

1. Requested Motion:

Meeting Date: Nov 18, 2013

Motion to approve \$6,000 funding to WGPU to support the production of the Pink Gold Rush video about the Fort Myers Beach Shrimping Industry. WGPU agrees to list the Town as a sponsor and display the town logo in the credits.

Why the action is necessary:

The Shrimping industry has been an integral part of Estero Island history for many decades. WGPU seeks public funding to accomplish projects of this nature and will also receive funding from a variety of sources.

What the action accomplishes:

Enables WGPU to move forward with the Pink Gold Rush video production project.

2. Agenda:

Consent
 Administrative

3. Requirement/Purpose:

Resolution
 Ordinance
 Other

4. Submitter of Information:

Council
 Town Staff
 Town Attorney

5. Background:

- A. The Town was approached by WGPU with a request the town provide funding for this video production project.
- B. WGPU representatives attended a regular council meeting and spoke at public comment time. Town Council agreed to place the item on a Workshop for 11/04/13.
- C. At the workshop meeting of 11/06/13 the Town Council acknowledged a desire to place this request on the agenda for this regular council meeting.

6. Alternative Action: Deny funding or provide a different funding amount.

7. Management Recommendations:

Management recommends approval of this request.

8. Recommended Approval:

| Town Manager | Town Attorney | Finance Director | Public Works Director | Community Development Director | Parks & Recreation Director | Town Clerk |
|---|---------------|------------------|-----------------------|--------------------------------|-----------------------------|------------|
|  | | | | | | |

Council Action:

Approved Denied Deferred Other



WGCU Public Media Seeking Sponsorship Funding for Shrimp Industry TV Documentary *Pink Gold Rush*

Are independent shrimpers and a vibrant working waterfront fading into the pages of history in Fort Myers Beach? Is the "Pink Gold Rush" that had its heyday in the 70s really coming to an end? Or is the \$55 million industry just adapting to 21st century challenges like rising fuel costs and cheap, convenient imports?

Through the eyes and hearts of Fort Myers Beach shrimping families, WGCU explores shifting realities that reflect our waning American tradition of independent fishing even in a thriving, healthy fishery. Learn about the challenges and successes of keeping what many consider to be the world's tastiest, sweetest pink shrimp as a renewable resource.

The Fort Myers Beach working waterfront and shrimping industry is under increased competition from international imports of farm-raised shrimp that threaten its sustainability by offering lower-cost, more easily accessible product.

The WGCU project will investigate this problem and will provide information about how few restaurants/stores actually serve/sell pink shrimp; how the international imports are raised with fewer environmental and processing standards and how the livelihood of shrimpers is at stake. It also will address how the ecological health of the Gulf of Mexico is vital to the continued sustenance of this species.

The project will include video shorts for local museums; classrooms and Visitor and Convention Bureau websites as well as a robust digital platform, including a mobile app; a website; and social media, partly leveraged through a partner grant from the West Coast Inland Navigation District.

Public TV Production Sponsorship

WGCU is seeking production funding totaling \$36,000 to produce the one-hour documentary *Pink Gold Rush*. This public TV program will air on all WGCU channels multiple times. In addition, it will be offered to Southwest Florida community cable channels with unlimited airing rights. WGCU also will offer *Pink Gold Rush* to PBS stations throughout America via American Public Television or some other national Public TV program distributor.

Corporate sponsorships are available at the following levels: \$6,000, \$12,000 and \$36,000.

Pink Gold Rush sponsorship funding will be used to fund the production and distribution of a documentary on the Gulf of Mexico shrimp fleet in Fort Myers Beach.

Corporate Sponsorship Package Details

1. Sponsors will receive opening and closing recognition inside the documentary that will remain with the documentary permanently, including national distribution.
2. Sponsors will receive program adjacencies on all WGCU airings for the first year, as a part of the package.
3. Sponsors will receive media credits equal to the total dollar amount of the sponsorship. These media credits can be used to purchase air time on WGCU-FM, WGCU-TV, or in *Expressions* magazine (WGCU's monthly member magazine) at current contract rates. Production of sponsor messaging announcements is included.
4. Sponsors will receive recognition at a Premiere Screening Event prior to documentary airing in Spring 2014.



Terry Brennen 239.590.2366 • Dwight Esmon 239.590.2313 • Mark Beland 239.590.2327

wgcu.org



Terry Brennan -



WGCU Public Media Seeking Sponsorship Funding for Shrimp Industry TV Documentary *Pink Gold Rush*

Pink Gold Rush Project Narrative

Are independent shrimpers and a vibrant working waterfront fading into the pages of history in Fort Myers Beach? Is the "Pink Gold Rush" that had its heyday in the 70s really coming to an end? Or is the \$55 million industry just adapting to 21st century challenges like rising fuel costs and cheap, convenient imports?

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Issues to Be Addressed

The Fort Myers Beach working waterfront and shrimping industry is under increased competition from international imports of farm-raised shrimp that threaten its sustainability by offering lower-cost, more easily accessible product. WGCU's project will investigate this problem and will provide information to the public about how few restaurants/stores actually serve/sell pink shrimp; how the international imports are raised with fewer environmental and processing standards and how the livelihood of shrimpers is at stake. It also will address how the ecological health of the Gulf of Mexico is vital to the continued sustenance of this species.

Pink Gold Rush Public TV Documentary Project Details

WGCU will produce a multi-platform project, including a 60-min documentary, *Pink Gold Rush*. This public education project highlights the Gulf of Mexico shrimp discovered in 1949 that sustains the Fort Myers Beach shrimp fleet as a \$55 million industry and San Carlos Island as one of only 20

Continued...



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Continued...

remaining working waterfronts in the state of Florida.

To do so, WGPU will utilize its television, radio, print, web and mobile media streams to reach audiences around the world via the internet. WGPU also will offer the documentary to American Public Television to be distributed throughout the U.S. to multiple public broadcasting stations, with station pick-up estimated to be a minimum of 163 stations. (Based on past WGPU documentary national distribution success.)

The project content also will focus on:

1. How to be a savvy consumer when seeking these tasty, sweet, pink shrimp;
2. How demand for Pink Gold is critical to sustain one of the most vital and characteristic aspects of Southwest Florida's cultural heritage.
3. How it relates to the region's economic and ecological health.

The project will include video shorts for local museums; classrooms and Visitor and Convention Bureau websites as well as a robust digital platform, including a mobile app; a website; and social media, partly leveraged through a \$80,000 partner grant from the West Coast Inland Navigation District.

WGPU Public Media Background

As the sole source of PBS and NPR for Southwest Florida, WGPU Public Media is a member-supported service of Florida Gulf Coast University in Fort Myers, Florida, and an award-winning media outlet. PBS is consistently ranked as the Number 1 Most Trusted Public Institution in America, according to a major national multi-year survey by GfK Roper Public Affairs & Media poll. (Addendum 1)

WGPU serves Southwest Florida region through its media streams, including four television channels; three radio channels; a member magazine; a website; three YouTube Channels and social media. WGPU's mission is to "inspire, inform, educate, engage and entertain through the power of public media."

WGPU and its predecessor WSFP-TV/FM have served Southwest Florida with the finest in public television and radio programming for over 30 years. Originally a satellite operation licensed to the University of South Florida, WGPU Public Media became an independent entity in 1996 when the broadcast licenses were transferred to Florida Gulf Coast University, a new public university that was being built to serve the Southwest Florida region. The stations' call letters were changed to WGPU-TV/FM, and a new state-of-the-art broadcast facility was built as part of the new university's campus.

Since that time, WGPU has dramatically strengthened and expanded the physical infrastructure, the financial base and the media services that now comprise WGPU Public Media:

1. Expanded our service by providing up to four distinct digital television programming streams—including a full-time High Definition channel.
2. Provided the region with the first all-day public radio News and Information programming service.
3. Launched a 24-hour-a-day Adult Album Alternative programming service on HD radio.
4. Organized staff to reflect an integrated media model for production, dissemination and programming rather than a traditional television and radio model.
5. Founded a monthly magazine, funded from paid ads and membership pledges, that has a circulation of 14,000.
6. Developed a website, wgpu.org, that incorporates digital archives of locally produced TV and FM programs, streaming FM service, access to national sites, and social media tools.
7. Produced over 160 documentary-style local television programs, many of which have won national awards and have been accepted for national distribution through the American Public Television Service.
8. Earned numerous national and regional awards, including a Peabody Award, for our radio news programming.
9. Virtually eliminated videotape as our dissemination source. Download, store and transmit exclusively in digital formats.
10. Upgraded TV production equipment to a state-of-the-art HD facility.

Sponsorship Proposal addenda

- A. PBS Most Trusted Institution in America
- B. WGPU Coverage map and Audience data
- C. APT National distribution statistics
- D. *Pink Gold Rush* Documentary Project Budget Detail

Strengthen Your Business & Support Your Community

with WGCU Public Media

WGCU Public Media is consistently among the top TV and radio stations in Southwest Florida. With the reputation of PBS and NPR, WGCU is the trusted source for accurate news and information.

WGCU combines its strong on-air presence with *Expressions*, an insightful magazine that is mailed monthly to WGCU members. It is among the highest paid circulation magazines in the area and covers local stories as well as upcoming programming on radio and television.

WGCU.org is an interactive, information filled social networking website.

WGCU Public Media is the smart choice for reaching affluent, educated and engaged Southwest Floridians in an uncluttered environment.



- FM Air Signal 90.1 / 91.7
- TV Air Signal 30.1 / 30.2 / 30.3
- Cable/Satellite Coverage

WGCU Broadcast Area

| | TV Households* | Cable Penetration* | 2010 Population |
|------------------|----------------|--------------------|------------------|
| Collier | 134,400 | 79% | 321,520 |
| Lee | 267,200 | 60% | 618,754 |
| Metro Area | 401,600 | 66% | 940,274 |
| Charlotte | 74,540 | 56% | 159,978 |
| DeSoto | 11,450 | 20% | 34,862 |
| Glades | 4,510 | 8% | 12,884 |
| Hendry | 12,140 | 20% | 39,140 |
| Total DMA | 504,240 | 62% | 1,187,138 |
| Sarasota | 173,780 | 80% | 379,448 |
| | 678,020 | | 1,566,586 |

* Nielsen February 2012

- Watch.** 500,000+ television viewers monthly
- Listen.** 100,000+ radio listeners weekly
- Read.** 25,000+ magazine readers monthly
- Click.** 35,000 - 75,000+ website page views monthly

WGCU offers special discounts for multi-media packages.



10501 FGCU Blvd. South • Fort Myers, FL 33965 • 239.590.2300 • 800.824.0030 • wgu.org
 Terry Brennen 239.590.2366 • Dwight Esmon 239.590.2313 • Mark Beland 239.590.2327

Listen. News & Information 90.1 / 91.7 FM • Xponential Radio 90.1-2 / 91.7-2 HD

- Reaching up to 100,000 radio listeners a week.
- A top Arbitron-ranked station with affluent adults in Southwest Florida. Latest ratings upon request.
 - 24 hours a day of news, information and entertainment.
- With only three to four breaks per hour, your message will be heard.

Radio Rates

Special Discounts for Multi-Media Packages

See Your Sales Representative for Current Rate Plan

| WGCU/WMKO FM - NPR for SW Florida | | Rate Plan - Message Value | | | | | |
|---|-------------------------|---------------------------|-------|-------|-------|-------|------|
| | | #1 | #2 | #3 | #4 | #5 | #6 |
| Comprehensive Audience Plan | | | | | | | |
| Rotate spots Monday-Sunday | 5am-9pm | \$125 | \$100 | \$85 | \$75 | \$70 | \$65 |
| Rotate spots Monday-Friday | 6am-7pm | \$130 | \$105 | \$90 | \$80 | \$75 | \$70 |
| Rotate spots Mon-Fri Drive Time | 6-10a & 3-7p | \$160 | \$120 | \$105 | \$95 | \$90 | \$85 |
| Monday - Friday Dayparts | | | | | | | |
| <i>BBC Newshour</i> | 3am-5am | \$55 | \$40 | \$25 | \$15 | \$10 | \$5 |
| <i>Morning Edition</i> | 5am-6am | \$80 | \$65 | \$50 | \$40 | \$35 | \$30 |
| <i>Morning Edition-BBC Newshour/GCL</i> | 6am-10am | \$180 | \$130 | \$115 | \$105 | \$100 | \$95 |
| <i>Diane Rehm-Fresh Air-WHYS-Here&Now</i> | 10am-4pm | \$125 | \$95 | \$80 | \$70 | \$65 | \$60 |
| <i>All Things Considered-MarketPlace</i> | 4pm-7pm | \$165 | \$125 | \$110 | \$100 | \$95 | \$90 |
| <i>Fresh Air, see listings</i> | 7pm-9pm | \$65 | \$50 | \$35 | \$25 | \$20 | \$15 |
| <i>Jazz, evenings</i> | 9pm - 12am | \$60 | \$45 | \$30 | \$20 | \$15 | \$10 |
| <i>Jazz, late night</i> | 12am - 3am | \$55 | \$40 | \$25 | \$15 | \$10 | \$5 |
| Weekend Dayparts | | | | | | | |
| See Listings | 6am-8am | \$100 | \$85 | \$70 | \$60 | \$55 | \$50 |
| <i>Weekend Edition</i> | 8am-10am | \$140 | \$100 | \$85 | \$75 | \$70 | \$65 |
| See Listings | 10am-5pm | \$125 | \$95 | \$80 | \$70 | \$65 | \$60 |
| <i>Weekend All Things Considered</i> | 5pm-6pm | \$120 | \$80 | \$65 | \$55 | \$50 | \$45 |
| See Listings | 6pm-9pm | \$65 | \$50 | \$35 | \$25 | \$20 | \$15 |
| <i>Jazz, evenings</i> | 9pm - 12am | \$60 | \$45 | \$30 | \$20 | \$15 | \$10 |
| <i>Jazz, late night</i> | 12am - 3am | \$55 | \$40 | \$25 | \$15 | \$10 | \$5 |

Program specific sponsorships are available for annual schedules at the #1, #2 or #3 rate plan rate.

If sponsored programs are preempted, make good spots will be run the following month whenever possible. Rate Card July 2013

| WGCU- HD2 - XPoNential Radio | | Rate Plan - Message Value | | | | | |
|----------------------------------|----------------|---------------------------|------|-----|-----|-----|-----|
| | | #1 | #2 | #3 | #4 | #5 | #6 |
| Monday to Sunday Dayparts | | | | | | | |
| Daytime | 6am-6pm | \$15 | \$10 | \$8 | \$8 | \$8 | \$8 |
| All Day | 24 hour | \$8 | \$5 | \$4 | \$4 | \$4 | \$4 |

XPoNential Radio is an eclectic blend of blues, rock, world, folk, and alternative country



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90.1 / 91.7 FM • 90.1-1 HD / 91.7-1 HD

News&InfoRadio

| | WEEKDAYS | SATURDAY | SUNDAY |
|-------|--|------------------------------|----------------------------------|
| 3 am | | | |
| 4 am | BBC World Service | Jazz with Bob Parlocha | Jazz with Bob Parlocha |
| 5 am | | | |
| 6 am | Morning Edition | BBC World Service | BBC World Service |
| 7 am | | | |
| 8 am | | | |
| 9 am | BBC Newshour Gulf Coast Live (Wed) | Weekend Edition | Weekend Edition |
| 10 am | | | |
| 11 am | The Diane Rehm Show | Car Talk | Fresh Air Weekend |
| Noon | | Wait, Wait Don't Tell Me! | Gulf Coast Live <i>encore</i> |
| 1 pm | Fresh Air | The Splendid Table | This American Life <i>encore</i> |
| 2 pm | BBC's World Have Your Say | This American Life | Snap Judgement |
| 3 pm | Here & Now M-Th Science Friday F | Living on Earth | Latino USA |
| 4 pm | | To the Best of Our Knowledge | Moyers & Company |
| 5 pm | All Things Considered | | On Being |
| 6 pm | | All Things Considered | All Things Considered |
| 7 pm | Marketplace | A Prairie Home Companion | Car Talk <i>encore</i> |
| 8 pm | Fresh Air | | BBC World Service |
| 9 pm | Features* | Jazz at Lincoln Center | Specials |
| 10 pm | Jazz with Bob Parlocha | Echoes | American Routes |
| 11 pm | World Café <i>(Fridays only 9-11pm)</i> | | |
| -3 am | | Jazz with Bob Parlocha | Jazz with Bob Parlocha |

***FEATURES:**

Radiolab **M** / America's Test Kitchen **Tu** / BackStory **W**
TED Radio Hour **TH** / On the Media **F**

FM News Package – Morning & Afternoon Drive Time

WGCU News breaks away from NPR news during peak morning and afternoon drive times to ensure maximum exposure. Monday through Friday WGCU News delivers balanced local, regional and state news.

Mornings @ 7:04 and 8:04 Afternoons @ 4:30, 5:04, 5:30 and 6:04
(Actual times may vary.)

Only one sponsorship available for each newscast.

Package includes: Rotating sponsorship of all six newscasts during Drive Time. Total of 5 spots weekly. Minimum 13-week schedule. Only six sponsorships available.

- \$80 per announcement for a 13-week schedule or \$400 per week.
- \$70 per announcement for a 52-week schedule or \$350 per week.

Fresh Air with Terry Gross – Weekday Lunch Time

Fresh Air with Terry Gross Mondays-Fridays from Noon-1pm

This NPR weekday magazine of contemporary arts and issues is one of public radio's most popular programs. Its 1994 Peabody Award citation credits *Fresh Air* with "probing questions, revelatory interviews and unusual insights." The show gives interviews as much time as needed, and complements them with comments from well-known critics and commentators.

Package includes: Three paid spots each week rotating during the Mondays-Fridays noon program. Two bonus spots: One in the Mondays-Fridays 7-8pm repeats and one in the Sunday 10-11am show. Total of five spots weekly. Minimum 13-week schedule. Only five sponsorships available.

- \$65 per announcement for a 13-week schedule or \$195 per week.
- \$55 per announcement for a 52-week schedule or \$165 per week.

All sponsorship announcements are 15 seconds long and recorded by WGCU voices.



90.1-2 HD / 91.7-2 HD

and on our mobile app
or online at wgcu.org



Watch. WGPU-HD 30.1 & Cable 3 • WORLD 30.2 & Cable 201 • ENCORE 30.3 & Cable 202

- 300,000+ television viewers weekly.
- PBS has been ranked the most trusted public service institution in America by the GfK Roper Public Affairs & Media survey.
 - More than 50 hours of educational, nonviolent, commercial-free children's television a week.
 - With only one to three messages per break, your message won't get lost.

TV Rates

Rates listed below are for 15-second announcements.
 Effective 9/1/11, 30-second announcements are permitted and are 2x the rates shown below.

Special Discounts for Multi-Media Packages

See Your Sales Representative for Current Rate Plan

| WGPU-TV - PBS for SW Florida | | Rate Plan - Message Value | | | | | |
|------------------------------------|--|---------------------------|-------|-------|-------|-------|------|
| | | #1 | #2 | #3 | #4 | #5 | #6 |
| Comprehensive Audience Plan | | | | | | | |
| Evening Programming Mon-Sun | 6pm-11pm | \$160 | \$130 | \$115 | \$105 | \$100 | \$95 |
| Daytime Programming | M-F 12-2pm S & S 10a-6p | \$90 | \$60 | \$45 | \$35 | \$30 | \$25 |
| Evening Programming | | | | | | | |
| News Block Mon - Fri Evening | 6pm-8pm | \$160 | \$130 | \$115 | \$105 | \$100 | \$95 |
| Primetime Mon - Sun Evening | 8pm-11pm | \$160 | \$130 | \$115 | \$105 | \$100 | \$95 |
| Late Night Mon - Sun Evening | 11pm-1am | \$90 | \$60 | \$45 | \$35 | \$30 | \$25 |
| Overnight Mon-Sun | 1am-7am | \$15 | \$13 | \$11 | \$9 | \$7 | \$5 |
| Daytime Programming | | | | | | | |
| Mon - Fri Daytime | Noon-2pm | \$90 | \$60 | \$45 | \$35 | \$30 | \$25 |
| Saturday-Sunday Daytime | 10am-6pm | \$105 | \$75 | \$60 | \$50 | \$45 | \$40 |
| PBS Kids Programming | | | | | | | |
| PBS Kids Programming Weekday | 7-Noon / 2-6pm | \$25 | \$23 | \$21 | \$19 | \$17 | \$15 |
| PBS Kids Programming Weekend | 6am-10am | \$25 | \$23 | \$21 | \$19 | \$17 | \$15 |

| PBS World Digital Channel | | Rate Plan - Message Value | | | | | |
|--|-----------------|---------------------------|------|------|------|------|------|
| | | #1 | #2 | #3 | #4 | #5 | #6 |
| 7 Day Comprehensive Audience Plan | | | | | | | |
| Daytime Programming Mon-Sun | 6am-6pm | \$10 | \$6 | \$5 | \$5 | \$5 | \$5 |
| Evening Programming Mon-Sun | 6pm-11pm | \$15 | \$13 | \$11 | \$11 | \$11 | \$11 |
| All Day Rotator | 24 hour | \$10 | \$6 | \$5 | \$5 | \$5 | \$5 |

| PBS Create/Encore Digital Channel | | Rate Plan - Message Value | | | | | |
|--|-----------------|---------------------------|------|------|------|------|------|
| | | #1 | #2 | #3 | #4 | #5 | #6 |
| 7 Day Comprehensive Audience Plan | | | | | | | |
| Daytime Programming Mon-Sun | 6am-6pm | \$10 | \$6 | \$5 | \$5 | \$5 | \$5 |
| Evening Programming Mon-Sun | 6pm-11pm | \$15 | \$13 | \$11 | \$11 | \$11 | \$11 |
| All Day Rotator | 24 hour | \$10 | \$6 | \$5 | \$5 | \$5 | \$5 |

Program specific sponsorships are available for annual schedules at the #1, #2 or #3 rate plan rate.
 If sponsored programs are preempted, make good spots will be run the following month whenever possible. Rate Card March 2011



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Read. Expressions Magazine

- Over 25,000 readers, mailed monthly to member households, making it among the highest paid circulation magazines in the area.
- A program guide used all month.
- With a limited number of pages per issue and a low ad-to-edit ratio, your message will be seen.

Magazine Rates

| Rates | Open | | 2x - 5x | | 6x - 11x | | 12x | |
|------------------|---------|------------|---------|------------|----------|------------|---------|------------|
| | Gross | Net | Gross | Net | Gross | Net | Gross | Net |
| Full page | \$1,499 | \$1,274.15 | \$1,299 | \$1,104.15 | \$1,199 | \$1,019.15 | \$949 | \$806.65 |
| 2/3 page | \$1,199 | \$1,019.15 | \$1,099 | \$934.15 | \$949 | \$806.65 | \$799 | \$679.15 |
| 1/2 page | \$949 | \$806.65 | \$899 | \$764.15 | \$799 | \$679.15 | \$599 | \$509.15 |
| 1/3 page | \$749 | \$636.65 | \$699 | \$594.15 | \$599 | \$509.15 | \$599 | \$509.15 |
| 1/6 page | \$549 | \$466.65 | \$499 | \$424.15 | \$399 | \$339.15 | N/A | N/A |
| Cover 2 & Page 1 | | | | | | | \$1,049 | \$891.65 |
| Back Cover | | | | | | | \$1,299 | \$1,104.15 |

Fixed position ads guaranteed with 12x insertion schedule only.

All preproduced ads earn the net rate.

All ads requiring any production work by WGCU will be charged the gross rate.

Rates effective July 2011

Bonus packages available with multi-media buys that include radio, television and/or web.

Magazine Production Specs

| | W | H |
|-------------------------|--------|-------|
| Full page ad | | |
| Trim/Page Size | 8.5 | 11 |
| Full Bleed | 8.75 | 11.25 |
| Live Area | 7.5 | 10 |
| 1/2 page vert | 4.9166 | 7 |
| 1/2 page horizon | 7.5 | 4.75 |
| 1/3 page vert | 2.3333 | 10 |
| 1/3 page square | 4.9166 | 4.75 |
| 1/6 page vert | 2.3333 | 4.75 |

Magazine Specs: 8.5" x 11" saddle-stitched

Mechanical Specs:

- PDF (preferred) TIFF or EPS (acceptable)
- CMYK and Grayscale
- 300 to 400 dpi
- Photoshop and InDesign (collected with fonts)

Submission of Ad Material:

- CD, DVD or email
- Collected files need printed hard copy of ad, printed report of disk contents and all fonts used

(RGB and Indexed Color images not supported) Use Type 1 Postscript fonts only (preferably Adobe). No IBM fonts, True Type fonts are not supported and a similar font may be substituted. Do not compress photos using LZW or JPEG in Photoshop. All other programs, please export to placeable EPS or TIFF file (must be CMYK).

Due to printing and ink variances, the publisher does not guarantee exact color match to color keys or matchprints.



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Production Specs

Expressions Magazine

| | W | H |
|-------------------------|--------|-------|
| Full page ad | | |
| Trim/Page Size | 8.5 | 11 |
| Full Bleed | 8.75 | 11.25 |
| Live Area | 7.5 | 10 |
| 1/2 page vert | 4.9166 | 7 |
| 1/2 page horizon | 7.5 | 4.75 |
| 1/3 page vert | 2.3333 | 10 |
| 1/3 page square | 4.9166 | 4.75 |
| 1/6 page vert | 2.3333 | 4.75 |

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Television and Radio

The WGCU staff works closely with company or organization representatives to create an announcement that will suit the marketing and public relations needs of the company or organization and comply with the Federal Communications Commission (FCC) regulations applicable to all non-commercial stations. The announcement may be **up to 15 seconds** in length and may include some of the following elements:

- Company or organization's name, location, hours of operation, phone number, website
- Value-neutral description of the organization
- Up to three trade names, products or services that identify the company
- An established company or organizational slogan

The FCC mandates that underwriting announcements can not include qualitative, comparative or promotional language. Calls to action, pricing information and inducements to buy or sell are not allowed.

WGCU-TV

While some pre-produced announcements are acceptable, most companies prefer to have WGCU create their announcements. Generally, there is no charge for production.

For TV announcements please provide:

- Video: 1920 x 1080 preferred (1080 x 720 acceptable)
- Audio: MP3 or ATFF
- DVCAM (also use MiniDV)
- QuickTime NTSC file on DVD
- Electronic photos and logos - 300 dpi (eps, tiff or jpeg) are preferred. Please send photos without text or logo overlays. We can scan your photos and logo.

Electronic material can be emailed (maximum size of email attachments are 25 megs) or sent on DVD or CD-ROM. Production charges may apply for more extensive work.

WGCU-FM and HD Radio

All radio announcements will be voiced by in-house personnel. The use of pre-produced announcements or music beds is not permitted.

Note: WGCU Public Media retains the right to refuse underwriting in accordance with the policies of the Florida Gulf Coast University Foundation on non-acceptance of gifts, i.e., the right to refuse underwriting that may have a negative effect to FGCU or WGCU. Final approval of copy is at the discretion of WGCU Public Media.



10501 FGCU Blvd. South • Fort Myers, FL 33965 • 239.590.2300 • 800.824.0030 • wgcu.org

Terry Brennen 239.590.2366 • Dwight Esmon 239.590.2313 • Mark Beland 239.590.2327

Wgcu.org New...Interactive...The Go-to public media website for Southwest Florida

With 400,000 monthly viewers and listeners to WGCU Public Media, our new, updated website wgcu.org is destined to be the “go to” site for PBS and NPR fans. Be one of the first to promote your company or organization on wgcu.org. Our new robust site includes all-new features including a real time, front page display of What’s On Now for our three TV channels and two radio channels and hundreds of full-length programs from PBS such as *Antiques Road Show*, *NOVA* and *Masterpiece* as well as WGCU programs. Our Radio NEWS section will be a favorite bookmark for Southwest Floridians who want to be in the know. Our Listen Live feature allows FM radio news and information junkies and Classical music fans to listen on-line 24 hours a day. For the first time, WGCU’s pop-out Listen Live player offers a fantastic opportunity to get your message in front of thousands of listeners. Our former wgcu.org site received over 16,000 visits a month. The interactive features of our new site will draw thousands more.

Don't miss this opportunity to get in on our inaugural pricing.

| | | Size in Pixels | Monthly Rate |
|---|--------------------------------------|----------------|--------------|
| Home page – under the National and Local News | | 360w X 200h | \$250 |
| All pages – 5 ads available | | 160w X 220h | \$100 |
| TV pages – 3 pages | Position 1 | 360w X 200h | \$350 |
| | Position 2 | 360w X 200h | \$250 |
| | Position 3 | 360w X 200h | \$150 |
| Radio pages – 8 pages | Position 1 | 360w X 200h | \$350 |
| | Position 2 | 360w X 200h | \$250 |
| | Position 3 | 360w X 200h | \$150 |
| Listen Live | (Contact representative for details) | | \$350 |
| Education pages – 3 pages | Position 1 | custom | Custom |
| | Position 2 | custom | Custom |
| | Position 3 | 360w X 200h | \$150 |
| Florida Landscape – 1 page + logo on special homepage | Position 1 | 360w X 200h | \$250 |
| | Position 2 | 360w X 200h | \$200 |
| Events – 2 pages | Position 1 | 360w X 200h | Package |
| | Position 2 | 360w X 200h | Package |

Artwork should be to size, 72dpi and saved as a JPEG, PDF, GIF or PNG.

Your web ad will be linked to your organization’s website, please provide your correct web address.

