



2017 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.”
—NCaeyc Executive Director Lori Barnes

“On air, online and in person, UNC-TV connects North Carolinians with each other, the world and endless possibility by providing content and services that educate, engage and inspire audiences, communities and partners.”
—UNC-TV Mission Statement



UNC-TV demonstrates strong examples of how it fulfills its mission of public service to North Carolina in the following ways:

- Continued emphasis on original programming for and about North Carolina.
- Sustained community engagement activities.
- Prioritization of innovation and connection.

In 2017, UNC-TV provided these vital local services:

- Broadcasting of more than 3,946 hours of programs about North Carolina.
- 35,136 hours of broadcast content from UNC-TV, PBS and other sources over four broadcast channels.
- In-depth coverage of Hurricane Matthew and its impact on eastern North Carolina, including streaming the governor’s briefings and creating local content about the storm’s aftermath.

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

- 62 workshops and community events impacting 140,000 people, including parents, teachers, child care providers and children
- Provided hundreds of North Carolina educators continuing education credits via exclusive PBS Teacher Summit

The intersection between great content and community engagement is how we best serve our audience. In fiscal year 2017, UNC-TV produced several public and private events created points of connection and engagement with diverse audiences. UNC-TV hosted several events for donors and the public in FY17, including:

- On June 4 Ben and LoriAnn Owen welcomed 18 donors into their home for a studio tour and dinner as part of a thank-you gift package.
- Forty guests enjoyed dinner with Chef Vivian Howard at Chef & the Farmer in Kinston on August 20, also as part of a thank-you gift package.
- A preview screening of the first episode of Season 2 of **Poldark** took place in September at UNC-TV. Attendees were members of the *Producers Circle* and *Patrons Circle*, as well as sustaining donors and *Legacy Society* members. The event attracted about 60 guests and included a dessert reception following the preview screening.
- The Umstead Hotel and Spa was the venue for UNC-TV's 2016 Appreciation Dinner on November 2. More than 200 donors attended and enjoyed remarks from keynote speaker Paula Apsell, senior executive producer of **NOVA**.
- A reception and preview screening of **Masterpiece: Victoria** took place on December 1 at the Mint Museum Uptown in Charlotte. Sponsored by Queens Oak Advisors, Fidelity Investments, and Bank of North Carolina, the event hosted about 75 sponsor clients and major donors.
- The Friday Center in Chapel Hill was the venue for a reception and lecture by PBS travel host Rick Steves on December 2. This premium fulfillment event featured a meet-and-greet with Rick Steves. Approximately 60 donors attended.
- Members of the UNC-TV *Producers Circle* and *Legacy Society* had the opportunity to be part of a studio audience for the taping of an episode of **North Carolina Bookwatch**. An intimate gathering of ten attendees watched host D. G. Martin interview Fred Thompson, author of *Bacon: A Savor the South Cookbook*, and were then treated to a "bacon"-themed reception and book signing.
- On March 22, the City Club in Raleigh was the venue for a reception and preview of Deborah Holt Noel's segment celebrating World War II veteran Millie Dunn Veasey in honor of Women's History Month and the PBS Inspiring Woman campaign. Sponsored by AARP North Carolina, the event hosted about 60 AARP and UNC-TV donors and special guests.
- A UNC-TV partner, the North Carolina Museum of History, hosted a preview screening of **American Experience—The Great War: A Nation Comes of Age**, followed by a panel discussion on March 31. Approximately 160 donors of UNC-TV and the museum attended.
- UNC-TV's quarterly Veterans Coffee took place on April 22. Representatives from the Veterans Health Administration and Benefits Administration offices were on hand to offer their expertise and assistance to more than 25 veterans, who also welcomed the opportunity to have their stories heard. UNC-TV Producer Jeff Smith and crew taped footage for productions to air later this year.

Additionally, UNC-TV's educational outreach and community engagement staff conducted 62 workshops/screenings/community events in FY17, impacting more than 140,000 people, including teachers, child care providers, parents and children. Specific educational outreach and community engagement highlights include:

- UNC-TV and RED Cinemas partnered for a second summer in hosting the PBS KIDS Summer Cinema Series, featuring PBS KIDS programs on the big screen from 10 a.m. to noon, Tuesdays through Thursdays, from June 14 through August 25. Admission to this series was free, and the lineup featured popular PBS KIDS shows, in addition to meet-and-greet opportunities with PBS KIDS stars, learning materials, hands-on activity section and more.
- On August 4, PBS LearningMedia, UNC-TV, and the North Carolina Department of Public Instruction Digital Teaching and Learning Departments partnered to provide a free training and peer learning opportunity to 85 K-12 educators in North Carolina. Topics centered on digital learning in the 21st-century classroom. During this professional development, educators were immersed in technology-integration strategies and tools to incorporate into their classrooms. The educators also were given the opportunity to build a professional learning network with other participants from around the state.
- On October 1, UNC-TV Kids Club members joined the network's book-loving mascot Read-a-roo at the Children's Museum of Alamance County for UNC-TV's fall *Kids Club Day*. Members received complimentary admission to this interactive and fun-filled museum. The next day, UNC-TV partnered with HIT Entertainment and the North Carolina Transportation Museum in Spencer to celebrate the museum's annual *Day Out with Thomas* Tour. Members received complimentary admission and a photo opportunity with Thomas the Train. UNC-TV also partnered with the Durham Performing Arts Center (DPAC), on November 5, to bring *Odd Squad Live* to members where they enjoyed complimentary show tickets and meet-and-greet passes.
- From October 13-23, UNC-TV's Community Engagement team planned and executed UNC-TV's events at the North Carolina State Fair from in Raleigh. On October 15, the Community Engagement and Rootle channel teams joined to host the second *Read-a-roo's Block Party LIVE!* event at the pavilion. UNC-TV's partners, PNC Bank and WakeMed, hosted coloring activities, mock medical services, and story time for children. The event included a live performance from PBS KIDS host Mr. Steve, use of a TapSnap virtual photo booth, PBS program- and station-related giveaways, and a meet-and-greet with Daniel Tiger. On Saturday, October 22, the team hosted *Kids Day* at the UNC-TV State Fair Pavilion. A UNC-TV partner, Home Depot, hosted interactive construction activities for children, and the day featured performances from popular characters Bob the Builder and Thomas & Friends. UNC-TV reached more than 25,000 people at the North Carolina State Fair.
- In February, UNC-TV conducted an Anytime, Anywhere Learning with Nature Cat workshop at the 44th Annual Advancing Skills and Knowledge (ASK) Conference. The workshop encouraged early childhood professionals to transform their thinking by using digital content and hands-on activities to convert learning from the school yard to the classroom. Participants received resources designed to help students explore math, science, literacy, physical motor skills, and more.
- UNC-TV's Engagement team, Read-a-roo, and her PBS pal Sid the Science Kid participated in the North Carolina Science Festival and Month of the Military Child events held in April. During the science festivals, Sid the Science Kid visited the North Carolina Azalea Festival and the Dogwood Festival. The walkaround character and UNC-TV team also visited Seymour Johnson Air Force Base in Goldsboro for hugs, photos, and making musical shakers.

Leveraging national content with local impact

On February 18, UNC-TV hosted an engagement in the Broyhill Auditorium at Wake Forest University’s School of Business that included a 46-minute screening of **American Masters—Maya Angelou: And Still I Rise**, a performance by Authoring Action youth group, and a panel discussion. Moderated by Dr. Melissa Harris-Perry, formerly with MSNBC and the Maya Angelou Presidential Chair at WFU, the discussion’s panelists included WXII 12 News Anchor Wanda Starke, North Carolina Central University Associate Professor of French and Author Dr. Debra S. Boyd, and Forsyth County Public Library Director, National Black Theatre Festival Executive Producer and North Carolina Black Repertory Company Board of Directors President Sylvia Sprinkle-Hamlin.



Spreading a love for music

UNC-TV’s Children’s Media and Education Services (CMES) team hosted Read-a-roo’s Block Party LIVE! on March 18 at Northlake Mall in Charlotte. The event included live performances from El Sistema-inspired orchestra partners Kidznotes, MusicalMinds NC, and the Charlotte Symphony’s Winterfield Youth. Young people and their families enjoyed such activities as making musical shakers, meet-and-greets with Read-a-roo and her PBS pals, and PBS-themed music. The estimated attendance was 737 adults and youth.



Empowering educators

On April 29, UNC-TV and the North Carolina Department of Public Instruction Digital Teaching and Learning teamed up to host the second PBS Regional Teacher Summit at Winston-Salem State University. This summit provided a free training and peer learning opportunity to 98 K-12 educators in North Carolina on the topics of digital learning in the 21st-century classroom. During this professional development conference, educators were immersed in technology integration strategies and tools to incorporate into their classrooms. The educators also had the opportunity to build a professional learning network with other participants from around the state. Each educator earned a Continuing Education Unit (CEU) for attending this all-day summit.



BRIGHT by text

UNC-TV launched the New Generation Initiative known as Bright by Text on May 1, 2017. The initiative seeks to teach nontraditional caregivers how to nurture positive brain development in young children aged 0-8 years.

Helping friends, family members & neighbors

This program’s goals are to help persons who care for young children better prepare their preschoolers for kindergarten and reduce the learning gap that many underserved children face when entering school. Friends, family members, and neighbors who care for children aged 0-5 can sign up for text messages that share free, age-appropriate activities, games, and resources right to their phones.

Partnerships

The text messages will contain local and national content from such highly-regarded agencies as North Carolina Early Childhood Foundation, North Carolina Partnership for Children, Prevent Child Abuse NC, North Carolina Department of Health and Human Services Division of Child Development and Early Education, *Sesame Street*/Children’s Television Workshop, Fred Rogers Company, and more.

Impact & community feedback

In addition to the May 1 launch, UNC-TV’s Children’s Media and Education Services (CMES) team, Rocky Mountain PBS, and Bright by Three hosted a Bright by Text preconference and workshop presentation at the national 2017 Smart Start Conference. More than 144 early child care professionals learned about the Bright by Text service. UNC-TV was one of six PBS stations selected to participate in the New Generation Initiative, an 18-month pilot program funded by the Corporation for Public Broadcasting, Rocky Mountain PBS, and the Packard Foundation.



“This is an excellent service! I especially love the fact that content is offered in Spanish because it helps me to better connect with the families of a demographic that I serve.”

—Bright by Text subscriber



“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

Enriching lives

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.

Striving to serve better

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 through dedicated efforts to serve more North Carolina citizens in better ways than ever before.



Through the businesses and attractions featured on UNC-TV’s weekly statewide travelogue series **North Carolina Weekend**, UNC-TV contributes to North Carolina’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 statewide awareness, UNC-TV continuously seeks, identifies and acts on ways to serve more people with more diverse programming through new multimedia delivery platforms.
