It was a watershed year for us, as we simultaneously transitioned our brand from UNC-TV to PBS North Carolina, Powered by the UNC System and adjusted to meet 2020’s challenges.

Our name changed, but our founding mission remains the same: to spark lifelong curiosity; inform communities in times of crisis; engage with complex local and national issues; offer opportunities to learn, and raise the level of discourse around science, arts and humanities for all North Carolinians.

The past year gave us ample opportunities to demonstrate our commitment to that mission, as we provided continuous COVID updates, national and local election coverage, At-Home Learning resources for North Carolina's students, parents and teachers, emergency and disaster coverage and programs to enlighten and entertain. Our regular local programming remained on the current and relevant path of news, ideas and information and we increased public access for all, through streaming platforms and social media outlets, promoting engaging, interactive entertainment.
On air, online and in person, PBS North Carolina (formerly UNC-TV) provides transformational experiences and trusted content to educate, inform, entertain, and inspire the people of North Carolina.

For the past 66 years PBS NC has educated, entertained, and informed North Carolinians by:

- Harnessing the energy of the UNC System to spark lifelong curiosity.
- Informing communities in times of crisis utilizing a network of towers and four digital broadcast channels.
- Engaging with complex local and national issues.
- Offering free, accessible, and high-quality opportunities to learn about science, arts and humanities.

In 2020, PBS NC provided these vital local services:

- Multiplatform educational resources, programming, and emergency information throughout the pandemic.
- Four statewide broadcast channels with 35,136 hours of trusted national and local content.
- Extensive community engagement and audience outreach efforts.
- Network of 20 PBS NC towers statewide supporting emergency communications for 40+ local, state, and federal agencies.

PBS NC’s local services had deep impact in North Carolina.

- Educational resources provided to 100,000 children, parents, caregivers, and educators during 60 events.
- Over 3,800 hours of local productions for and about NC aired across channels.
- Audience engagement efforts reached 2,600 people during 26 events.
- The PBS NC platform connected over 13M people via broadcast, 154k followers on social media, and 1.8M visits online.
Connecting with the interests, hearts, and minds of our diverse audience through trusted content and transformational experiences is at the heart of how PBS NC fulfills its mission and serves North Carolinians. PBS NC engaged with over 2,600 donors, partners, and community members through 26 events in FY20 including the organization’s first virtual events. Highlights of this work include:

**MASTERPIECE PREVIEW SCREENINGS**
MASTERPIECE programming remains an audience favorite on-air, on Passport, and on social media. Screening events featuring new season previews from Grantchester, Poldark and Sanditon were held in studio on July 11, September 17, and January 9. Major donors, members of the public were invited to screen the premiere episode and engage in discussion at a reception immediately following. 150 attendees

**INSIDER’S TASTE OF PBS NORTH CAROLINA**
Over 100 major donors, partners, underwriters, and community members gathered on August 29 at The Proximity Hotel for a unique experience of local content and productions. The second Insider’s Taste of PBS North Carolina event featured a welcome address from PBS NC’s new CEO, intimate performance from NC artist Rissi Palmer, specialty-themed food representing content genres, and opportunities to meet the hosts and producers of current and upcoming original productions. 100 Attendees

**INDIE LENS POP-UP SERIES**
With grant funding from ITVS and local partner, Durham Public Library, PBS NC was proud to launch a monthly screening series at the Durham Arts Council on January 7, February 4, and March 3. Local residents, leaders, and organizations gathered to view screenings of The First Rainbow Coalition, Always in Season, and Bedlam and participate in moderated discussions on the films and related social issues. 342 attendees
NCIMPACT TOWN HALL CONVENING AND BROADCAST
As part of its ncIMPACT series, PBS NC hosted a townhall meeting in Shelby, NC on October 22. PBS NC and the UNC School of Government partnered with the Urban Institute at UNC-Charlotte and Destination Cleveland County to highlight the story of how regional partners are constructing NC’s creative placemaking economy in the region. A one-hour special was produced from the event and broadcast on January 30. 79 local leaders and area residence attended; over 3,500 viewers for town hall broadcast.

DISHOOM – A GLOBAL DANCE PARTY
In celebration of a new season of No Passport Required, PBS NC (formerly UNC-TV) partnered with DJ Rang to host an international dance party on January 26 at MotorCo. The drop-in style event featured a global-minded DJ spinning music, dance lessons, and international street bites, all accompanied by clips and colorful images from No Passport Required throughout the event. 150 Attendees

FAMILY PICTURES USA – PREVIEW SCREENING EVENT
Leading into the national premiere of Family Pictures USA, the production returned to North Carolina for a special preview screening event on August 9, featuring host Thomas Allen Harris. Donors, partners, show participants, and the general public gathered to learn more about their state through the lens of family pictures. 100 attendees

THE HOOK SCREENING AND SALTBOX SEAFOOD JOINT COOKBOOK LAUNCH
On October 15, PBS NC, in partnership with Markay Media, UNC Press, and The Regulator Bookshop, welcomed members of the public to meet Chef Ricky Moore (Saltbox Seafood Joint) at Motorco Music Hall for a special preview screening of local production The Hook and celebration of the publication of his inaugural cookbook, Saltbox Seafood Joint Cookbook. 100 attendees
EXPLORING THE HISTORY OF A UNIQUELY AMERICAN ART FORM

Country Music by Ken Burns premiered on PBS NC in September 2019. The film, which chronicles the history of the uniquely American art form, featured many North Carolina artists and their stories. To engage audiences leading into the premiere and celebrate local artists, PBS NC held screening and music events across the state. This robust audience outreach program, made possible by grant funding from WETA and local partnerships, included performances from local NC artists including Tony and the Barnyard Bandits, BJ Barham, H.C. McEntire and Eliza Meyer. 315 Attendees

Events were held at the Earl Scruggs Center (Shelby) on September 12, The Barn (Julian) on September 13, and the North Carolina Museum of History (Raleigh) on October 10. Partners included the Earl Scruggs Center, The Barn Dance, Wolf 93.1 FM Radio, Bank of America, NC Museum of History, and WQDR 94.7.

As a local complement to the next Ken Burns’ blockbuster documentary—Country Music—PBS NC presented In Studio, a series of in-studio concerts featuring some of our state's best artists from the musical melting pot that is country music. These hourlong concerts aired statewide on air and online, and featured artists The Kruger Brothers, Tift Merrit and Rissi Palmer. 300 Attendees

CONVENING MEANINGFUL CONVERSATION IN A VIRTUAL ENVIRONMENT

In response to COVID-19 pandemic, PBS NC leveraged Zoom and OVEE to shift its event strategy to virtual. The new format allowed the statewide network to attract record audiences from across the state and beyond for screenings and meaningful discussions. Following the screening panels of prominent local educators, community leaders, and business professionals from across the state discussed the films and topics ranging from the history and legacy of Asian Americans, to women’s suffrage, and the implications for current events. 370 Attendees across two events on May 7 and June 25
LOCAL CONTENT AND SERVICES REPORT 2020

PBS NC’s Children’s Media and Education Services (CMES) division sparks curiosity for generations of learners with access to transformative educational resources and experiences. With the support of strategic partners statewide and grant funding, CMES built awareness for Rootle and PBS KIDS resources along with their application to early learning through 60 events in FY20 impacting over 100,000 children, their parents, teachers, and childcare providers. Highlights include:

COMMUNITY EVENTS

Rootle Block Party LIVE! - In association with the Preschool Development Grant Birth-5 (PDG B-5), three block party events were hosted attracting 2,000 – 5,000 per event, in a fun family-friendly atmosphere. These free events featured favorite PBS KIDS costumed characters, hands-on activities, local talent and performances, family resource tables and giveaways. Events were held in Orange, New Hanover, and Beaufort Counties as part of a 10-county early adopter cohort piloting family engagement initiatives.

Raleigh Christmas Parade – During the 75th Annual ABC 11 Raleigh Christmas Parade on November 23, a Rootle themed float featuring Luna from Let’s Go Luna and Wyatt and Princess Presto from Super WHYY! as well as PBS NC’s own Read-a-roo interacted with an estimated 70,000 individuals in attendance.

6K Subscribers to free educational content text service

20K Visitors to Rootle’s interactive, family-friendly exhibit
WORKSHOPS
In association with the Ready to Learn Community Collaboratives for Early Learning and Media initiative and funding the CMES team hosted the following workshops and summer camps in Wayne County.

Ready, Jet, GO! Space Exploration Camp (July 22-July 26) - Youth participated in the space-themed daily activities which included forces and motion, tools and technology, life on the moon and earth science and the impact of humans on earth. Partner: Boys & Girls Club of Wayne County

Ready, Jet, GO! Family & Community Learning Event Series (July 29 – August 2) - K-3rd Grade students along with parents and caregivers participated in space-themed activities which included forces and motion, tools and technology, life on the moon and earth science. Partner: Grantham Elementary School

Playful Learning for Educators Professional Development Workshop (March 9) - In collaboration with the Partnership for Children of Wayne County, local educators learned how to effectively implement PBS KIDS’ Molly of Denali resources in the classroom.

Utilizing the Preschool Development grant PBS NC provided Playful Learning workshops for local partners on effectively communicating with parents, Family/Friend/Neighbor (FFN) and Early Childhood Education (ECE) providers in their communities. Workshops held in Orange, New Hanover, and Beaufort Counties, included introduction to multi-media PBS KIDS resources and demonstration of effective use of the Bright by Text educational text platform and digital resources available at PBS.

In association with the Parent Engagement in Schools initiative and funding PBS NC hosted Playful Learning workshops at Oxford Elementary in Catawba County on September 19, October 10, and November 14. The literacy-focused workshops provided a meal for families, school staff and guests along with a Rootle backpack, filled with PBS KIDS resources, and a book for Pre-K students. Over 100 attendees were present.
INSPIRING FUTURE GENERATIONS OF SCIENTISTS

PBS NC’s Science Project, made possible by grant funding from GSK, encourages North Carolinians to become knowledgeable science citizens by producing and distributing engaging and educational STEM content—including the signature program SciNC—on air, online and in person. The project aims to inspire and educate the next generation of scientists with originally produced, interactive, hands-on free digital lesson plans aligned to elementary and middle school science standards and available through the PBS NC website and PBS Learning Media. Grounded in research and partnerships, it showcases racial-, gender-, age- and culturally-diverse scientists and educators making contributions that increase scientific knowledge and which have practical applications and impact.

“GSK is proud to support UNC-TV’s (now PBS NC) engaging science programming to help students across North Carolina learn critical scientific concepts and make connections to their day-to-day lives. We believe in increasing high-quality, equitable STEM education in communities where we live and work through partnerships with local nonprofits like UNC-TV.”

- Becki Lynch, Director of US Community Partnerships at GSK

The work that GSK has supported, particularly curriculum development, has received accolades and awards:

- The SciNC team has produced more than 100 interactive, curriculum-aligned educational components—including animations, 5E plans and inquiry-based blended lessons for use in the classroom, as well as in less formal educational settings.

- The team’s student-focused educational content has won two regional Emmy awards, and was selected as examples of excellence by PBS LearningMedia, which has advertised them nationally.
NC STATE FAIR EXHIBIT
From October 18-27, PBS NC hosted a Rootle Wonderland exhibit at the 2019 NC State Fair. The exhibit included interactive exhibits such as sock rink, oversized blocks and games for families to enjoy, and a special science-themed event. Science Saturday included opportunities to meet Sid the Science Kid and Kelvin, the North Carolina Science Festival spokesbot; plus, science demonstrations from Morehead Planetarium & Science Center and RTI International. Estimated attendance was close to 20,000.

SCIENCE SATURDAY AT PBS NC
Families were invited to attend a Saturday of science-filled fun on February 1 at the PBS NC studios. Attendees were the first to watch exciting and breathtaking clips from NOVA: Polar Extremes and meet PBS NC’s personality-packed SciNC producer/host Frank Graff, along with the science team: Rossie Izlar and Paula Edelson! Participants also enjoyed a fossil dig from Aurora Fossil Museum and science-themed snacks. 54 Attendees

“I had a student who was just not engaged in my classroom for quite some time. Despite my best efforts and teacher tricks, this student was that hard-to-reach fruit. That was until the day I presented Newton’s Triple Play as we were reviewing for a high stakes test. All of my students really liked NTP, but this student was especially happy with interactive. As this student was heading out of my classroom, he stopped, and said, “I really liked that lesson (his words).” From that point on, this student was a little bit more engaged, from body language to participating with his fellow students to just doing the assigned work in my classroom, I credit NTP as the ice breaker that helped me reach that student.”

- James Sebastian Byers, M.EDL, DukeTIP Assistant Director, Secondary Studies
AT-HOME LEARNING MINIMIZES THE PANDEMIC’S STATEWIDE EDUCATIONAL IMPACT

In partnership with the North Carolina Department of Public Instruction, PBS NC launched the At-Home Learning initiative minimizing COVID-19’s educational disruption. This statewide collaboration delivered 41 hours of children and student programming per day and multiplatform learning activities, all for free. The vetted and curriculum informed programming was made widely accessible to students, especially those with limited or no access to broadband. This initiative launched through a phased approach with Phase 1 occurring in FY 20 and included the following accomplishments:

- Distribution of curriculum informed At-Home Learning program block weekdays on PBS NC’s NC Channel and by livestream featuring 10 hours of curated PBS educational programs aimed at students in 4th-12th Grade, resulting in a 121% increase in viewership on the channel during that timeframe.

- Curated standards-aligned digital teaching resources made available through PBS LearningMedia and distributed as part of weekly At-Home Learning schedules.

- Launch of the At-Home Learning website with links to program block schedules, supplementary teaching and learning resources, webinar recordings and livestream.

- Production and launch of the At-Home Learning webinar series offering bi-monthly hour-long virtual workshops for parents, caregivers and educators featuring tools, resources, and best practices for enhancing support for all students while learning from home.

- Distribution of education resources and schedules through weekly Rootle eNewsletter.

- Evaluation report of the At-Home Learning Initiative in partnership with the Friday Institute and NCSU to better inform direction for future phases.
PBS NC DRIVES STATEWIDE COVID-19 RESPONSE; ACHIEVES NEW DIGITAL TRAFFIC RECORD

PBS NC served as the state's sole resource for official governor and administration announcements, providing a livestream to state and national media outlets and distributed critical briefings on-air, online, and on social media. Coverage of the pandemic extended through the continued production of crucial, nonpartisan public affairs programming including new weekly interviews with NCDHHS Secretary Mandy Cohen.

This collaboration resulted in a 106% increase in page views (741,000) and a 62% increase in social media impressions (9.3M) over the previous year. Relatedly, public affairs programming saw increased viewership with NC Spin's ratings up 24% and Front Row up 13% during the pandemic respectively while the use of member benefit Passport increased by 44%.
BUILDING RESILIENCE THROUGH AWARENESS & DISCUSSION
PBS NC presented the statewide broadcast premiere of the special documentary feature Resilience: The Biology of Stress & the Science of Hope, Tuesday, November 19, at 8 PM, as part of Resilience Week—a statewide initiative to build awareness of childhood trauma, prevention, and resilience.

PBS NC joined forces with KPJR Films, NC educators, health care providers, juvenile justice professionals and social workers, along with state agencies, to recognize Resilience Week across the state. Following the broadcast, viewers participated in a Twitter Town Hall featuring local and national experts in childhood trauma, toxic stress, trauma prevention and resilience building. The campaign achieved more than 6.3 million impressions across platforms.

SPOTLIGHTING INNOVATIONS AT NORTH CAROLINA’S HISTORICALLY MINORITY-SERVING INSTITUTIONS
PBS NC examined the educational opportunities and community impact of North Carolina’s six public Historically Minority-Serving Institutions in October 2019 with its feature program Focus on the Future: Innovations at NC’s Historically Minority-Serving Institutions. In partnership with the University of North Carolina System Office, PBS NC recorded a roundtable and accompanying digital shorts featuring system leaders and chancellors of 6 UNC campuses discussing critical innovations creating opportunities for students and communities. The discussion also explored these schools’ offerings around affordability, return on investment, partnerships and business collaborations, and unique culture and programming for student success. The program and short-form content reached 19,000 viewers for the premiere broadcast and 166,975 impressions on social media.

INSPIRING ACTION THROUGH CONVERSATION
In the Spring of 2020, the ncIMPACT team pivoted its town hall engagement strategy to virtual Facebook Live events focused on how North Carolina communities were finding solutions to issues related to COVID-19. A series of four virtual town hall meetings on Facebook Live were held Mondays in May and distributed as half-hour programs on air and online. Host Anita Brown-Graham convened expert panelists to discuss topics including child well-being, substance use and recovery, telehealth, and broadband under quarantine. The virtual town hall meetings on Facebook Live had 32,959 views and achieved 270,401 impressions while the premiere broadcasts of the virtual town hall programs were watched by 188,200 viewers.
“I am a huge fan of Front Row with Marc Rotterman, and I have been since the show first came on UNC-TV. I really appreciate the balanced and informed debate that the show provides, in a respectful setting, where the panel does not yell at each other.... In a country where most media outlets are shamelessly and unabashedly biased, Front Row does its part to provide a place to watch a well-educated and articulated panel discuss timely state and national political matters, without making personal and demeaning attacks on each other.”
- Justin Stirewalt, Elkin, NC

“The UNC-TV interactive lessons are AWESOME. The media is so high-quality, and the density of so much good content all in one place gives me so much I can share with students. This past spring, I used the Sound Waves lesson to engage my students in how sound waves work, and my students were both engaged and learned a ton.”
- Dan Adler, 6th Grade Science Teacher & Cohort Leader, UP Academy Leonard UP Education Network Science Lead

“We’ve had people come from all over; driving hours to get to us because they saw the story on social media. We’ve gotten about 1,000 new followers on Facebook this past week and our sales have a little more than doubled.”
- Stacy Bailes, Farmer and the Dail Bakery