in the wing and on a photo/story plaque)

FUNDED!

C \$500,000 gift: naming of the WGCU Television Wing in the main WGCU building (donor's name to appear on signage in the wing and on a photo/story plaque) **THANK YOU!**

FUNDED!

D \$250,000 gift: naming of the WGCU Radio Studio (donor's name to appear on signage in the main hallway adjacent to radio studio and on a photo/story plaque in the actual radio studio) plus on-air mention during hourly radio identification announcements) **THANK YOU!**

E \$250,000 gift: naming of the WGCU Television Studio (donor's name to appear on signage in the main hallway adjacent to television studio and on a photo/story plaque in the actual television studio plus on-air mention as appropriate)

F \$200,000 gift: naming of the WGCU Main Lobby (donor's name to appear on signage in the lobby and on a photo/story plaque)

FUNDED!

G \$100,000 gift: donor to be recognized on plaque outside Master Control Suite **THANK YOU!**

H \$75,000 gift: donor to be recognized on plaque outside of the TV production control studio

I \$75,000 gift: donor to be recognized on plaque outside a radio production studio (3 opportunities available)

J \$50,000 gift: donor to be recognized on plaque inside radio performance studio

K \$25,000 gift: donor to be recognized on plaque outside executive conference room WGCU main lobby

L \$20,000 gift: donor to be recognized on plaque in the atrium (outside entrance to WGCU)

M \$20,000 gift: donor to be recognized on plaque outside the General Manager's suite

For more information on these special funding opportunities for either cash or estate gift planning, please contact Kimberly Woodle, Director of Development and Corporate Support at 239-590-2345 or write kwoodle@wgcuc.org

