

EXECUTIVE SUMMARY

Review and recommend approval of a documentary pilot program with WGCU- TV at a cost of \$5,000

OBJECTIVE: Review and recommend support of a new Public Broadcasting documentary series produced locally by WGCU- TV.

CONSIDERATIONS: The production department of WGCU on the campus of Florida Gulf Coast University is planning a new documentary series featuring Collier County and Southwest Florida. The series is entitled, ***Florida Explorer***, and will feature well-known TV personality Craig Wolf. This 13-episode series will capture the stunning natural scenery, fabulous inns and restaurants, culinary delights and characters that make Southwest Florida such a popular vacation destination and place to live. The request is initially to help fund the pilot program and then to consider funding more of the 13 episode series.

The pilot program for ***Florida Explorer*** will feature at least two 3-5 minute Collier County segments. That same format would be continued for the length of our future sponsorship. The programs will explore what both locals and tourists value most – places to eat; the fascinating cultural history as well as the stories behind the unparalleled environmental integrity and scenic charm of our region. Viewers will be invited to take on an adventurous tourist mindset to get to know the incredible and dynamic attractions, stories, places and people of Southwest Florida.

Florida Explorer's inaugural season series is planned to run weekly from Mid-January 2014 to Mid-April 2014 and then repeat through Mid-August. Each 26-minute episode will feature several (4- 6) 3 to 5 minute segments exploring our unique:

- Resorts & Inns
- Cultural History
- Natural Environment
- Eateries
- Roadside Attractions
- Local & Regional Festivals
- Arts

FISCAL IMPACT: The initial investment to support the pilot program is \$5,000. These funds are available in our Fund 184 marketing and promotion budget.

LEGAL CONSIDERATIONS: If recommended by the TDC, we will ask the County Attorney to review the proposal from WGCU and prepare an agreement to cover the expenditure for the pilot project. If the pilot is successful, we will

bring a proposal back to the TDC for further consideration of support for the 13 week series.

RECOMMENDATION: Review and recommend approval of a documentary pilot program with WGPU- TV at a cost of \$5,000.

PREPARED BY: Jack Wert, Tourism Director

ATTACHMENTS: WGPU Proposal



November 14, 2012

For: Collier County Tourist Development Council
Collier County CVB

Description

Florida Explorer with Craig Wolf is a 13-episode series that captures the stunning natural scenery, fabulous inns and restaurants, culinary delights and characters that make our region such a popular vacation destination and place to live. We'll explore what both locals and tourists value most – places to eat; the fascinating cultural history as well as the stories behind the unparalleled environmental integrity and scenic charm of our region.

Each segment will invites viewers to take on an adventurous tourist mindset to get to know the incredible and dynamic attractions, stories, places and people of Southwest Florida.

Each 26-minute episode will feature several (4- 6) 3 to 5 minute segments exploring our unique:

- Resorts & Inns
- Cultural History
- Natural Environment
- Eateries
- Roadside Attractions
- Local & Regional Festivals
- Arts

Program Schedule

Florida Explorer's inaugural season will run weekly from Mid-January 2014 to Mid-April 2014 and then repeat through Mid-August.

Florida Explorer Background. The idea for **Florida Explorer** came about through the 2011-12 **Local Programming Initiative** (LPI) that analyzed the most successful locally-produced programs from PBS stations around the country. Based on WGCU's ratings and demographics, the LPI determined that a magazine-format program similar to **the most** well-watched locally-produced program in the country, **Tennessee Crossroads**, would hold promise for enduring success in our market. Through the LPI, WGCU is in partnership with Nashville Public Television in the development of our program so that we can benefit from the awesome 25-year experience and success of **Tennessee Crossroads**

Promotional Capabilities

Florida Explorer will be promoted on WGCU-TV – PBS, WGCU-FM – NPR, WGUC's Member

Magazine “Expressions” and WGPU.org, WGPU Mobile App, WGPU Facebook Page & WGPU You Tube Channel. We’ll also use our social media channels – Facebook and Twitter – to ask users to tell us their favorite places to explore, dine and visit. Their input will help us decide what segments to feature in our inaugural season.

Florida Explorer segments will be available on the PBS National Video Portal & PBS Mobil App which reaches viewers throughout the world. PBS World has also expressed an interest in including segments of **Florida Explorer** for an international initiative as well.

Benefits to Southwest Florida

Florida Explorer's online segments on WGPU.org have the ability to reach local, national and international visitors to help promote local businesses and attractions, as well as increase the number of visitors to Southwest Florida. Local broadcasts of **Florida Explorer's** on WGPU-TV will also create awareness of these local businesses and attractions throughout Collier, Lee, Charlotte, DeSoto, Glades and Hendry Counties.

WGPU Public Media will make all programs and individual episodes of **Florida Explorer** available to sponsors of **Florida Explorer** for your own websites and electronic media with unlimited usage rights.

WGPU will feature an average of 2 Collier County segments per episode for the length of your sponsorship.

Funding Required

The costs to produce **Florida Explorer's** will be approximately \$17,000 per episode. In order to acquire funding, a 13 minute pilot will be needed to promote this program to potential funders. WGPU Public Media is currently seeking \$5,000 from the Collier County TDC to produce this pilot.

After the pilot is completed, WGPU would like to seek funding from the Collier County TDC as a sponsor of **Florida Explorer**.

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