Town of Fort Myers Beach
Agenda Item Summary

Green Sheet Number: 2014-022

1. Discussion Objective:

Work Session Date: Apr 21, 2014

Discussion objective is to determine how to use the $6,000 worth of media credits available to the Town as a result of becoming a corporate sponsor to WGCU.

2. Submitter of Information:

_ Council
_ Town Staff
__Town Attorney

3. Estimated Time for this item:

20 minutes

5. Background:

At the November 18, 2013 Town Council meeting, Town Council approved a request from WGCU for a $6,000 funding sponsorship toward the production and distribution of the documentary, "Pink Gold Rush". As a result of this sponsorship, the Town will receive opening and closing recognition inside the documentary, program adjacencies for the first year, and $6,000 worth of media credits. 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.

At the April 21, 2014 Work Session, Council discussed the following events/locations for the use of the credits :

- Bay Oaks Recreational Campus Summer Camp
- Mound House
- Town of Fort Myers Beach 4th of July celebration

Terry Brennan, WGCU Community Funding Director, will be present to arrange a schedule for the production and distribution of the media credits.

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

WGCU
PUBLIC MEDIA
10501 FGCU Blvd. S, Ft. Myers, FL 33965-6565

Rates for Non-Profit Organizations

WGCU-TV Cable 3/Channel 30 – PBS

$95 per spot from Monday-Sunday 6pm to 11pm

$25 per spot Monday Friday Midday and Weekends

$15 per spot in PBS Kids Daytime programming Mon-Fri and Weekends

Announcements rotate within time period. Minimum of 13 spots in prime time and 52 spots in daytime. One spot created from photos and logo at no charge. Other dayparts and channels are available.

WGCU/WMKO-FM 90.1 and 91.7 – NPR & Local News

$65 per spot for an announcement Mon-Sun 5am to 9pm
(only 15-second announcements available in drive time)

Announcements rotate within time period. Minimum of 13 spots. One or two versions of spot created at no charge. Other dayparts and channels are available.

Expressions magazine

	Less than 12x	12x
Full-page 4-color ad	$1019	$806
2/3-page 4-color ad	$ 806	$679
1/2-page 4-color ad	$ 679	$509
1/3-page 4 color ad	$ 509	$509
1/6-page 4 color ad	$ 336	N/A

Ads must be provided as an electronic file, complete and ready to print. Prefer a PDF (see Production Specs for more details and sizes).

These rates are the lowest rates offered on current rate cards. Non-Profit organizations are permitted to run 30-second broadcast announcements – for profit business are limited to 15-second messages. All rates are net (non-commissionable).

Effective August 2011

Call for more information…

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