



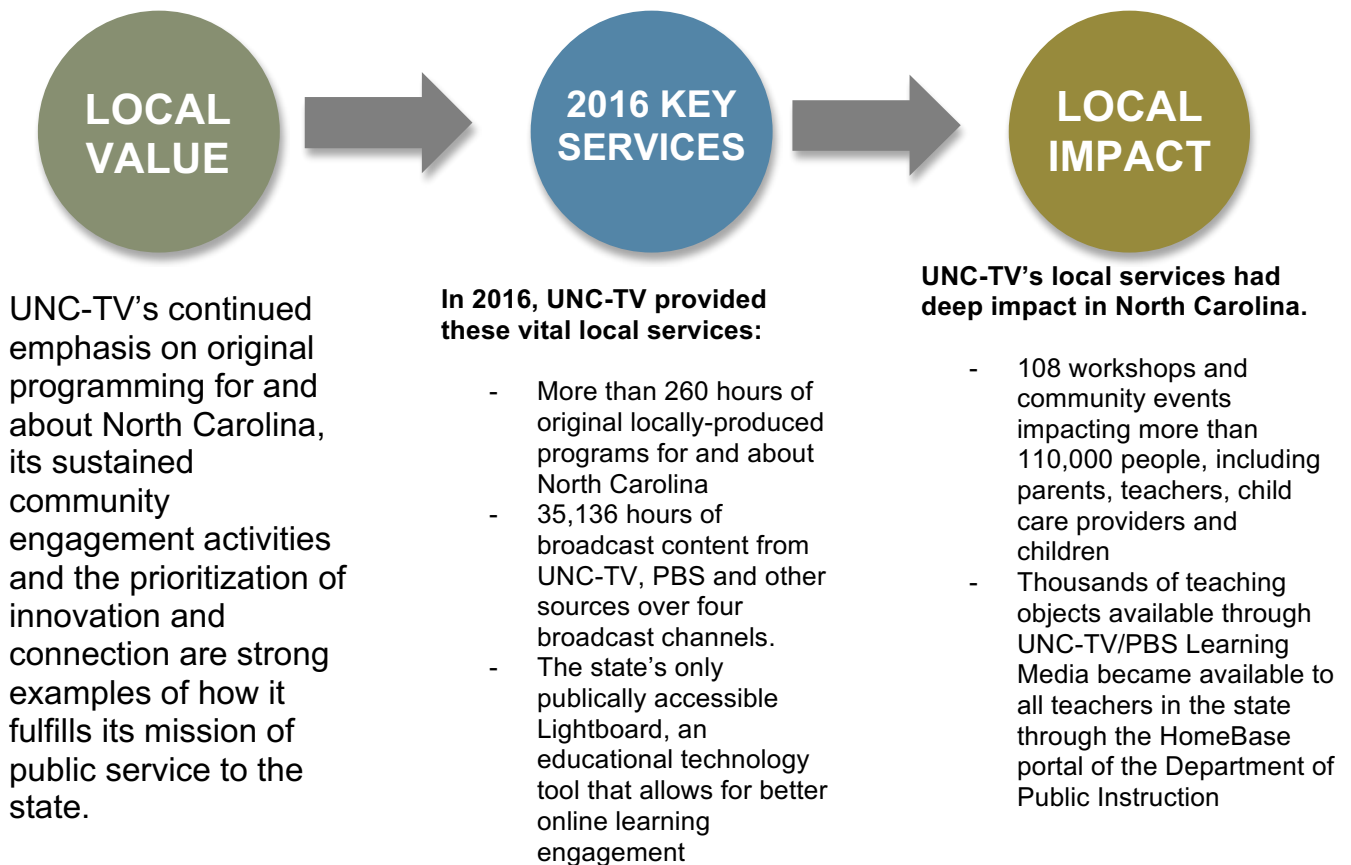
2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Because of your support, engagement and commitment, thousands of early childhood professionals are impacted by the resources and expertise your team provide.” - Lori Barnes, Executive Director, NCAeysc

“To connect North Carolinians with each other, the world and endless possibility while accompanying people of all ages on their journey of exploration and discovery. To create, share and celebrate our stories of place, progress and pride. To provide quality educational content and services of consequence for our audiences.”

- UNC-TV Mission Statement



The intersection between great content and community engagement is how we best serve our audience. In fiscal year 2016, we produced many public and private events and created points of connection and engagement with diverse audiences.

UNC-TV hosted several donor exclusive and public events in FY16 including:

- A preview screening of **Indian Summers** on **Masterpiece** which took place at our station, where approximately 75 people attended.
- A reception and fall preview event hosted by major donors at their residence in Chapel Hill. About 40 major donors, legacy society members and major donor prospects attended and enjoyed a preview of fall 2015 programming.
- A premiere party for the new season of **Our State** which took place at Red Cinemas in Greensboro. The event was made possible by a UNC Board of Governors member and more than 650 people registered to attend.
- *A Dinner with Bob Garner*, a special pledge fulfillment event held in our studio and attended by 61 guests. The menu was designed by Bob Garner and featured an array of favorite North Carolina foods.
- A reception and preview screening of **DEBT OF HONOR**, a new documentary by Ric Burns, that took place on the UNC Wilmington campus. About 200 people attended.
- Several **Downtown Abbey**-themed events attracting more than 300 guests and including partnerships with Yadkin Valley wineries, First Citizens Bank, The Friday Center in Chapel Hill, Mint Museum in Charlotte, Solamere Advisors, Paragon Bank and Fidelity Investments.
- Several UNC-TV's Kids Club events, featuring partnerships with the North Carolina State Fair, Durham Performing Arts Center, KidSenses Children's Museum in Rutherfordton, Crown Complex in Fayetteville, North Carolina Museum of Natural Sciences in Raleigh and North Carolina Transportation Museum.
- A co-hosted reception and preview screening of Ken Burns' **Jackie Robinson** documentary with the National Humanities Center. Approximately 100 guests attended, including members of our *Patrons Circle* and *Producers Circle*.
- Meet-and-greet events with the Celtic Woman performers that took place at the Thomas Wolfe Auditorium in Asheville and at the Durham Performing Arts Center.
- An excursion to Biltmore which included a reception and private rooftop tour of Biltmore, admission to Biltmore House featuring the exhibition *Fashionable Romance – Wedding Gowns in Film*, and a presentation by Karen Kelleher Bacon, writer and co-producer of the PBS documentary *Jackie: Behind the Myth*, which tells the story of Jacqueline Lee Bouvier's life before she married Jack Kennedy and the Kennedy family connection to the Vanderbilts.
- The first-ever UNC-TV Design-Thinking Hackathon which was hosted at the American Underground in Durham featuring PBS Idea Channel host Mike Rugnetta. The 3-day event attracted an average of 25 participants per day.

Additionally, UNC-TV's educational outreach and community engagement staff conducted 108 workshops/screenings/community events in FY16, impacting more than 110,000 people, including teachers, child care providers, parents and children. The outreach team confirmed that when teachers are trained to use UNC-TV and PBS resources effectively, their classroom instruction is often enhanced. Last year teachers indicated that they worked with more than 40,000 students, spreading what they had learned to the young lives under their care. Specific educational outreach and community engagement highlights include:

In summer 2015, UNC-TV hosted a successful **Odd Squad** "Be the Agent," 4-day camp for twenty-four low-income kindergarten through fifth-grade students at Parkview Elementary School in High Point, NC, to support the development of early math skills through structured group activities, interactive content and games/crafts. Parkview and UNC-TV staff facilitated the camp.

During the Month of the Military Child, UNC-TV's community engagement team engaged in activities with military families at Seymour Johnson AFB in Goldsboro reaching 493 attendees, in addition to traveling to Gordon Elementary in Cameron for the Read Across America literacy celebration reaching 500 students and over 25 teachers.

UNC-TV continued its practice of supporting the families of hospitalized children. In fiscal year 2016, the program was extended into new areas of the state. UNC-TV visited children and their families in Triad and Charlotte area children's hospitals before the December 2015 holidays. Staff members journeyed to Brenner Children's Hospital in Winston Salem and Levine Children's Hospital in Charlotte to bring some holiday cheer, gifts and encouragement to families. The children also enjoyed seeing UNC-TV's own mascot, Read-a-roo, as well as Grover from **Sesame Street**.

UNC-TV collaborated with the NC Institute for Child Development Professionals, Beaufort-Hyde Partnership for Children, NC Museum of Natural Sciences and other partners to increase the capacity of hundreds of early childhood teachers and adults serving young children to help them grow early math and science knowledge and skills through the provision of a free training, classroom and family toolkits, public events, and three locally produced "**Play Outside NC**" early childhood science and math episodes featured on **SciTech Now** North Carolina reaching more than 70,000 viewers. The initiative was funded by PNC Grow Up Great Foundation, impacting 304 preschoolers from 25 child care classrooms. Community events reached 426 youths, including 213 kindergarten through third-grade children and 407 parents, 117 volunteers.

UNC-TV's Community Engagement team and the UNC-TV's Kids Channel teamed up to host the first Read-a-roo Block Party Live event on June 18, 2016, at Independence Mall in Wilmington. Our partner, *Carolina Parent* magazine, invited fitness agencies to engage youth in activities. The event included a live performance from PBS KIDS host, Mr. Steve; TapSnap, a virtual photo booth; PBS program and station related giveaways; fitness activities; a DJ; and a meet and greet with Read-a-roo, Elmo from **Sesame Street**, WordGirl, and Buddy from **Dinosaur Train**. The estimated attendance was 871 adults and youth. UNC-TV captured over 300 email addresses and had 197 Facebook and Twitter uploads from participants sharing their event photos.

Encouraging childhood literacy & creativity

For the 22nd year, UNC-TV has hosted the PBS KIDS Writers Contest, a writing and illustrating contest for children in kindergarten through third grade. Discovery Place KIDS in Huntersville, North Carolina, came on board this year to help kick off the 2016 contest. More than 400 people visited the museum to learn about the 2016 contest and view the winning 2015 animated books. The 160 children received a special certificate of achievement by participating in the contest; winners from UNC-TV's local PBS KIDS Writers Contest received prizes and see their stories brought to life, animated on-air and online.



Focusing on early STEM education & supporting military families

In April, the Community Engagement team, Read-a-roo, and her PBS pal Sid the Science Kid divided and conquered visits to six festivals and home shows. At the science festivals in Wilmington and Fayetteville, Sid the Science Kid engaged youth in making their own bird feeders and then designing binoculars for bird watching. The team also engaged in activities with military families at Gordon Elementary in Cameron and Seymour Johnson Air Force Base in Goldsboro.



Building Connected Communities

UNC-TV educational staff conducted monthly family engagement nights at St. Stephens Elementary School in Conover. The project, called LIFT (Learning Is Fun Together), attracted 400-900 attendees each month from October 2015 until April 2016. Every month students, parents, teachers, and community leaders participated in theme-based activities, shared a meal together, and received books and other materials to take home. Meet-and-greet opportunities took place with UNC-TV's Read-a-roo and her PBS KIDS pals.



UNC-TV's Design-Thinking Hackathon

UNC-TV held our first annual Design-Thinking Hackathon April 15-17, 2016 at the American Underground start-up hub in Durham. The hackathon attracted an average of 25 participants per day. The event featured Mike Rugnetta, host of the PBS Idea Channel, as the speaker.

Starting with Why:

We wanted to change our way of interacting with the community by approaching improvement like a startup company. We asked technologists, marketers, our fans and students to join us to #HackPublicMedia – to come up with new ways to execute and fundraise for our mission to serve NC residents with high-quality multicultural, multiplatform and enriching media.

Partnerships:

Event partners were RTI International, MATI Energy Drink, Sierra Nevada, Triangle Brewing Company and American Underground. The event featured local, national and internationally known mentors and judges including: Vicki Hamilton, Richard Bobholz, Casey Steinbacher, Allie Burns, Melody Kramer, Tobias Rose and more.

Impact and Community Feedback:

The five participating teams developed several innovative and actionable ideas, including a mobile app, a new program, an educational resource, a new fundraising tool, and a resource for North Carolina immigrants. Externally it gave our constituents a view into our organization and allowed them to feel truly invested in public media in their state.

It was just as valuable for the UNC-TV team, bringing us closer to the community we serve, allowing us to hear their desires and collaborate on solutions in an accelerated way.



“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown

president and CEO, IDEO



"Thank you again for taking a chance on us and agreeing to include us in North Carolina Weekend. We are able to reach many more people through this show than we ever could on our limited marketing budget. We are very grateful for the opportunity. We work so hard and for so long to bring these world class exhibits to our community. It makes it all worthwhile when we are able to share it with art lovers from all across the state."

- Janet Andrews, Alamance County Arts Council

Our multiplatform approach produces lasting results and awareness. From measurable economic development impacts to improved early childhood learning to increasing the accessibility to arts and culture, UNC-TV's programs and services enrich the lives of North Carolinians every day.

Furthermore, we continually strive to by expand our footprint on a growing number of digital platforms and engagement tools. UNC-TV is reaching out to new audiences in an effort to serve more people in more and better ways.



Via the businesses and attractions featured on **North Carolina Weekend** UNC-TV contributes to NC's \$21 billion tourism industry and supports more than 200,000 jobs.

With four channels of broadcast programming, a robust community engagement department and a commitment to connection, innovation and state-wide awareness, UNC-TV is continuously seeking ways to serve more people with more diverse programming and through new multimedia delivery platforms.
