

2022

IMPACT REPORT



Hikers, Mount Mitchell State Park, Burnsville-Ten to Try

Woven into the select projects of this year's impact story is YOU. Every day we wake up with you—the people of North Carolina—on our minds. You're the heart of every story we tell, every resource we develop and every partnership we make. Your spirit guides us as we uphold our mission to educate, inspire, inform and entertain the diverse communities that make up our great state. We exist because of you, our viewers, supporters and partners. With you, we've expanded our reach beyond the broadcast signal to better serve all North Carolinians, amplifying more voices and connecting more people along the way. As PBS North Carolina's new CEO and general manager, I proudly stand with you as we work to ensure that our statewide public media network continues to shine as a trusted beacon for all who call North Carolina their home.

—DAVID CRABTREE, *CEO and General Manager*



Participants, Rootle Community Event-Raleigh

We begin with **YOU //**

OUR COMMITMENT:

As your homebase for the best of PBS and as your partner for securing a bright future for North Carolinians of all ages, PBS North Carolina nurtures a culture of belonging. We're committed to promoting equity and mitigating bias on a systemic level. We do this by designing and creating content that is reflective of and accessible to our diverse communities and by developing Diversity, Equity, Inclusion and Belonging (DEIB) initiatives and resources with and for our employees.

Participants, Rootle Community Event-Wilmington



OUR REACH:

14+ million
viewers in NC and
surrounding states

3rd largest
PBS member station in the U.S.

1 million
weekly broadcast viewers

140 million
PBS KIDS streams annually
by NC households

2,725
hours of local programming aired

95K+
members

Your CLASSROOM //

The future of North Carolina depends upon the cognitive, physical and social-emotional well-being of our children and adolescents. In collaboration with statewide and local partners, PBS North Carolina delivers powerful resources and experiences designed to support effective teaching and inspire lifelong learning for North Carolinians of all ages.

Lauren McDowell, PBS NC (Interim) Director,
Children's Media & Education Engagement



6,000

Our Education and Innovation Team developed and hosted **91 virtual and in-person community events**, special initiatives, trainings and conference presentations this year. **These events impacted over 200,000 people**, including children, parents and caregivers, educators, administrators and child-care providers.

79 counties had teachers and learners who engaged with our educational resources and services

400 teachers participated in professional development sessions with **6,000 learners** impacted



Rootle Roadster Tour

Designed for smaller rural and underserved communities, our Rootle Roadster Tour is tailored to suit the unique needs of residents across NC. This family-friendly event engages community partners with caregivers, educators and partners who support a child's early development. The tour builds awareness of resources and services for early learners (birth to age 5).

Utilizing the popularity of PBS KIDS educational programs and lovable characters, we offer purposeful, engaging learning experiences, plus educational resources that families can take home with them. Each tour stop features playful learning activities, games and takeaways from Rootle, our 24/7 PBS KIDS channel, as well as local community agencies.

- 7** counties visited in the first year
- 100** local community agencies and organizations engaged
- 4,000** families empowered with knowledge, resources and tools to better support young learners in their lives
- 5,000** children served through bilingual Bright by Text subscriptions

SUPPORTING PARTNERS:

NC Department of Health and Human Services
Division of Child Development and Early Education,
PNC Foundation, F.M. Kirby Foundation

"There was a tremendous value in partnering with PBS NC. PBS is a recognizable entity for children and families in our community, and they brought amazing learning activities to enhance our KidsFest event further!"

—SMART START OF FORSYTH COUNTY



Rootle Ambassadors

Understanding that communities know their individual strengths and needs, we launched the Rootle Ambassador Program, selecting members from within communities to identify and customize resources to the needs of their neighborhoods. The inaugural cohort of Ambassadors was selected from 16 counties. Ambassadors serve as leaders, connecting PBS KIDS and early learning resources to the unique needs of their communities. Equipped with tools that enrich learning for all children, they provide valuable training and experiences and create a community network for early childhood educators and families.

Ambassadors make an even bigger impact because through their engagement they also elevate local partners. Over the course of five years, the Rootle Ambassador Program will expand to all 100 counties, bringing trusted early childhood content, resources and connections to communities across North Carolina.

- 31** in-person or virtual events
- 77%** taking place in rural communities
- 16** counties
- 40+** organizations engaged, including 11 Partnership for Children/Smart Start agencies, 4 preschools, 5 elementary schools, 7 municipalities, 4 libraries, 9 other organizations/local nonprofits
- 10,000+** early learners, caregivers, educators, community members engaged

SUPPORTING PARTNERS:

The William R. Kenan, Jr. Charitable Trust, NC Partnership for Children, State Library of NC, Triple P Parenting, Friday Institute for Educational Innovation, NC Department of Natural and Cultural Resources



Impact Early Childhood Education Summit

What happens in a child's early years shapes the rest of their lives, but too often those who are doing the work in those early years are overlooked in professional development and parenting support opportunities. To address this need, PBS North Carolina, NC DHHS Division of Childhood Development and Early Childhood Education and the NC Department of Public Instruction joined hands to deliver the inaugural Impact Early Childhood Education Summit.

The event provided innovative strategies for helping our youngest learners (birth to grade 3) grow strong roots in literacy and beyond and let participants earn contact hour credits on topics ranging from art integration, educational media and STEM curriculum to equity in education and parenting.

435 participants

100% of teachers surveyed responded that the resources and tools improved their classroom curriculum and approach

100% parents/caregivers surveyed responded that the resources and strategies helped increase their involvement in their child's development in education

SUPPORTING PARTNERS:

NC Department of Health and Human Services
Division of Child Development and Early Education,
NC Department of Public Instruction, The William R. Kenan, Jr. Charitable Trust

"The session was energetic, entertaining and engaging! The information was presented in a way that kept us moving and actively learning."

—PARTICIPANT



PBS NC Science Educational Resources

Responding to a need to support NC educators with trusted and engaging classroom-ready content, PBS North Carolina created PBS NC Science Educational Resources as a comprehensive collection of open educational resources (OERs) and lesson plans aligned to state and national standards.

While focused on the middle school level, lessons also touch on high school alignments and are appropriate for 4th and 5th graders as well. The entire collection is accessible on PBS LearningMedia, the go-to destination for thousands of free multimedia resources for the classroom and beyond.

98% of traditionally underserved students have been positively impacted by PBS NC Science Educational Resources according to surveyed teachers

92% of students have an increased interest in science

71% of students have increased confidence in themselves as science students

DURING THIS PERIOD OF TIME OUR SCIENCE RESOURCES GARNERED:

251,055 users

540,985 page views

SUPPORTING PARTNER:

GSK

"Science in Sixty Seconds animations make learning fun and accessible for all!"

—NETA AWARDS REVIEW

Your ADVENTURE //

The human spirit yearns for inspiration and is drawn to the prospect of curiosity and what is beyond our comfortable spaces and knowledge. At PBS North Carolina, we believe in stoking that curious spirit in each of our neighbors with stories and experiences that enlighten minds, enhance lives and foster our well-being and understanding of each other in the world.

Lakota John, Featured Musician,
Music at the Museum



2,559

PBS North Carolina hosted **19 program screenings** complemented by dynamic community-driven panel discussions throughout the year. This resulted in **5,879 interested individuals** and **2,559 attendees who are now engaged and inspired community members.**

Still from *Little Satchmo*

Reel South

Reel South reveals the South's proud yet complicated heritage, as told by a diversity of voices and perspectives, through the curation and distribution of feature-length and short documentaries. *Reel South* is a PBS documentary series proudly co-produced by PBS North Carolina, South Carolina ETV and Louisiana Public Broadcasting, and produced in association with Alabama Public Television, Arkansas PBS, Texas PBS, Tennessee Public Television Council and VPM. Most significantly, it is a platform for and a service to nonfiction filmmakers in the American South. This year, *Reel South* licensed and/or published 16 new films, including 7 features and 9 short films.

To complement this season, we hosted a virtual screening and community-driven panel discussion for the film *Little Satchmo*, which tells the story of Louis Armstrong's life and legacy through his relationship with the daughter that the public never knew existed. Panelists: producer/director John Alexander, writer/producer Sharon Preston-Folta (Armstrong's daughter) and producers JC Guest and Lea Umberger.

88% of PBS stations aired Season 7
45,000 streams of full-length films
5,000 streams of shorts

THE DIVERSE AMERICAN SOUTH IS REFLECTED IN FRONT OF AND BEHIND THE CAMERA:

50% of filmmakers come from traditionally underrepresented racial and ethnic backgrounds
50% of filmmakers are women, reaching gender parity behind the camera
25% feature a rural community
85% Southern-based filmmakers
50% of films featured a female-driven perspective

SUPPORTING PARTNERS:

National Endowment for the Arts, South Arts, Center for Asian American Media

"The production of Sharon's story—the cinematography, the editing, sound editing—is fabulous. It is exactly what her story deserves."

—VIEWER DANIELLE



Earning Alamance

Our National Productions Team acquired *Earning Alamance*, a documentary short from a UNC Hussman School of Media and Journalism student. The film follows a first-generation American as he campaigns to become the state's first Latino Democratic legislator. This powerful story allowed us to anchor our efforts to engage our local audience and increase awareness during Hispanic Heritage Month more expansively.

219 PBS Video streams
517 YouTube streams
64,000 Facebook impressions

"I cried and laughed and was overjoyed to see this. WOW! Huge congrats."

—FACEBOOK COMMENT



The Innovators

This PBS NC original series celebrates stories of impact and the transformative power of North Carolina's Historically Minority-Serving Institutions (HMSIs). Featuring faculty, students and alumni from each institution, the series documents student aspirations and motivations, introducing the educators mentoring our next class of trailblazers and showcasing the institutions' positive impact that will resonate for generations to come.

The series highlights the powerful effect these institutions have on NC communities and beyond, from transformative advances in aviation through an aviation science program, preparation programs for military leaders, AI research and cyber security innovation and scientific study on health issues impacting under-resourced populations. *The Innovators* was enhanced by a virtual screening and community-driven panel discussion moderated by PBS NC's Deborah Holt Noel.

22,559 total broadcast impressions
6 campuses featured
18 stories

SUPPORTING PARTNERS:
 UNC System and the Board of Governors Committee on Historically Minority-Serving Institutions (HMSI)

"I am thrilled to see the release and promotion of such powerful stories and am grateful to the chancellors of our six HMSI campuses for their commitment to this project. Viewers will better understand how North Carolina's Historically Black and American Indian universities are educating our students, serving our communities and bolstering our economies."

—REGINALD HOLLEY,
 UNC BOARD OF GOVERNORS



Independent Lens Pop-Up Screening Series

Indie Lens Pop-Up is a neighborhood series that brings people together—virtually and in person—for film screenings and community-driven conversations. Featuring films from the acclaimed documentary series Independent Lens, Indie Lens Pop-Up draws local residents, leaders and organizations to discuss newsworthy topics, social issues, and family and community relationships.

Our stories featured immigration and migrant worker rights, incarcerated women and their re-entry journey, India's only all-female-led news organization and the stress and high stakes of the college application process.

We created dynamic locally centric discussions around each screening that included the Immigration and Refugee Rights Project/NC Justice Center, Student Action with Farmworkers, The Center for Women, Carolina Asian Americans Together and North Carolina School of Science and Mathematics.

784 RSVPs
365 attendees
226 virtual chat engagements
413 email opt-ins

SUPPORTING PARTNERS:
 Independent Television Service (ITVS),
 River Run Film Festival

"Young people who vote especially need to see this film as they are the new voting block that can change things."

—MARY, SCREENING ATTENDEE

Your COMMUNITY //

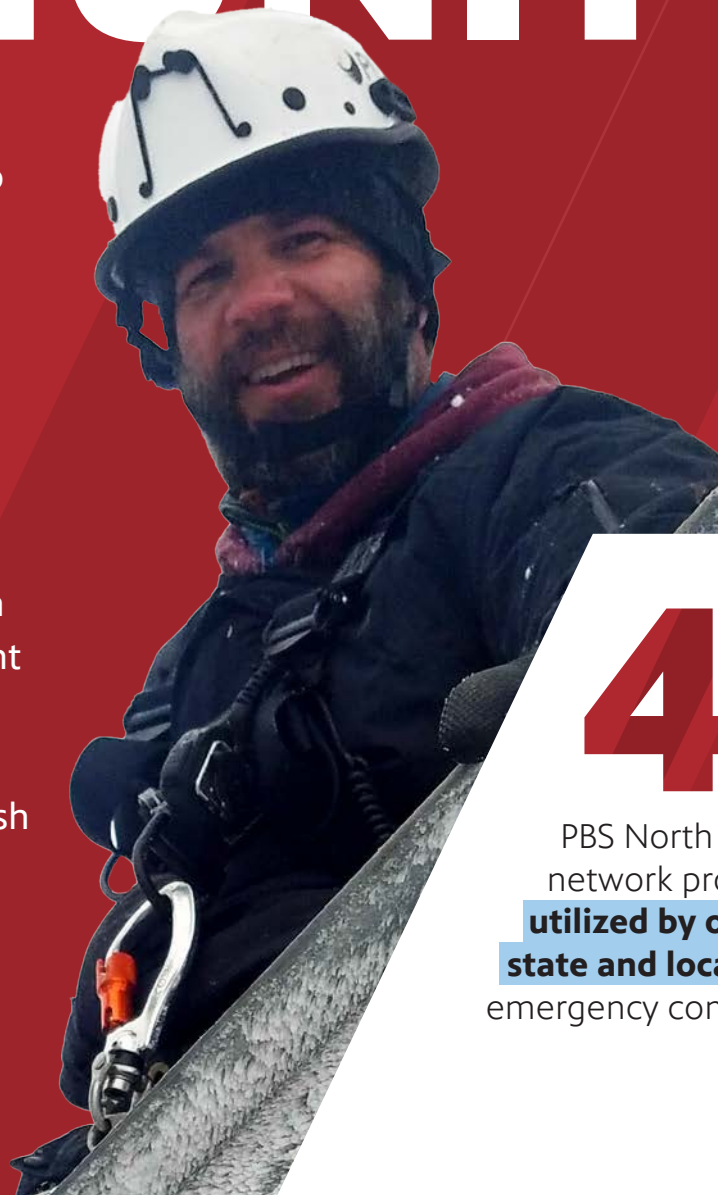
Through our content and initiatives, we seek to share trustworthy perspectives that empower our communities and broaden perspectives. We celebrate what's happening in our own backyard and share North Carolina insight and innovation with the world.

PBS North Carolina is also a critical communications provider for the state through a powerful partnership with the NC Department of Public Safety, Emergency Management and the Office of the Governor. We provide live broadcasts and streaming in English and Spanish from the NC Emergency Operations Center before, during and after events to keep North Carolinians safe and informed.

Chad Utter, PBS NC Broadcast Transmitter Technician (climbing Franklin Tower near Sylva)

40

PBS North Carolina's tower network provides infrastructure **utilized by over 40 federal, state and local jurisdictions** for emergency communications.





Hindsight

Reel South's content initiative *Hindsight* focuses on supporting BIPOC filmmakers living in the American South and Puerto Rico to create short films that explore the experiences of and from their communities. PBS North Carolina commissions, guides and distributes films from selected BIPOC filmmakers. The filmmakers work with *Reel South* and other public media organizations throughout all stages of development, production, post-production and distribution.

This year we deepened engagement with the initiative through a community screening and panel discussion featuring the film *Now Let Us Sing*. The panel included Dilsey Davis, One Human Family, Choir Director; Cara Williams, One Human Family co-founder; and Dr. Charles Bullock.

EVENT ENGAGEMENT GARNERED:

188 RSVPs

84 attendees

71 virtual chat engagements

100 email opt-ins

SUPPORTING PARTNERS:

Center for Asian American Media, Firelight Media, National Endowment for the Arts

"I love this...I am completely entranced! Love, love, LOVE!"

—ANONYMOUS



George H. White: Searching for Freedom

This original PBS NC documentary explores the enduring legacy of one of the most significant African American leaders of the Reconstruction Era. Born in 1852 in Eastern North Carolina to a family of turpentine farmers, White rose through the ranks of state politics to serve in the 55th US Congress from 1887 to 1901 as its sole Black voice.

The program was augmented by a virtual screening and a community-driven panel discussion with writer/director Mike O'Connell, historians Crystal R. Sanders and Benjamin Justesen, curator Earl Ijames of the NC Museum of History and educator Stedman Graham.

8,158 broadcast viewer impressions

EVENT ENGAGEMENT GARNERED:

476 RSVPs

191 attendees

240 virtual chat engagements

291 email opt-ins

"Thank you for making this film. I grew up in NC, and of course this was never taught in school."

—ANONYMOUS



State of Change

Sea level rise and coastal erosion are directly impacting the NC coastline, and extreme weather events bring the impacts of climate change inland. *State of Change* hears from North Carolinians directly about the effects of climate change in their communities and the innovative solutions they're pioneering to build a more resilient state. This multiplatform project included a one-hour broadcast special and hybrid community screening event, digital stories, a dedicated website and a middle-school lesson plan examining water as a renewable resource.

"I'm worried about what kind of Earth I'm going to grow up in. Where should I go to school, what should I study, to work on a project like this and help make things better?"

—MIDDLE SCHOOL STUDENT

26,000 broadcast viewers of the premiere

IN THE FIRST SEVEN DAYS OF THE PREMIERE:

1,400 streams on PBS Video platforms

72,000 social media impressions

12,000 views of the special

Nominated for a Mid-South Regional Emmy Award

EVENT ENGAGEMENT GARNERED:

365 RSVPs

146 attendees

65 virtual chat engagements

164 email opt-ins

SUPPORTING PARTNERS:

NC Department of Natural and Cultural Resources,
Pulitzer Center Connected Coastlines Reporting Initiative



ncIMPACT

The multiplatform series *ncIMPACT* examines issues around our state including education, jobs, healthcare and more. Host Anita Brown-Graham and her team from the UNC School of Government listen, learn and lead in generating conversations and going into the communities that are tackling these problems head on.

Talking to the people on the ground, Brown-Graham identifies ways in which they are positively affecting others and making changes, while exploring ways these innovative solutions can be applied in other communities across the state.

This season the team offered two Facebook Live town halls where viewers posed questions to the panelists around topics like NC workforce shortages and mental health access.

13 counties covered

2 million impressions covering digital distribution, broadcast viewership and promotional outreach

SUPPORTING PARTNERS:

UNC School of Government,
UNC Health



Connecting with Hispanic Families

PBS North Carolina is committed to providing early childhood resources to all communities. Eighteen percent of children in NC are Hispanic and increasing annually. PBS NC created a multiplatform marketing campaign to connect with North Carolina's Hispanic families. A targeted and strategic plan was launched to thoughtfully identify key Spanish-language media outlets and to create Spanish-language promotional materials to increase awareness of and enhance engagement with Bright by Text, a custom parenting support service that delivers bilingual tips, activities and local event information via text to their cell phones.

606,080 impressions of the digital display ads on CarolinaParent.com and retargeting ads, resulting in 734 clicks to the Bright by Text website to subscribe

2,550,000 impressions of register tape ads in Dollar General stores across the 17 NC markets where our target audience segments live

1,860,500 impressions across 79 total bus routes in the 4 markets where transit ads were placed

SUPPORTING PARTNER:
The F.M. Kirby Foundation

"PBS North Carolina has remained a steadfast provider of reliable information and educational programming in the state, serving citizens with honesty and integrity. The Foundation is proud to continue support of PBS NC as you strive to strengthen and expand your connection with North Carolina's Hispanic families, increasing your outreach to inspire and educate the next generation."

—JUSTIN KICZEK, EXECUTIVE DIRECTOR, THE F.M. KIRBY FOUNDATION



Black Issues Forum

A dynamic platform for Black voices in North Carolina, Black Issues Forum is our longest running public affairs program. For more than 35 years, it has earned the reputation as a trusted space for dialogue and engagement around issues critical to the Black community.

Led by a seasoned team of producers, *Black Issues Forum* considers global, national and local issues through an African American lens. Every week guests, who range from scholars, policy analysts and educators to government officials, community leaders and activists, offer honest, thoughtful perspectives around matters of equity, dignity, fairness and justice. *Black Issues Forum* has seen an increase in average broadcast viewership of Black, Asian and Hispanic audiences.

315,413 social media impressions

6,639 streams on PBS App

8,675 streams on YouTube

2,947 website pageviews

773K+ statewide broadcast impressions

SUPPORTING PARTNER:
Z. Smith Reynolds Foundation

Your LIFELONG FRIEND //

As one of our longtime supporters once reflected, “I sat down to be entertained and ended up getting an education.” Storytellers at heart, we are driven by the art and power of creating experiences that will make you stop and think, cry or laugh out loud with joy. Sharing the gift of entertainment is one of the most powerful ways to inspire and uplift the human spirit. And here at PBS North Carolina, we like to sneak a healthy dose of learning into enjoyable content.

Big Bird, Sesame Street



2,725

Throughout the year, we provided

2,725 hours of locally produced content

like *NC Weekend*, *Black Issues Forum* and *The Key Ingredient* and 22,442 hours of PBS favorites like *Sesame Street*, *Masterpiece*, Ken Burns productions and *Finding Your Roots with Henry Louis Gates, Jr.*



Visibly Speaking

Sharing the thought-provoking, meaningful and often unknown stories from communities across the state is a hallmark of PBS North Carolina. The Z. Smith Reynolds' "Inclusive Public Art Project" provided the perfect partnership and platform for PBS North Carolina to produce the compelling five-part series *Visibly Speaking: NC's Inclusive Public Art Project*, which follows the creation of projects that honor the often-overlooked stories of Black, Indigenous and Latinx communities. The series reached an expansive audience through broadcast, digital and live event platforms.

We hosted a free virtual screening of the series' first episode and a panel discussion moderated by PBS North Carolina's Director of Original Productions Heather Burgiss about the positive impact of art on communities. Panelists included local artists Cornelio Campos (lead artist of a mural made with the Latinx community in Durham) and Owens Daniels (artist of photomosaics that honor the legacy of a landmark hospital that served Black residents in segregated Winston-Salem) as well as Maurice "Mo" Green, Executive Director of the Z. Smith Reynolds Foundation, and Kim Previa of the Z. Smith Reynolds Public Art Advisory Council.

1,572,968 impressions and reach
171,267 statewide TV impressions
153,000 video views on YouTube
218,603 unique opens
639,370 impressions on Facebook, Instagram and Twitter (organic and paid)
390,728 program marketing impressions

Nominated for Mid-South Regional Emmy Award

SUPPORTING PARTNER:
 Z. Smith Reynolds Foundation

"This is wonderful! I was born at Katie B. Reynolds Hospital, a legacy in the Black community of Winston-Salem."

—DOTHULA, VIEWER



Music at the Museum

This original PBS NC series showcases our state's diverse musical landscape with live performances at the North Carolina Museum of Art in Raleigh. Featuring roots, hip-hop, Americana, country, Latin jazz/fusion, electronic and soul performers, this dynamic local arts series was shared with statewide audiences by livestream and broadcast.

Music at the Museum Featured Artists:
 Violet Bell, Lorena Guillén Tango Ensemble, Early Gray, Chatham Rabbits, Charlie Smarts, Lakota John, XOXOK, Tumbao, Rissi Palmer (featured above), Lydia Salett Dudley with Jazz Xpressions

142,298 broadcast impressions
442,956 social media impressions
27,198 unique email opens

SUPPORTING PARTNERS:
 NC Department of Natural and Cultural Resources, Come Hear NC, NC Museum of Art



On the Road with Chatham Rabbits

This limited series shares the musical journey of Sarah and Austin McCombie of the married bluegrass duo Chatham Rabbits, whose sound harmonizes traditional folk elements with loving, convivial songwriting. On the Road with Chatham Rabbits follows the couple as they craft songs, care for their small Chatham County farm and navigate their relationship as up-and-coming musicians touring the South.

To introduce Chatham Rabbits to statewide audiences, we hosted a virtual screening with a mini-concert and community conversation with Sarah and Austin.

115,596 statewide TV impressions
3,040,841 total impressions on social media
218,603 total unique email opens
4,085 total web views

EVENT ENGAGEMENT GARNERED:

433 RSVPs
243 attendees
130 virtual chat engagements
224 email opt-ins

SUPPORTING PARTNER:
NC Department of Natural and Cultural Resources

“Didn’t think I could love them more, but this is amazing.”

—ANONYMOUS



FINANCIALS //

PBS North Carolina strives to expand and diversify revenue sources to drive sustainable growth. To do this, we are generating solicitations and campaigns informed by data but rooted in the heart. Private support remains our largest source of revenue. Individuals, corporations and foundations across North Carolina and beyond invest in the mission of PBS North Carolina.

MEMBERSHIP & PHILANTHROPIC GIVING

In FY22 more than 95,000 individuals played a tremendous role in the public/private partnership of PBS North Carolina. Individual gifts are a cornerstone of our annual funding. They represent \$13.4 million in support that directly fuels the programs, projects, initiatives and distribution of services.

\$13,400,000

in individual gifts, funding that goes straight to programs, projects, initiatives and distribution of services

"I moved a lot as a child, but one thing was always constant as a friend and companion throughout my life—PBS! It has never let me down. On nights I couldn't sleep with life's worries, even as an adult, PBS always kept me engaged in something informative. From faraway places that I can explore right from my living room to great historical places to visit here in my own state of North Carolina, PBS has me covered. There is no greater place to donate than right here. PBS is a part of the family because now my grandchildren get to enjoy it as well. I will always support it! We love PBS!"

—CASSANDRA, GREENSBORO

Lauren Peress, PBS NC Director, Digital Marketing



CORPORATE ENGAGEMENT

The Corporate Engagement team continued to restructure its work in fiscal year 2022 by aligning PBS North Carolina investment opportunities with the marketing and social-impact goals of corporate clients and prospects. The team also created a new Corporate Scorecard to help focus its work with companies across the state. Compared with 2021, corporate engagement opportunities increased by 33% to 78 clients and partners, amounting to \$1,710,337. The number of corporate clients with underwriting opportunities grew by 31%, totaling \$462,488, with an average broadcast spot investment of \$11,011.

\$1,710,337

in corporate engagement opportunities from 78 clients and partners, a 33% increase in the number of clients and partners compared to 2021

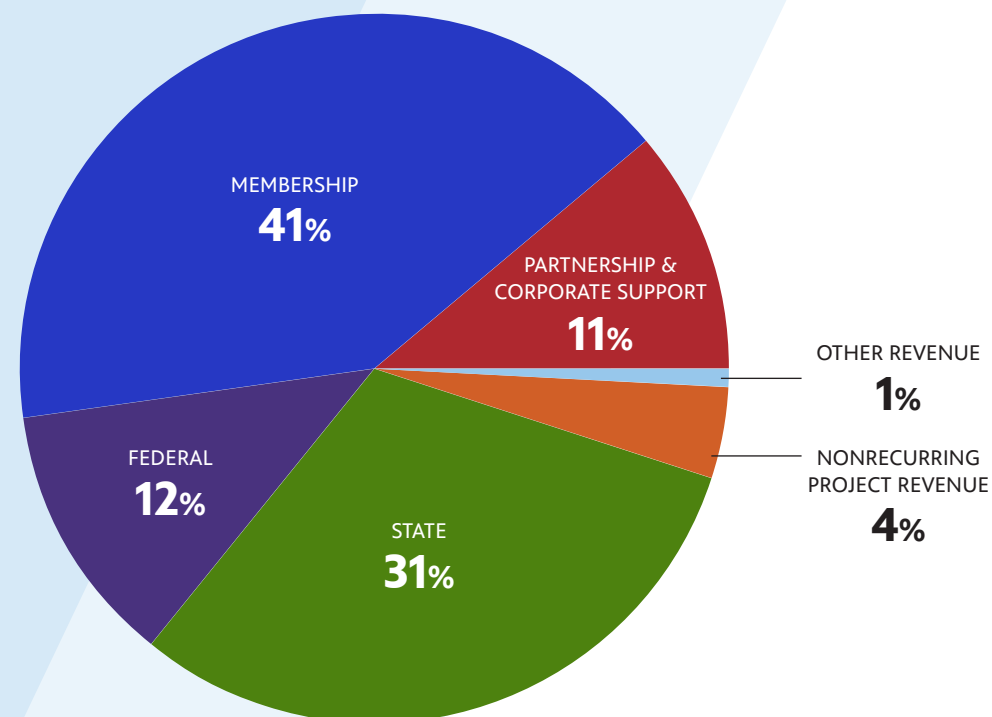
GRANTS

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 FY22, grants under contract exceeded \$1,000,000 and supported work across the organization. Funders include the National Endowment for the Arts, the William R. Kenan Jr. Charitable Trust, Public Broadcasting System (PBS), the F.M. Kirby Foundation, the PNC Foundation, NC Department of Health and Human Services, the Corporation for Public Broadcasting, the Z. Smith Reynolds Foundation, ITVS, South Arts and the Burroughs Wellcome Fund, among others.

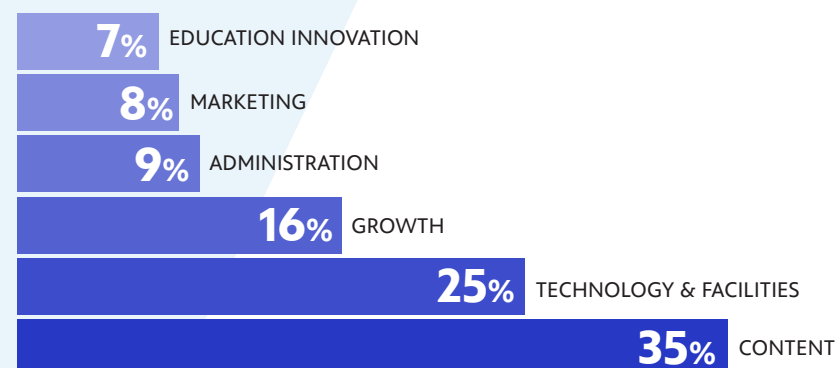
\$1,000,000+

in grants under contract partners, supporting work across the organization

FY 2022 Revenue



FY 2022 Expense by Function



On the HORIZON //

We're excitedly moving forward in 2023 with an even more ambitious list of innovative ideas, compelling stories and community experiences. Each day we stand hand in hand with YOU—our North Carolina neighbors and friends—to learn and grow together and use YOUR public media platform to connect and nurture all communities across this diverse and vibrant state we call home.

Climber, Pilot Mountain State Park-Pinnacle, Ten to Try



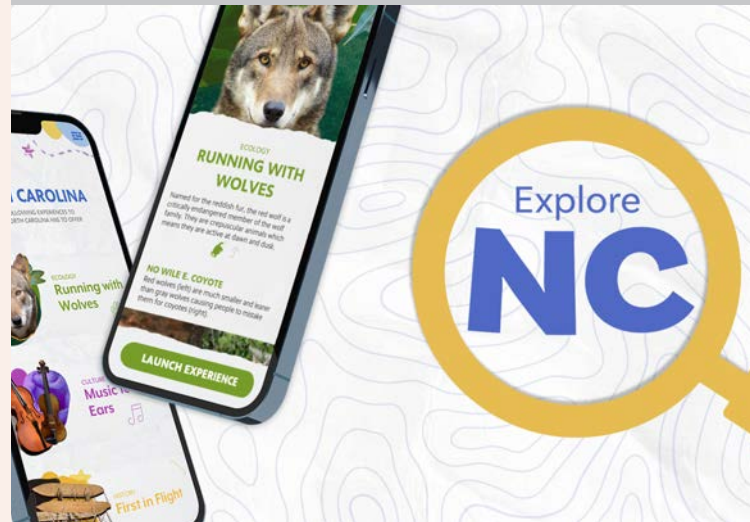


Sharkathon

PBS and its member stations across the country produce and syndicate internationally renowned nature programming. Our award-winning Sci NC team partnered with scientists from North Carolina and beyond to highlight ocean's most misunderstood predator with a day-long block of programming called *Sharkathon*. With partners OCEARCH, the North Carolina Aquarium at Roanoke and National Oceanic and Atmospheric Administration (NOAA), we presented sharks as more than apex predators and showed that they are also ancient animals threatened by climate change, overfishing and misinformation.

SUPPORTING PARTNER:

NC Department of Natural and Cultural Resources



Explore NC AR App

Explore the wonders of North Carolina with this fun and engaging augmented reality experience. Designed for kids age 5+ and their grown-ups, the app takes you to historical and cultural attractions across the state. Highlights include interactive games with the carnivorous Venus flytrap and aviation pioneers Orville and Wilbur Wright as well as trips to the North Carolina Zoo, the North Carolina Symphony and a Civil Rights monument in Raleigh. Each experience offers educational and entertaining enrichment for children and families looking to learn more about important sites in North Carolina.

SUPPORTING PARTNER:

NC Department of Natural and Cultural Resources



Ten to Try

Ten to Try is PBS NC's latest series showcasing the best of our state. The series combines a digital-savvy format with a travel series aesthetic. Beautiful visuals highlight locations and attractions statewide and extol the benefits nature can have on our mental health. From state parks to barbecue spots, we'll give you ten to try.

SUPPORTING PARTNERS:

NC Department of Natural and Cultural Resources, SECU Foundation

THANK YOU //

Your support makes our work possible.
Together we spark curiosity and joy for
all North Carolinians.

STAY CONNECTED

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pbsnc.org



Kayaker, Merchants Millpond State Park-Gatesville, Ten to Try