



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"There is a contagious positive buzz throughout the Hickory Metro about the meaningful stories told on NC Weekend and throughout the PMNC Cares initiative this fall, and we are sure it will continue throughout 2019 and beyond."

—Mandy Pitts Hildebrand, CEO, Hickory Metro Convention Center & Visitors Bureau

**"On air, online and in person, UNC-TV Public Media North Carolina contributes to the greater good by connecting North Carolinians to each other, the world and endless possibilities."
—UNC-TV Mission Statement**



UNC-TV demonstrates its commitment to be a vital, indispensable resource to North Carolina in the following ways:

- Continued emphasis on sharing stories of North Carolinians and, through original local programming highlighting important issues affecting the state.
- Sustained community engagement activities.
- Prioritization of connecting North Carolinians to resources through a multi-platform distribution strategy and development of digital-first content.

In 2018, UNC-TV provided these vital local services:

- Broadcasting more than 3,945 hours of programs about North Carolina.
- Providing 35,040 hours of broadcast content from UNC-TV, PBS and other sources over four broadcast channels.
- Development and distribution of nine Science lesson plans, 19 educational components and 13.5 hours of educational STEM programming distributed on-air and across digital platforms.

UNC-TV's local services had deep impact in North Carolina.

- Held 70 Workshops, screenings and community engagement events affecting 115,000 parents, teachers, childcare providers, donors and residents across the state.
- Provided 225 Pre-K through 12th grade North Carolina educators with Digital Learning Competencies CEUs via a PBS Teacher Summit.

Building meaningful relationships through great content, valuable resources and community engagement is at the heart of how we best actualize our mission and serve North Carolinians. UNC-TV engaged with 1500 donors, partners and community members through 30 events in FY18. Several events representing this work include:

- UNC-TV's quarterly Veterans Coffee took place in the Goodmon Studio on July 22. Joe J. Parker, retired US Navy Vietnam veteran and vice president of the National Blind Veterans Association, was the guest speaker. Representatives from the Veterans Health Administration and Benefits Administration offices were on hand to offer their expertise and assistance to more than 45 veterans.
- A select group of nine donors joined members of UNC-TV's Science team for a Solar Eclipse Meetup on August 21 at Zambra in Asheville. The intimate group learned from producer Frank Graff and team about their production around the solar eclipse earlier in the day.
- In partnership with Chamber Music Raleigh, UNC-TV invited sustainers and members of the *Producers Circle* and *Patrons Circle* to an exclusive evening of music on September 18, including a private concert from Lara Downes followed by a reception. Approximately 40 donors and partner VIPs attended the event.
- On September 23, UNC-TV, in partnership with Fearrington Village, hosted 10 donors for a private reception, dinner with Ben and LoriAnne Owen and overnight stay as a special thank-you package.
- UNC-TV and partner ElectriCities welcomed 53 guests on September 26 to a special screening event for **A Chef's Life** at Chef & the Farmer in Kinston. Attendees were treated to a reception, preview screening of Season 5 and meet-and-greet with Chef Vivian Howard, Miss Lillie and Warrant from the show.
- Preview screening events of **Masterpiece: Victoria** took place on December 1 at the Mint Museum Uptown in Charlotte and January 11 at Tryon Palace in New Bern leading into the new season. Sponsored by Eric Teal and Queens Oak Advisors in Charlotte, and in partnership with Tryon Palace in New Bern, the events welcomed over 130 sponsor clients, major donors and members of the public to a reception and special screening of the first episode of Season 3.
- Utilizing a grant from ITVS (Independent Television Service) UNC-TV organized two screenings of the PBS documentary **Dolores**. Working in partnership with North Carolina based non-profit Student Action with Farmworkers, screenings were held at Howell Movie Theatre in Smithfield on March 25 and NC State University in Raleigh on March 26. The Smithfield event was conducted entirely in Spanish and was attended by 80 members of the local Hispanic community, while the Raleigh event drew 100 people.
- A multi-faceted event honoring Holocaust survivor Dr. Zev Harel was hosted at the Airborne & Special Operations museum on April 10 in partnership with WETA. Attendees, including 45 donors, active military, veterans and local faith-based community members enjoyed a screening of the PBS national documentary **GI Jews: Jewish Americans in WWII**, as well as a reception and Q&A with Dr. Harel.
- Nearly 200 major donors, partners, underwriters, and community members went behind the scenes of UNC-TV's local content and production as part of the new **Insider's Taste of Public Media North Carolina**. Hosted at The Umstead Hotel & Spa on April 20, the event featured a welcome address from UNC-TV's general manager, specialty-themed food around content genres and opportunities to meet hosts and producers of UNC-TV's original productions and learn about upcoming productions.
- UNC-TV partner AARP hosted a Public Forum on Creating a Great Community for All Ages on June 21 at Novant Health Conference Center in Winston-Salem.

UNC-TV's **Children's Media and Education Services (CMES)** division provides dynamic digital media, teacher professional development, parent education and community engagement online, on-air and in person. These efforts were comprised of 34 events in FY18, directly affecting more than 110,000 educators, child care providers, parents and children. Specific educational outreach and community engagement highlights include:

Workshops and Initiatives

Focused on instructing early childhood educators, elementary school teachers and parents about how to use UNC-TV and PBS resources effectively to help improve math, literacy, science, technology and social/emotional skills of the children in their care.

Community Events/Screenings/Tours

UNC-TV hosted community events such as Read-a-roo's Block Party LIVE!, Month of Military Child events, an exhibit at the NC State Fair and more. FY18 also featured educational media tours, internships and school visits.

- On April 21, UNC-TV, PBS, Craven County Schools and the NC Department of Public Instruction's Digital Teaching and Learning Team conducted the **PBS Regional Teacher Summit** for 225 Pre-K through 12th grade teachers in the state. Educators participated in an "All-Star" day devoted to learning and sharing technology integration strategies. During this professional development, participants heard from guest speakers, were introduced to PBS LearningMedia and its collection of thousands of standards-aligned digital resources, built their professional network and were offered Digital Learning Competencies CEUs.
- Connecting North Carolinians to resources is at the heart of our mission and was a critical component of the UNC-TV CMES team's efforts in FY18. In addition to the thousands of teaching assets available through UNC-TV/PBS LearningMedia, teachers can enroll in professional development opportunities from PBS TeacherLine. Almost 70 educators took advantage of these online courses.
- From October 12-22, UNC-TV's CMES team brought kindness to the NC State Fair as part of their campaign tying into Anti-Bullying Month with a series of events at our exhibit. A kindness themed **Block Party LIVE!** was held October 14 with kid-friendly activities and parent resources from The Home Depot, Girl Scouts NC, Raleigh Rocks, UNC TEACCH and Prevent Child Abuse NC. Attendees enjoyed live entertainment while interacting with UNC-TV's Read-a-roo and her pals The Berenstain Bears, Clifford, Arthur and DW. Over 29,000 children and their families visited the exhibit and experienced the hands-on learning activities.
- On February 2, the UNC-TV CMES team participated in *Word Week* at Marbles Kid Museum with a story time meet-and-greet with Read-a-roo, Rootle swag and access to Bright By Text and Sesame Street in Communities resources. *Word Week* brought over 7,000 kids and families together to make learning fun.
- In celebration of families, neighborhoods and values and themes featured in **Daniel Tiger's Neighborhood**, UNC-TV was awarded a "Be My Neighbor Day" grant supported by PNC Grow Up Great® and Fred Rogers Co, in partnership with Durham Head Start, the NC Museum of Life & Science in Durham and over 15 community partners. The September 20 event at the Museum of Life and Science drew 1,394 attendees.
- Made possible by support from the Margaret Pickard Sirvis Fund in December, a multi-platform **GIRL Power!** Campaign was launched in March during Women's History Month. **GIRL Power!** was comprised of a series of short videos highlighting a diverse group of girls who lead, mentor, inspire and affect those around them, while encouraging each other. The campaign spanned broadcast, social media and online platforms.
- UNC-TV's Engagement & Veteran's Affairs teams, Read-a-roo and her PBS KIDS pals Peg + Cat attended the Month of the Military Child celebration at Seymour Johnson Air Force Base on April 21. More than 350 youth and their families were treated to character meet-and-greets, crafts, swag from Rootle and **Betsy's Kindergarten Adventure**, information about Bright By Text and more.

Healing through Conversation

In August, UNC-TV launched a series of community events across the state to drive awareness of and discussion about Ken Burns' **The Vietnam War**. A preview screening and panel discussion was held August 16 at the Onslow County/Jacksonville Disabled American Veterans Hall and attended by 40 veterans and guests. We hosted an additional screening and panel, in partnership with the Battleship North Carolina historic site, August 28. Approximately 200 local donors, military and veterans' affairs organizations and the public attended events throughout the month. Footage from the discussions aired on UNC-TV and the North Carolina Channel, and was available online.



Examining HBCU's Legacy & Leadership

In a February 2018 **Black Issues Forum** special presentation, UNC-TV convened leaders of NC's Historically Black Colleges and Universities for a discussion showcasing the significant history and impact of our state's HBCUs. The special served as a lead-in and companion to the nationally broadcast documentary **Tell Them We Are Rising: The Story of Black Colleges & Universities**. The episode was also simulcast across NC by six HBCU radio stations, distributed socially generating over 470k impressions and sent to 250k members the Higher Education Works NC network.



Inspiring Future Scientists

In a state with over 400k STEM-related jobs and 70K more predicted by 2020, UNC-TV's Children's Media and Education Services (CMES) team brought all things science to 5,017 adults and youth in Hickory, March 18, as part of its **Read-a-roo's Block Party LIVE!** Kid-friendly science activities were provided by Catawba Science Center, YMCA of Catawba Valley and Learning Lab 360. Attendees enjoyed such fun activities as learning *Why Sweat Matters*, experiencing a liquid nitrogen and virtual reality activity and meeting Read-a-roo and her PBS KIDS pals. UNC-TV's Veteran's team also joined the party to celebrate vets in attendance.



Public Media North Carolina Goes All-In in Hickory

The Public Media North Carolina CARES (Connecting Audiences with Resources Through Education and Service) initiative launched in March 2018 with engagement activities in Hickory. This initiative goes all-in to communities across NC seeking to know what works, what needs work, what matters and how to serve all North Carolinians better than ever.

Reach in the Community

UNC-TV Public Media North Carolina staff spent March 18 to 24 immersed in Hickory and Catawba County to meet citizens, listen to their concerns and share some of the unique qualities of their communities. This initiative consisted of six successful events, including the **Catawba County Early Education Summit** that convened 170 educators and business and community leaders to learn more about the importance of early childhood education. UNC-TV also compiled approximately 20 hours of content and 35 recorded interviews to be used across on-air and digital platforms in existing local programming, as well as a new digital series titled **Faces of Hickory** and a documentary titled **Catawbans**.

Partnerships

The CARES initiative in Hickory was made possible by strategic partnerships with community organizations including the Catawba County Partnership for Children and sponsorship from UNIFOUR Foundation and Catawba County Community Foundation.

Impact & Community Feedback

During its time in Hickory, UNC-TV staff interacted with approximately 4,000 residents, finding an energetic environment full of inspiring stories of past experiences and present resilience. These stories and the marketing support behind the initiative generated more than 2.4 million impressions. The content remains accessible on-demand at unctv.org/cares.

Public Media NORTH CAROLINA — CARES —



“The Hickory Metro Convention Center & Visitors Bureau is proud of the work done by Public Media North Carolina that spotlights our community’s rich culture, strong work ethic, innovative industries and passionate community leaders that want the best in everything for our citizens and visitors. There is a contagious positive buzz throughout the Hickory Metro about the meaningful stories told on NC Weekend and through the PMNC Cares initiative.”

—Mandy Pitts Hildebrand, CEO, Hickory Metro Convention Center & Visitor’s Bureau



"Thank you so much for these valuable resources on your website. They help bring so much more interest to a dry topic like utilitarianism by bringing it to the public in a close by area like Durham. Please keep supplying us with such a variety of resources and thank you for supporting teachers!"

—Phyllis Kondor, Medical Assisting Faculty, ECPI University

Enriching Lives

Our multiplatform approach produces lasting results and awareness by reaching our audience members where they are engaged. From measurable economic development impacts, improved early childhood learning, increasing accessibility to arts and culture to sparking dialogue on issues affecting the state, UNC-TV's programs and services enrich the lives of North Carolinians every day.

Striving To Serve Better Than Ever

Furthermore, as part of our Project 2020 initiative, we continually strive to expand our footprint on a growing number of digital platforms and engagement tools. UNC-TV is reaching out to new audiences through dedicated efforts to become a digital-first publisher and better serve North Carolinians.



Through the businesses, destinations and attractions featured on **North Carolina Weekend**, UNC-TV's weekly travel series spotlighting NC's must-see stops, UNC-TV contributes to North Carolina's \$23.9 billion tourism industry and supports more than 225,000 jobs.

UNC-TV continuously seeks, identifies and acts on ways to serve more people with more diverse programming through new multimedia delivery platforms. With four channels of broadcast programming, robust community engagement and a commitment to connection, innovation and statewide awareness UNC-TV delivers on its vision to be a vital, indispensable service and partner to all North Carolinians.
