



Public Media North Carolina

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“ MUSE brings stories that provide meaningful possibilities for building and connecting communities...one story at a time.

— Jaki Shelton Green, North Carolina Poet Laureate

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.



Since 1955, UNC-TV has been deeply rooted in North Carolina as a trusted, indispensable resource.

As an important equalizing agent, UNC-TV provides free, easily accessible, quality educational and entertainment programming, robust engagement opportunities, and resilient and reliable disaster communication.

Our powerfully innovative platform reaches over 13M households via four broadcast channels, 118k followers on social media, and 1.3M users online.

In 2019, UNC-TV provided these vital local services:

Universal access to educational resources and programming on screens, in classrooms, and throughout communities across NC.

Four broadcast channels with 35,040 hours of trusted content from UNC-TV, PBS, and more.

Extensive slate of community engagement and outreach efforts.

Emergency Communications for 10M North Carolinians before, during, and after emergencies.

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

Education: 4,800 parents and caregivers engaged with trusted resources via free Bright by Text subscription service.

Entertainment: 3,447 hours of locally produced content about NC.

Engagement: 165,600 people reached during 109 community events.

Emergency Communications: UNC-TV's 20 towers support 40+ local, state, and federal agencies.

UNC-TV is powered by the UNC System and rooted in our local communities. We strive to engage the people of North Carolina through transformational experiences and trusted content that educate, entertain, inform, and inspire. These efforts are made possible by the generous support of donors, partners, and community members.

In FY19 we held 30 events to cultivate these relationships, reaching 5700 people. Several events representing this work include:

MASTERPIECE PREVIEW SCREENINGS

Masterpiece remains an audience and member favorite. Screenings leading into the new season are a great opportunity to cultivate relationships and welcome the public to UNC-TV. Preview screening events for **Poldark Season 4** and **Victoria Season 3** were held on September 26 and January 10 respectively. Major donors, sponsors, and members of the public were invited to screen the premiere episode and engage in discussion with fellow fans at receptions immediately following. *84 attendees*

CATAWBANS PREMIERE AT FOOTCANDLE FILM FESTIVAL

With support from Footcandle Film Society of Catawba County and Hickory Metro Convention Center and Visitors Bureau, UNC-TV was proud to present an exclusive premiere of **Catawbans**, an Emmy-nominated documentary that highlights the history and heritage of the Catawba Valley region. *200 attendees*

A CHEF'S LIFE SERIES FINALE CELEBRATION

In celebration of the series finale, UNC-TV participated in a special fan event at Grainger Stadium in Kinston, NC on October 21. The night featured a screening of the hour-long series finale and a panel discussion with the series' star Vivian Howard and the crew of **A Chef's Life**. Attendees were also able to purchase food from local NC food trucks including the Chef & the Farmer's food truck. *400 attendees*

BATTLEGROUND ELECTION: A BLACK ISSUES FORUM SPECIAL

Leading into the 2018 midterm elections, UNC-TV invited members of the surrounding communities to join Deborah Holt Noel and a five-person panel for a discussion about jobs creation, Medicaid expansion in NC, equal pay/living wage equity, elections, and voting. Footage from the event fueled two broadcast specials which aired on UNC-TV on November 1. *60 attendees*

BEN OWEN MAJOR DONOR RECEPTION AND DINNER

On December 1, UNC-TV, in partnership with Fearington Village, hosted 14 donors for a special celebration of local artist Ben Owen, with a private reception and dinner with Ben and wife LoriAnne, and overnight stay.

INDIE LENS POP-UP SERIES

With grant funding from ITVS and local partners, UNC-TV was proud to bring the Indie Lens Pop-Up Series to the Triangle. UNC-TV hosted screenings on January 22, March 20, April 3, and April 11 to convene local residents, leaders, and organizations for discussions about what matters most, from newsworthy topics and social issues to family and community relationships. *150 attendees*

FAMILY PICTURES USA – LIVE, STUDIO TAPING

Family Pictures USA returned to North Carolina for a special live studio taping on June 27. Series host Thomas Allen Harris interviewed families from around the Triangle, most of whom were featured in the national episode, to hear what inspired them to participate and how being a part of the show changed their lives. *60 attendees*

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 under our local PBS KIDS brand **Rootle**. With the support of partners, we raise awareness of Rootle's programming and resources, encourage its use, and provide additional services that maximize its impact. Efforts in FY19 included 70 events, more than double FY18, directly affecting over 112,000 educators, childcare providers, parents, and children. Highlights include:

WORKSHOPS

UNC-TV workshops reach early childhood educators, elementary school teachers, and caregivers with a focus on increasing access to high-quality educational resources from UNC-TV and PBS and building awareness of how to use them to increase literacy and school-readiness for children in their care.

UNC-TV, PBS, and the NC Department of Public Instruction's Digital Teaching & Learning Team conducted two **PBS Regional Teacher Summits** for 975 Pre-K through 12th grade teachers, non-traditional educators, and administrators across the state. The professional development opportunities on December 8, 2018, and April 8, 2019, introduced attendees to PBS LearningMedia and its collection of thousands of standards-aligned digital resources, built their professional network, and offered Digital Learning Competencies CEUs.

UNC-TV continued its work with the CPB-PBS Ready to Learn Community Collaborative focused on building a strong foundation in early science and literacy learning for children ages two to eight. Efforts included over 10 events in Wayne County, NC, targeting educators, parents, caregivers, and children.



4.8K
Subscribers to free educational content text service



34.9K
Visitors to Rootle's interactive, family-friendly exhibit



COMMUNITY EVENTS

Rootle events engage young children with compelling and educational content, build community in underserved and rural counties, and—most importantly—raise awareness of Rootle's educational programming among FFN providers, who are positioned to use it on a daily basis.

Over 9,700 children and their families engaged with literacy- and arts-themed **Block Party LIVE!** events across the state on August 25, October 13, and March 30. Attendees enjoyed live entertainment, meet-and-greets, and literacy- and arts-theme activities and parent resources provided by partners including Home Depot, Smart Start, Blank Canvas, Remake Learning Days Across America, Empower Dance Studio, and New Bern-Craven County Public Library.

From September 28-October 5, the CMES team piloted the Rootle Roadster, a mobile learning and engagement initiative, on a four-stop promotional tour in the Triangle region. Each stop provided child-friendly activities and connected attendees with our Bright-by-Text service and information about free PBS KIDS educational resources. This served as a proof of concept for deeper community reach specifically targeting under-resourced neighborhoods.

SPOTLIGHTING STORIES OF RESILIENCE

The Public Media North Carolina CARES (Connecting Audiences with Resources Through Education and Service) initiative continued its work in September 2018 in New Bern, NC. Over the course of a week UNC-TV conducted six successful events, including an economic and community development summit, engaged with more than 50 area partner groups, compiled approximately 20 hours of footage, and interfaced with nearly 3,000 residents. After meeting with community members to learn about the important issues facing their community, UNC-TV produced an in-depth documentary, **New Bern Rises**, and other short-form stories available on-air and online at video.unc.tv/org.



EXAMINING THE PAST TO IMPACT THE FUTURE

UNC-TV in partnership with North Carolina Central University held a special preview screening of Stanley Nelson's film, **Boss: The Black Experience in Business**, followed by a moderated panel discussion with the filmmaker. UNC-TV's Deborah Holt Noel, producer and host of **Black Issues Forum**, moderated the panel of influential African-American business and community leaders to explore the past, present, and future of Black people in business. Nearly 250 people attended the event and the taped discussion was broadcast in April and distributed via three HBCU campuses on their campus radio stations.



INSPIRING ACTION THROUGH CONVERSATION

Season 1 of **ncIMPACT**, a new series in partnership with the UNC School of Government, premiered January 2018 on UNC-TV. Designed to spotlight individuals and organizations implementing effective solutions to issues facing communities across the state, the series consists of both broadcast content and town hall convenings. Two such town halls were held on May 8 and June 19 at UNC Pembroke and Western North Carolina University to tackle the subjects of, respectively, long-term recovery efforts from natural disasters and the importance of the outdoor economy to the region's overall economic health. More than 120 local residents and leaders joined the meetings contributing to important discussion and debate.





SPARKING CURIOSITY AND WONDER

From Reptile and Amphibian Day to SciTech Expo to Valentine's Day with Super Hummingbirds, UNC-TV's Science Team and its partners embarked on a three-month quest to spark curiosity and wonder in science enthusiasts of all ages across NC.

From February through April 2018, UNC-TV brought science out of the lab with hands-on science activities across the state as part of a **NATURE American Spring Live** programming event. The nearly 175 events included Science Nights at Tier 1 & 2 county schools across NC, Citizen Science trainings and lectures designed to inspire non-scientists to contribute to important research, and family-friendly events at the North Carolina Museum of Natural Sciences and the Mountain Expo at the North Carolina Arboretum.

Events engaged over 47,000 North Carolinians of all ages. Efforts were also amplified by original locally produced content from the UNC-TV Science Team that reached 865,000 people on-air, online and via social media.

BY THE NUMBERS



865K

People reached via broadcast and social



35.4K

Participants in Science Nights at Tier 1 & 2 County Schools



9.4K

Attendees at trainings, lectures, and special science events



3K

Participants at the Mountain Science Expo

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The **MUSE** program really is about the magical pathways and connections it creates for North Carolinians crossing social, cultural, and geographical boundaries. **MUSE** brings stories that provide meaningful possibilities for building and connecting communities...one story at a time.

— *Jaki Shelton Green, North Carolina Poet Laureate*

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Thank you for all UNC-TV does for North Carolina. After 20 years of enjoying great programs on UNC-TV, I had the privilege of meeting and talking to a number of the wonderful people at UNC-TV during their visit to New Bern. I greatly appreciate the quality programs UNC-TV brings to our community that make all of us smarter and culturally richer.

— *Jay Figueroa, Resident, New Bern, NC*

UNC-TV continues its commitment to create a vital, unified, informative, and powerfully innovative media platform that puts North Carolina, North Carolinians, and North Carolina stories first.

UNC-TV's four channels of broadcast programming, robust community engagement, and a commitment to connection, serve the goal of creating a more vital, informed, and united North Carolina bound together by our shared stories.

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Livestreaming from UNC-TV studios increased participation in the Governor's Working Group by over 250%! The power of your platform is truly how we (NC) will continue to develop better outcomes for our Veterans and their families.

— *Jeff Smith, Military and Veterans Program Liaison, Division of MH/DD/SAS North Carolina
Department of Health and Human Services*

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There is a contagious positive buzz throughout the Hickory Metro about the meaningful stories told on **North Carolina Weekend** and through the Public Media NC 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*