

2022

Impact Report



Sometimes it feels like we can't get enough of it.

We seek it out. Crave it.

Constantly in search of new ways to wrangle it.

It's that priceless thing called knowledge.

It's the byproduct of curiosity and wonder.

It's what empowers lives and enriches our communities.

For those who wish to be in the know,

we provide knowledge with purpose.

Always seeking more innovative ways

to give more people

more of it.

We're a platform that's powerful.

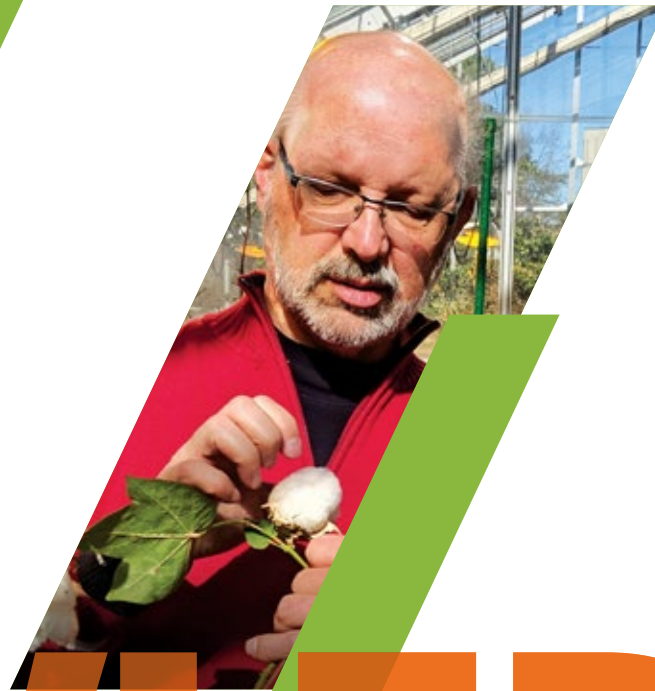
And one that strives to provide a unifying sense

of public good.

We do this to educate, entertain,

enlighten and make an impact.





**KNOWLEDGE IS
BEAUTIFUL**





LETTER FROM ALL OF US AT PBS NORTH CAROLINA//

Hello, and let us start by saying how thrilled we are to share PBS North Carolina's FY2021 Impact Report.

If there's a silver lining to a global pandemic, it's that it fired our collective imaginations about how to become an even more innovative organization. It truly forced PBS North Carolina to reimagine how we provide local productions, engagements and education in pursuit of our mission.

To meet the moment, we strengthened our efforts to engage the public in the ways we always have, while developing new ways to reach our audiences across the state with transformational experiences. It's our continued fascination with the power of knowledge that has led to trusted content that educates, informs, entertains and inspires the people of North Carolina. And it's in all of these we're doing—finding better ways to reach our incredibly diverse audience across the state—that has continued to remind us why knowledge is beautiful.

This report summarizes our efforts during a time of innovation, agility and growth. We are deeply grateful to all our donors who supported and encouraged us through this tumultuous time. This is just the beginning as we continue to push forward and spark meaningful conversations through programming for individuals, families and communities across our state and nation.

Best,

Your friends at PBS North Carolina

A young person with short dark hair, wearing a light blue long-sleeved shirt and large red and white headphones, is smiling and looking down at a tablet computer they are holding with both hands. The background is a softly lit room with a lamp and some plants visible. A large, bold, orange text overlay is positioned on the right side of the image, partially covering the person's face and the background. The text reads: SEEING NEW THINGS IS BEAUTIFUL. There is also a large orange diagonal graphic element in the top left corner.

**SEEING
NEW
THINGS IS
BEAUTIFUL**

ENTERTAINMENT //

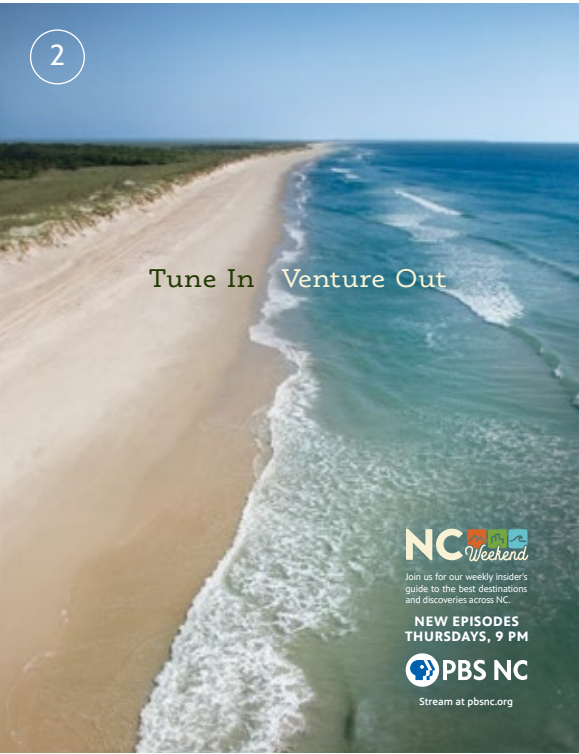
An Undisputed, Powerful Platform.

A fairly dramatic spike in screen time and a year of streaming like never before confirmed what we already knew: Humans love to be entertained. With this in mind, PBS NC continues to find interesting ways to capture the hearts and minds of North Carolinians with content that appeals to a diverse audience who seeks out trusted content and experiences that transform.

Because we know there’s always room for improvement, we continue to strive to be good listeners. It’s what has allowed us to embody an audience-first content mindset. And moving forward, our goal is to light up every screen with compelling, shareworthy and hard-to-ignore content reflecting the people, places and culture of our state.

“I have had the privilege of working with PBS NC for over 30 years, and we are proud to support and contribute to the mission of bringing culture and science to the NC community.”

Dr. Ali Scott, BASF Agricultural Solutions



1: Host & managing editor
Judy Woodruff of **PBS NewsHour**
2: Promotional ad for **NC Weekend**, Thursdays 9 PM
3: **All Creatures Great and Small**, Sundays 9 PM
4: **Reel South**, Season 6, Episode 4 “That’s Wild”

BY THE NUMBERS

1M

AVERAGE WEEKLY
BROADCAST VIEWERS

440K

AVERAGE MONTHLY
STREAMS

2,763

HOURS OF LOCAL
PROGRAMMING AIRED

KEY METRICS SUMMARY

The diversity of our viewers demands compelling, inspiring and educational content for all North Carolinians. We share knowledge with purpose and are therefore intentional about telling stories about all North Carolinians, for all North Carolinians and by all North Carolinians. This has informed not only our mission and approach but also our trajectory as a growing, multiplatform, statewide public media network, consisting of 12 stations providing four channels—PBS NC, the North Carolina Channel, Rootle 24/7 PBS KIDS Channel and the Explorer Channel.

Our powerful platform currently reaches 14 million individuals across North Carolina and surrounding states, 180,000 social media followers and over five million annual video streams. Programming spotlighting the best of North Carolina supports the \$26 billion tourism industry and its 200,000 local jobs.

With wide user acceptance of on-demand streaming, social media and other media outlets, we significantly expanded and diversified our local, regional and national footprint through programming and 24/7 viewing experiences.

LOCAL CONTENT

Local Matters.

Understanding and empathy come from seeking out stories that matter. In the past year, 2,763 hours of our content came from local programming that engaged viewers with its relevance. To us, that's a beautiful thing.

CREATING CONTENT THAT MATTERS CAN LEAD TO ACTION.

*Well received within the recovery community, **OPIOIDS: State of Recovery, Season 1** has led to a story of one local viewer who reached out after seeing the half-hour special. She has since been able to get her teenager into treatment as a result of connecting with those instrumental in helping to create this particular programming.*



Black Issues Forum Host and Producer | Deborah Holt Noel

A platform for Black voices in North Carolina, addressing current topics, representing the community and encouraging a range of perspectives.

Fridays at 7 PM on PBS NC

FEATURED PROGRAMMING

OPIOIDS: State of Recovery, Season 1

With opioid use a national crisis, **OPIOIDS: State of Recovery** presented a timely, in-depth look at the recovery community's support, resilience and strength on a local level. The project, made possible by support from Blue Cross Blue Shield, aimed to remove the stigma associated with those in recovery and explore the roles that science, socioeconomics, law enforcement and resources play in the recovery process. Season 1 opened the doors to discussion and incites a passion to effect positive change.

Through our content distribution and marketing plan, we achieved a total of 194,492 impressions for Season 1 content, which includes:

- **84,599 video impressions on social media**
- **49,399 viewers watched the four short video episodes that were broadcast in the breaks between programs**

Black Issues Forum

Despite challenges brought on by the coronavirus, PBS NC adapted and transformed the format of **Black Issues Forum**—now in its 35th season—into a weekly half-hour program, led by host Deborah Holt Noel. The show continued to deliver on the timely and topical with guest panelists speaking on relevant issues that affect us on a local level and beyond.

This year we've engaged our audience in the conversation by streaming the show on Twitter and offering a live chat with panelists. Our supporting marketing strategy built on the concept by inviting the audience to join us in conversation using **#BlackIssuesForum**.

And for proof that being nimble works with local programming? Within one month of a pivot in format, the hashtag was used nearly 1,000 times and viewership increased by 42 percent.



24 Episodes for PBS Digital Studios

Overview combines aerial cinematography with science storytelling to reveal both the natural phenomena and human forces shaping our planet.

Overview

If knowledge is beautiful, then science is awesome. Our team made waves (aka the passage of undulating motion, heat or sound) by producing awe-inspiring digital content for PBS Digital Studios. Last year, PBS commissioned us to produce a 24-part, digital-first series called **Overview** for the PBS Terra Channel. Hosted by writer and biologist Joe Hanson, Ph.D., of It's Okay to Be Smart, **Overview** uses spectacular 4K drone cinematography to reveal both the natural phenomena and human forces that shape our planet—from a 10,000-foot view.

Since its launch, the program has amassed more than 2.3 million views and has garnered two major industry awards. Its success has cemented PBS NC as a top producer of digital content on the national stage.



**BEING
TEACHABLE IS
BEAUTIFUL**

EDUCATION //

Never Stop Learning.

In a year of uncertainty and at-home learning, we prevailed by remaining teachable. It was this spirit that allowed PBS NC to adapt and find effective methods to impart knowledge in new and interesting ways about relevant subjects, lessons and activities that mattered. We rapidly evolved our K-12 programs, services and experiences by expanding our early-childhood platform and partnerships. And our mission to spark curiosity for generations of learners continues to propel us forward in conceiving transformative educational resources.

“Very simply, I don’t know another program anywhere on TV as good as Sci NC for presenting general science as fun and interesting.”

Viewer from Chapel Hill



1: **Classroom Connection**
Math lessons air Mondays and Thursdays at 8 AM and 9 AM. Literacy lessons air Tuesdays and Fridays at 8 AM and 9 AM. Also stream anytime online.
2: Set of **Sci NC** airing Thursdays at 9:30 PM

BY THE NUMBERS

110
FAMILIES ENGAGED IN
LEARNING WORKSHOPS

196
MATH, LITERACY AND
SCIENCE LESSONS
DEVELOPED

31K
VIEWERS OF **BLOCK**
PARTY LIVE! AT HOME





“This was our first Rootle Block Party, but we watch Rootle every day! We loved learning about kindness, the dance segment and how to make pizza at home! Totally awesome!”

KEY METRICS SUMMARY

Our efforts over the past 67 years have taught us the value of learning over and over again, as they have coalesced into a defining, tested and proven value proposition for North Carolina’s parents and kids. As disseminators of knowledge, we couldn’t be more grateful to be in the position to provide a tangible, public good.

When the pandemic hit, we combined our existing education initiatives with new learning opportunities under the At-Home Learning umbrella. This effort was purposefully designed to complement what kids were learning in the classroom, or rather, behind their screens. We knew that we could never replace the experience, skill and attention of teachers, but we believed that we could help to close the gaps in educational opportunity and mitigate the interruptions that COVID-19 forced on our students.

EDUCATION & INNOVATION DIVISION

Rootle’s Block Party Live! At Home Series*

When in-person engagements halted due to COVID-19, the PBS NC Education Team developed a way to bring the fun to families and educators, launching **Rootle’s Block Party LIVE!** At Home Series supported by a grant from the NC Department of Health and Human Services Division of Child Development and Early Education. The 60-minute variety show featured a North Carolina community, performances by local talent, special appearances and community partner demonstrations, and was broadcast and livestreamed through the Rootle 24/7 PBS KIDS channel and PBS NC’s Rootle Block. The program was built around the PBS KIDS Watch Play Explore Share model to provide intentional learning and deepen engagement.

The broadcast was supported with a companion website, featuring:

- [Links to community partner resources and video playback from the show](#)
- [Block Party LIVE! themed downloadables](#)
- [Links to PBS KIDS activities](#)

*Partners: NC Department of Health and Human Services; Community partners from Transylvania and Randolph Counties and more.

At-Home Learning Presents Classroom Connection**

In February, PBS North Carolina expanded our At-Home Learning initiative with our Classroom Connection learning series, delivering 192 engaging literacy and math lessons aligned with North Carolina curriculum standards. All lessons featured North Carolina teachers, aimed at PreK through fifth-grade students to support their remote learning. Lessons were complemented by PBS KIDS educational shows, along with a suite of online resources and hands-on learning activities to engage beyond the screen.

- [100% of teachers surveyed felt lessons were useful and positively impacted students’ academic skills](#)
- [82K+ children and families tuned in for Classroom Connection](#)
- [42K+ page views on PBS North Carolina’s AHL website between 8/1/2020 and 8/31/2021](#)

**Partners: NC Department of Public Instruction, The Friday Institute for Educational Innovation

SCIENCE EDUCATION

Unlocking More Scientific Thinking

In 2021, the Sci NC team continued to engage audiences across platforms with educational content on topics such as COVID-19, genetics, medicines from fungi and sustainable seafood.

Supported by funding from GSK, the Sci NC team launched a new season on a new set. The Sci NC education team also produced 44 curriculum-aligned online educational resources—10 interactive lessons, 9 5E plans and 25 animations—for use in the classroom, as well as informal educational settings.

Posted to the nationally acclaimed educational platform PBS LearningMedia, Sci NC’s educational resources collected 277,884 users and 561,636 page views.

The team’s student-focused educational content has won three regional Emmy awards and was selected as examples of excellence by PBS LearningMedia. Also recognized by the North Carolina Teachers Association, the team will present in February 2022 and a recording made available nationally on YouTube.



**STAYING
CONNECTED
IS BEAUTIFUL**

With Understanding Comes Opportunity.

Isolation and a lack of connection leaves people longing for a sense of community and conversation. It’s why PBS North Carolina has committed ourselves to connecting content and resources with the interests, minds and hearts of diverse audiences across the state of North Carolina. Fostering genuine connections through meaningful interactions brings people together in impactful ways.

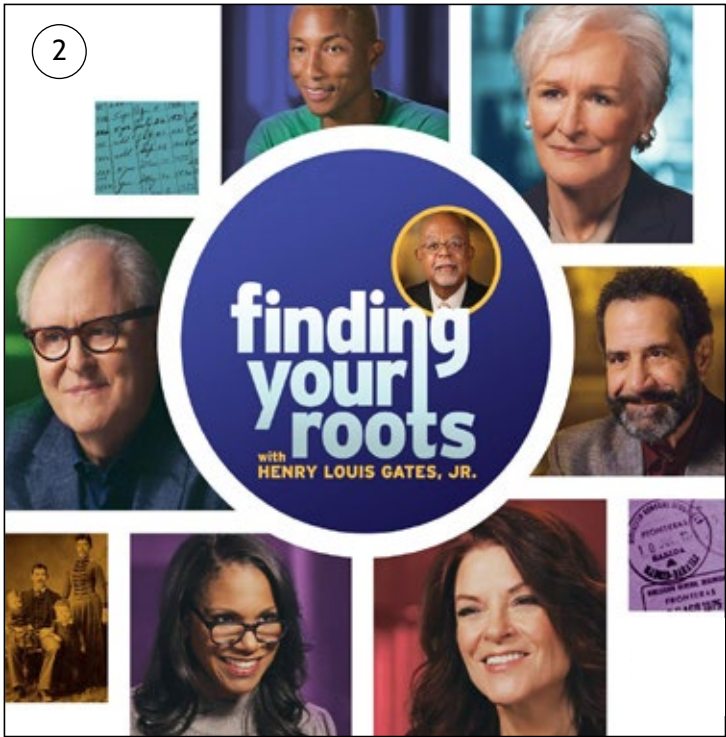
KEY METRICS SUMMARY

As North Carolina’s statewide public media network, we have a responsibility to leverage our powerful platform to advance awareness and understanding. Virtual engagement events in FY21 brought audiences together for deep discussions around issues facing individuals, families and communities at home and across our country. These events showcased powerful programming—ranging from the exploration of storytelling through local user-generated content as part of **The Story of Us**, to the riveting series **Philly D.A.**, which addresses criminal justice reform and police brutality, to the latest season of **Reel South** celebrating the legacy of the Black cultures and communities that continue to define our region.

In FY21, engagements shifted to virtual delivery leveraging the OVEE platform. Benefits of hosting events virtually:

- Each event featured a preview screening of upcoming content followed by moderated discussions that localized the conversation to North Carolina, featuring panelists from throughout the state and country
- Increased interactivity, including 2,600 audience questions and comments
- Audience growth as the virtual format broadened our reach statewide and beyond with attendees joining from other states, including New York, South Carolina, California, Virginia and Washington

1: Premiered February 22, **Mr. Soul** explores America’s first Black variety show
2: Host Henry Louis Gates, Jr. of **Finding Your Roots** explores the hidden stories of celebrities’ family trees, Tuesdays at 8 PM/7 PM CST
3. **The Story of Us, NC** streaming now on the PBS Video App



“**Finding Your Roots** is the most interesting history program around, with cutting-edge science used by DNA researcher CeCe Moore, and the most tender, touching stories of the human experience.”

Screening participant

BY THE NUMBERS

18

TOTAL EVENTS

4,300

EVENT ENGAGEMENTS

3,500

ATTENDEES

2,500

VIEWS OF DISCUSSION RECORDINGS

FEATURED EVENTS

Indie Lens Pop-Up Series

As an Indie Lens Pop-Up partner, PBS North Carolina launched a First Tuesday of the Month Virtual Screening Series, held in partnership with State Library North Carolina and RiverRun International Film Festival. Throughout the series, we convened audiences from across North Carolina and the country in a series of virtual screenings and discussions on topics of bias in artificial intelligence, social justice, criminal justice reform and more.

- 1,100+ attendees
- 6 events
- 950 views of the recorded discussions
- 900+ comments and questions submitted via chat

“Great topic and exposition!
Anytime we are challenged to think
independently and face our own
biases and their consequences,
we grow!”

From Coded Bias Attendee

Finding Your Roots

As part of PBS North Carolina’s virtual event series, two events connected audiences and viewers of **Finding Your Roots** with tips and how-to guidance for conducting their own family research.

The first, held in September, featured a discussion with **Finding Your Roots** producer and director Sabin Streeter. Streeter discussed the series and provided an exclusive behind-the-scenes look at the journey the team makes to bring the powerful, diverse and often shocking family histories to their featured guests.

The second evening event occurred in January with conversation moderated by Deborah Holt Noel, host of the long-running and popular PBS NC program, **Black Issues Forum**, with local genealogy experts and a North

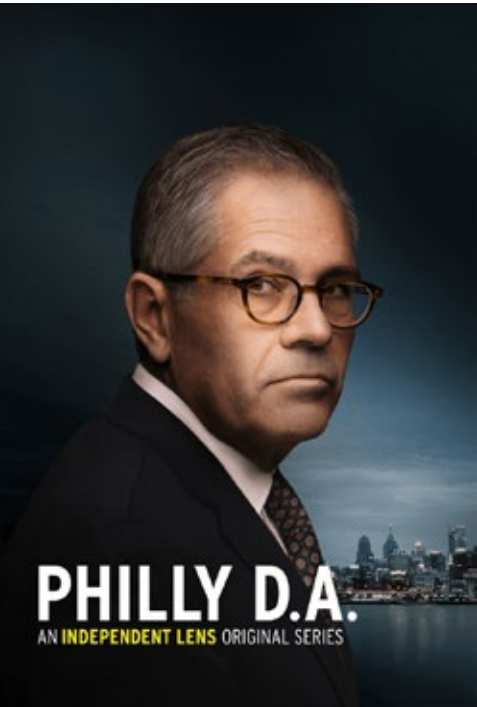
Carolina woman who started her family research when her daughter was born 24 years ago.

The panelists shared helpful guidance on how to start family genealogy, tips for conducting the research inexpensively and even advice on how to deal with surprising findings that may be uncovered during the research. Audience questions ranged from conducting research in South Africa and tips for Native American families, to where to start genealogy for adopted individuals and the impact of DNA testing on the field.

Turnout for these events speaks to the value of finding unique ways to engage our diverse audiences. 615 participants actively engaged throughout the chat, garnering over 600 comments from attendees.

FEATURED INDIE
LENS POP-UPS

- Jonathan Scott’s Power Trip - 10/07/20
- 9to5: The Story of a Movement - 01/05/21
- MR. SOUL! - 02/02/21
- Coded Bias - 03/02/21
- Philly D.A. - 04/06/21
- Stories for Justice: I Am Not Going to Change 400 Years in Four - 05/04/21





**BEING
PREPARED
IS BEAUTIFUL**



1: Govenor Roy Cooper performs one of his many briefings to North Carolinians during the coronavirus pandemic
2: Behind the scenes of a PBS producer in action



BY THE NUMBERS

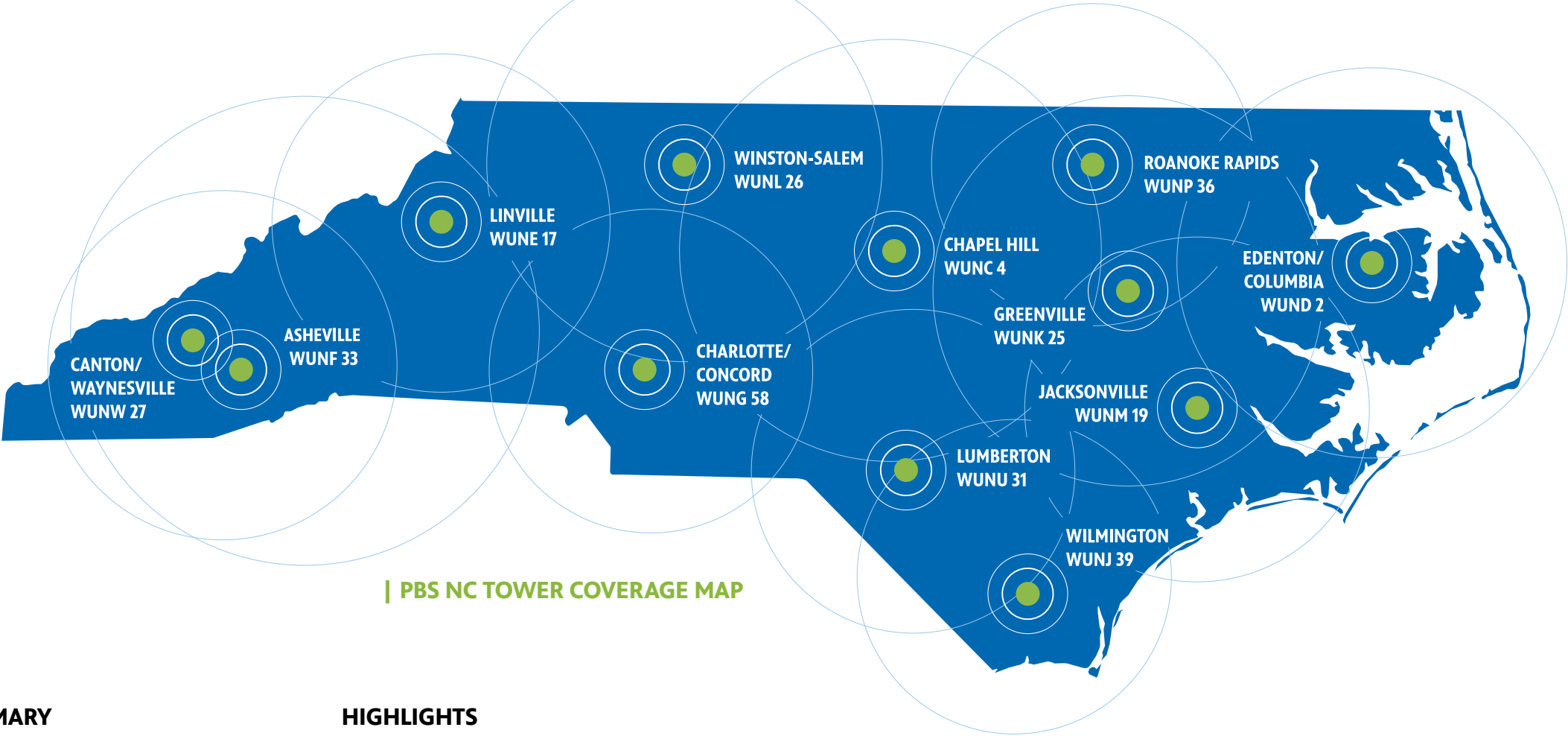
20
TOWERS

40+
FEDERAL, STATE AND
LOCAL AGENCIES
SUPPORTED

76
EMERGENCY
BRIEFINGS AIRED

EMERGENCY COMMUNICATION //

With COVID continuing to have a profound impact on all our lives, credible information about the pandemic and all other day-to-day natural threats has never been more important. PBS North Carolina was on the front line delivering essential briefings that helped deliver trusted knowledge, providing clarity as it pertained to the events that affect our lives every single day.



KEY METRICS SUMMARY

A trusted source people rely upon.

PBS North Carolina is a crucial link between public officials and over 10 million North Carolinians before, during and after emergency situations. Over 40 federal, state and local public safety organizations rely on our statewide infrastructure and services. Our microwave radio serves as the critical backbone for the NC State Highway Patrol and North Carolina Emergency Management communication networks.

HIGHLIGHTS

COVID-19 Response

As the pandemic continued throughout FY21, PBS NC strove to mitigate coronavirus effects on our community. We went to work immediately to leverage a direct multimedia line to every home in the state with an antenna or internet connection, providing a broadcast bridge to important emergency information from the governor and public health officials (briefings and **COVID Uncovered**) along with quality supplemental educational content for learners.

COVID Uncovered

PBS North Carolina provided further critical COVID-19 related updates through the premiere of a new local production, **COVID Uncovered**. The series provided a true public service to our state by featuring interviews with experts including NC DHHS Secretary, Dr. Mandy Cohen. The program provided accurate information and guidelines on North Carolina’s vaccine rollout and showcased personal stories of how North Carolinians are coping with a relentless pandemic.

Emergency Briefings

PBS NC partnered with the NC Association of Broadcasters on public safety communications efforts and distributed vital emergency information accessible across media platforms, in both Spanish and English. We broadcasted and livestreamed all State Emergency Operations Center emergency announcements and were the only media organization allowed in the Center during the pandemic. Our livestreams and emergency briefings received a combined 2.3 million views across our multiple online distribution platforms.

NextGen TV

Our platform has always leaned into innovation, which is why for 67 years North Carolina has been ahead of the curve on public media. NextGen TV technology promises even greater disruption in the years ahead, and PBS North Carolina is positioned at the forefront of that media revolution.

In our continuing effort to bring digital and educational equity to North Carolinians at large, we expanded our NextGen TV rollout, which brought this broadcast technology to the communities in and around Greenville at our WUNK-TV facility.

The forthcoming pilot program in Greenville will serve as a proof of concept for NextGen TV’s ability to bridge the digital divide. The program aims to bring the educational benefits of NextGen TV to families in the WUNK/ Greenville viewing area, giving them access to the educational and informational benefits of the internet. With positive results in Greenville, we are prepared to engage public and private partners to provide NextGen TV services to all 100 counties with agile public safety and educational programming.



**SUSTAINABLE
GROWTH IS
BEAUTIFUL**



FINANCIALS //

PBS North Carolina strives to expand and diversify revenue sources to drive sustainable growth. To do this, we are generating solicitations and campaigns based in both emotion and intelligence, heart and data.

GROWTH/FUNDRAISING TEAM HIGHLIGHTS

Corporate Engagement

Corporate Engagement started a process to restructure our work in FY21, focusing on utilizing data and strategy to align clients and partners with PBS NC opportunities.

Highlights included:

- *PBS NC received \$2,194,520 for corporate engagement products from 54 clients and partners*
- *PBS NC received a total of \$809,805 in corporate underwriting revenue from 32 corporate clients; average broadcast spot investment was \$22,221*
- *Investment in PBS NC's digital advertising products more than doubled from \$23,240 in revenue in FY20 to \$52,125 from 17 corporate clients in FY21*

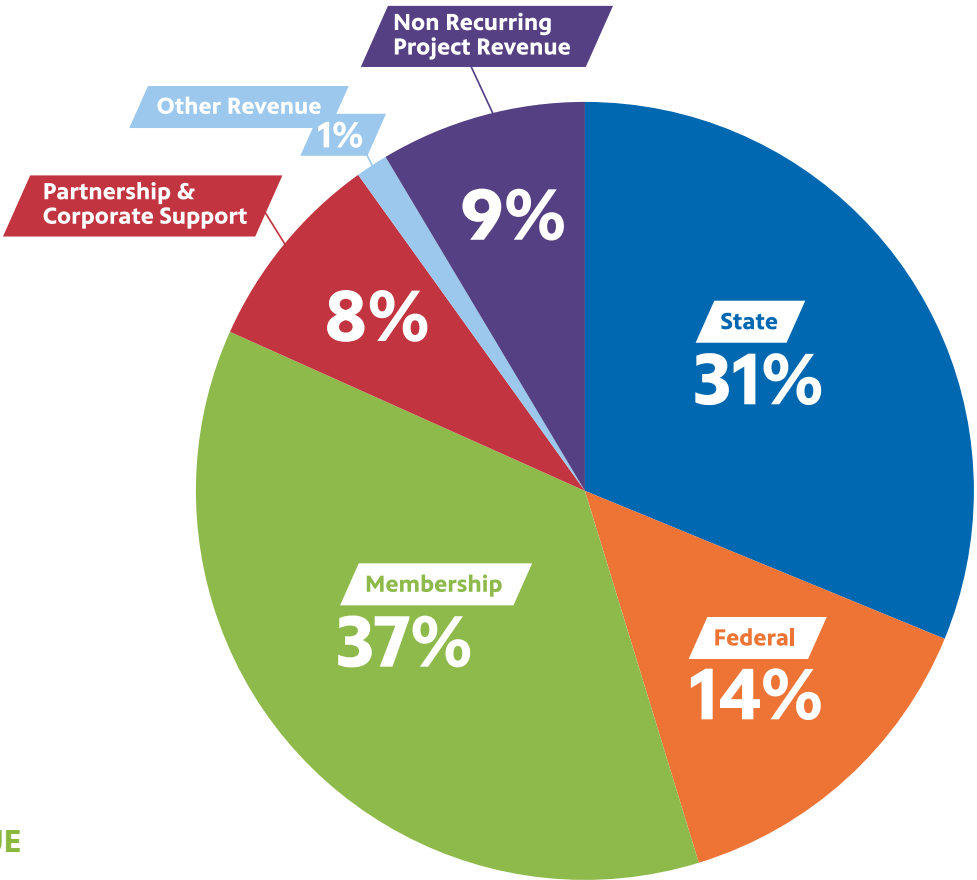
Grants

PBS North Carolina continues to generate a healthy mix of funding from national and statewide private foundations as well as federal and state governmental granting agencies. In FY21, grant revenue exceeded \$750,000, with close to \$350,000 in new grant funding. Funders included the National Endowment for the Arts, the F.M. Kirby Foundation, GSK, ITVS, South Arts and the Burroughs Wellcome Fund, among others.

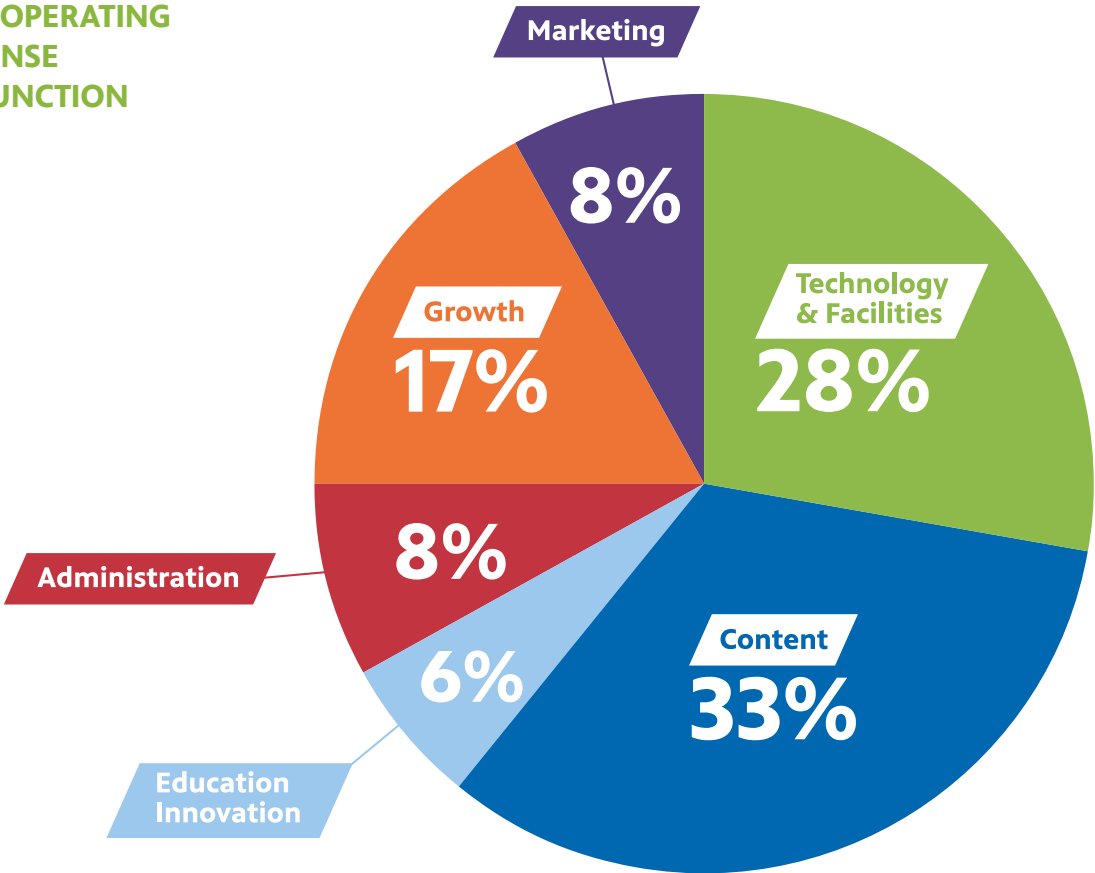
Membership & Philanthropic Giving

PBS NC ended FY21 with \$9.8M in integrated fundraising, \$400,000 greater than FY20. The station also secured \$2.5 million from major and planned giving donors.

FY21 REVENUE BY SOURCE



FY21 OPERATING EXPENSE BY FUNCTION



BY THE NUMBERS

98K

MEMBERS

\$3.3M

IN PROJECT SUPPORT

\$14M

IN MEMBER AND PHILANTHROPIC GIVING CONTRIBUTIONS

A scenic landscape featuring a wooden boardwalk that stretches from the foreground into the distance. A person with curly hair, wearing a bright yellow dress, stands on the boardwalk, leaning against the railing and looking out over the marsh. The landscape is filled with tall green grass and patches of water. In the background, a lighthouse with black and white horizontal stripes stands prominently, surrounded by trees and a small white building. The sky is a soft mix of pink, orange, and blue, suggesting a sunset or sunrise. A large, semi-transparent blue 'A' is positioned in the top left corner of the image.

TO BE
VISIONARY
IS BEAUTIFUL

- 1: Premiered July 15, **Hindsight** explores life in the American South and Puerto Rico for people of color
- 2: Airing Thursdays at 7:30 PM, **The Key Ingredient**, hosted by Sheri Castle, celebrates local ingredients, tracing their journeys from source to kitchen
- 3: Streaming online, **9/11: We Remember** shares North Carolinians' personal accounts of that terrible day.
- 4: Streaming online, **The Innovators** highlights stories of impact at North Carolina's Historically Minority-Serving Institutions

LOOKING AHEAD //

Innovating for Tomorrow. And the Tomorrow After That.

Looking to the future means deepening our commitment to our model for public media. We have been broadcasting quality, uniquely North Carolina content since 1955. We will continue to produce stories for all North Carolinians, about all North Carolinians, with the launch of new local productions including **Hindsight**, **9/11 We Remember**, **The Key Ingredient** and **The Innovators**.

Innovation is in our DNA: We are continuing the tradition of innovation by expanding our digital offerings, engaging North Carolina's communities through our community Rootle Ambassador program and leveraging the power of public-private partnerships.



DIGITAL OFFERINGS

Regional Digital Center of Innovation

PBS North Carolina was selected to be a Regional Digital Center of Innovation—one of three in the PBS system. Over the next two years, PBS North Carolina, Houston PBS (KUHT) and Rocky Mountain PBS (RMPBS) will develop original digital series in partnership with PBS Digital Studios. Our primary focus will be developing stories that elevate the voices of diverse content creators both in front of and behind the camera. PBS North Carolina was selected because of the diverse market we serve in collaboration with many academic communities within the state. As a regional center, PBS North Carolina will add important voices and original content to PBS digital programming across the country.

1st PBS KIDS National Podcast

PBS North Carolina Selected To Produce 1st PBS KIDS National Podcast: The original PBS NC production **Work It! Work It!** was selected out of more than 200 public media podcasts to become PBS KIDS' inaugural original podcast. PBS, the Corporation for Public Broadcasting and the Public Radio Exchange (PRX) chose this upbeat, playful and music-driven podcast that introduces young listeners to different occupations after an intense four-month accelerator program and competition.

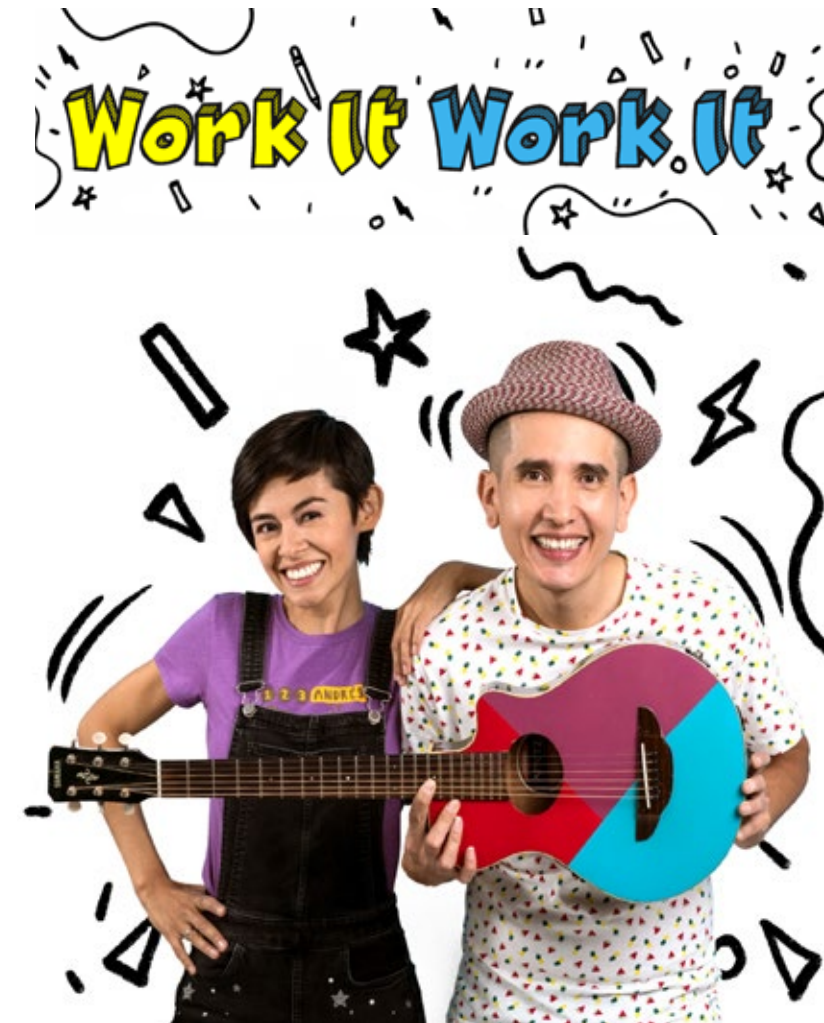
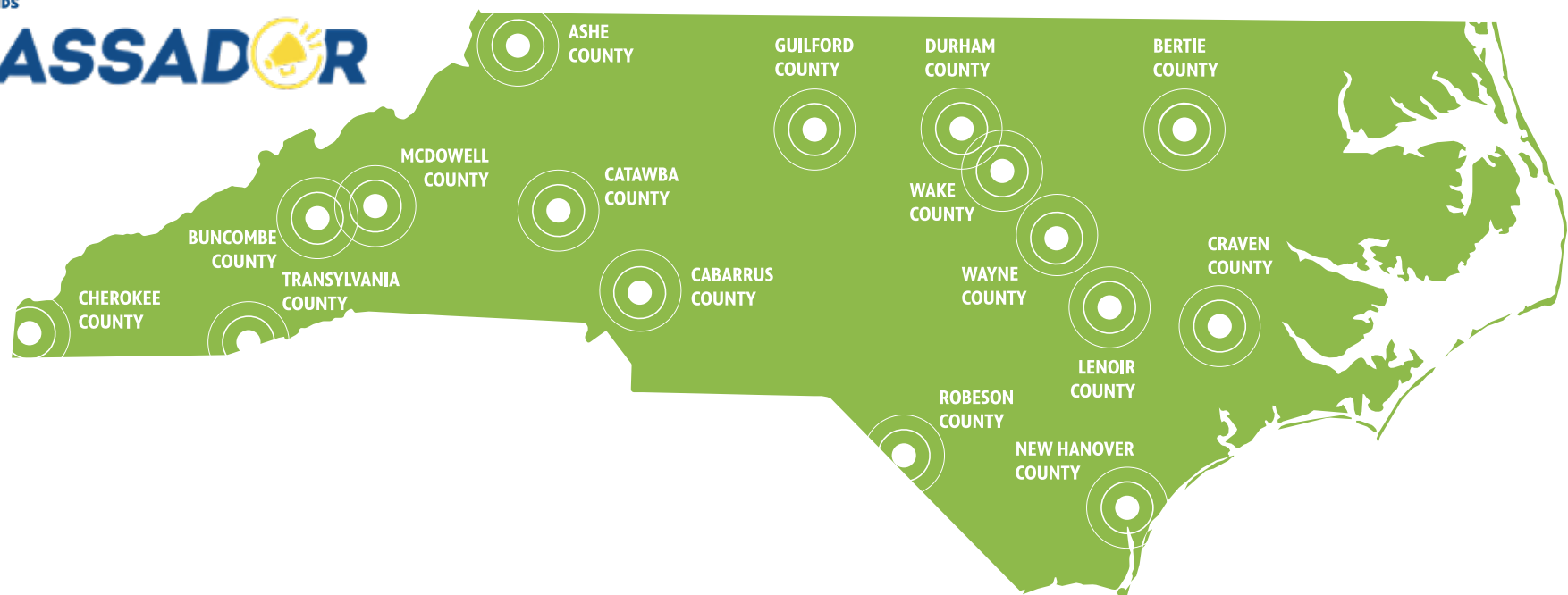
New Digital Series: 2050

We're producing a new digital series for PBS Digital Studios tentatively called **2050**. This series will explore the future of human culture and innovation. Based on research into the latest tech trends and scientific discoveries, it will feature 24 short videos, all hosted, witty and dynamic. We'll be exploring themes like the future of food and fashion, the future of longevity, the future of money and the future of voting.

ROOTLE AMBASSADOR

The Rootle Ambassador program launched in 16 North Carolina counties in August 2021. Rootle, PBS NC's locally branded 24/7 PBS KIDS Channel, provides a proven educational partner to families, caregivers and educators in North Carolina. Over the course of five years, the Rootle Ambassador program will expand to all 100 counties in the state, bringing valuable, vetted early-childhood content to communities across North Carolina.

Powered by the William R. Kenan, Jr. Charitable Trust grant awarded to PBS North Carolina last summer, the Rootle Ambassador program will make an immediate, significant difference in the lives of North Carolina's children. Working in collaboration with statewide educational agencies and community organizations, the Rootle Ambassadors will host engagement events and learning opportunities for families, caregivers and educators in the selected 16 counties over the course of the year, focusing on children ages 2–8.



1: **Work It! Work It!** Co-hosted by Christina Sanabria and Andrés Salguero of Latin GRAMMY-winning children's musical duo, 123 Andrés.