

LIFE-CHANGING TELEVISION

UNC  TV

www.unctv.org

Television Viewership

- Average household watches 8 hours a day
- Adult women watch 5.5 hours a day
- Adult men watch nearly 5 hours daily
- Children between the ages of 2-17 watch 3.5 hours each day



UNC-TV Facts

- 4.2 million people watch UNC-TV weekly
- 79% of North Carolina's children ages 2-12 watch or have watched UNC-TV's programs for children
- Children and parents watch more than 39 million viewer-hours of UNC-TV's preschool and K-6 programs annually
- More than 75,000 households support UNC-TV
- Almost 78% of those responding to a November 2011 Elon University poll indicated that it was "important" or "very important" that there is public television service in North Carolina



Mission



UNC-TV's unique programs and public media services provide people of all ages with enriching, life-changing television

Wide Variety of Programs & Services



Masterpiece MYSTERY!



Sesame Street



Downton Abbey

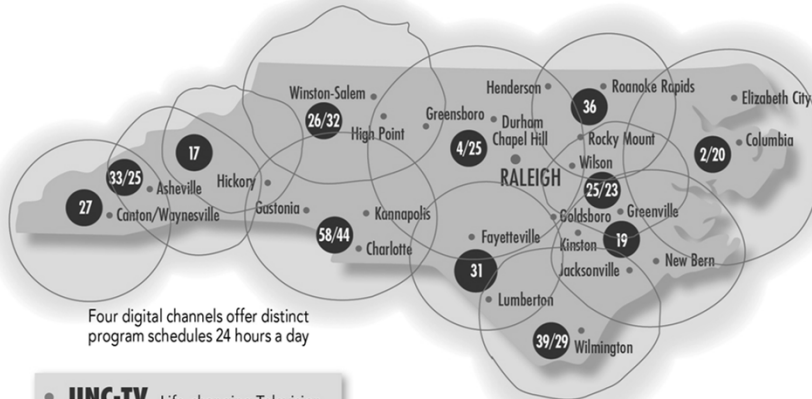
UNC-TV provides...

- Educational opportunities for children and adults
- Professional development for educators



- In-depth public policy information
- Understanding of the state's history and culture
- UNC-TV's content is provided to all North Carolinians without subscriber charge

UNC-TV SIGNAL COVERAGE



Four digital channels offer distinct program schedules 24 hours a day

- **UNC-TV** Life-changing Television
- **UNC-KD** The Kids Channel
- **UNC-EX** The Explorer Channel
- **UNC-MX** Eclectic Mix (digital cable only)

WUNF-TV 33/25 Asheville	WUNK-TV 25/23 Greenville	WUNP-TV 36 Roanoke Rapids
WUNC-TV 4/25 Chapel Hill	WUNM-TV 19 Jacksonville	WUNJ-TV 39/29 Wilmington
WUNG-TV 58/44 Concord/Charlotte	WUNE-TV 17 Linville	WUNL-TV 26/32 Winston-Salem
WUND-TV 2/20 Edenton/Columbia	WUNU-TV 31 Lumberton	WUNW-TV 27 Canton/Waynesville

SHARED SERVICES BY TRANSMISSION SITE

UNC-TV Provides Critical Emergency Responder Resources

In a statewide or national crisis, UNC-TV is the only communications vehicle with the capacity to reach every North Carolina citizen and provide information to other communications outlets. As has been the case with countless hurricanes and other disasters, state leaders have used UNC-TV to communicate emergency information to North Carolinians.



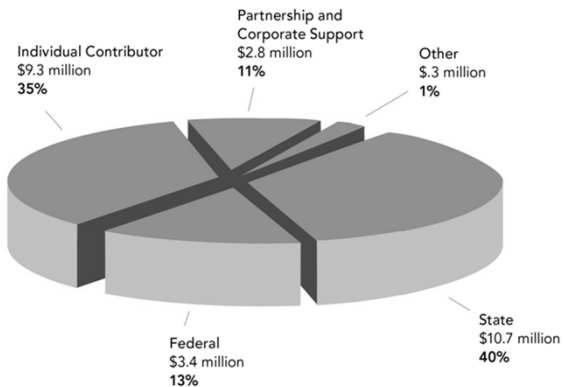
Assets



UNC TV FINANCIAL INFORMATION

Funding Resources FY2012

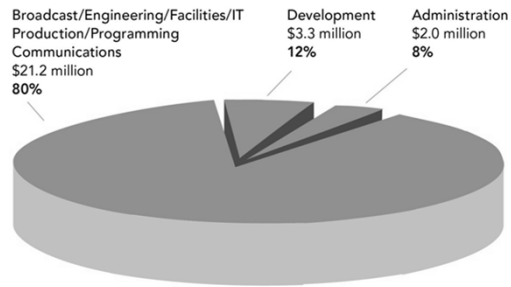
Total: \$26.5 million



UNC-TV FINANCIAL INFORMATION

Program Resources FY2012

Total: \$26.5 million



Personnel Count	
Broadcast/Engineering/Facilities/IT Production/Programming Communications	132
Development	20
Administration	16

Private Support

- 40% funding from the state—\$1.10 per North Carolina citizen per year.
- 75% of funding from private sources generated through the following methods of *giving*:
 - Direct mail, telemarketing, online, on-air drives and spots
 - One-on-one cultivation and events
 - Vehicle donations
 - Corporate matching gifts





FY2008-FY2012 STATE BUDGET REDUCTIONS

	FY2008	FY2009	FY2010	FY2011	FY2012
Total Budget	\$27.5M	\$28.1M	\$27.7M	\$26.5M	\$26.5M
Percent State Funding of Total Budget	48.7%	48%	46%	45%	40%
Percent Permanent Reduction	1.70%	0.5%	9%	7.30%	12%
Permanent Reductions	\$239,952	\$82,996	\$1,253,050	\$920,396	\$1,439,747
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Savings & Efficiencies

- Participation in President Bowles' PACE initiative
- 48 fewer positions
- Postponement/reduction in equipment purchases/capital outlay
- Deferred maintenance on statewide physical plant



Impact

- Original production hours down from 440 hours in FY09 to 357 hours in FY11
- Content for **North Carolina Now** is 50% repeat
- Several productions eliminated
- Reduction in election and legislative coverage



Societal Impact of UNC-TV's Original Productions

- Original Programming
 - The most important source of information about North Carolina for North Carolinians
 - Documents and celebrates North Carolina



Societal Impact of UNC-TV's Original Productions

- Coverage of state government and policy making
 - Has covered the legislature since 1984



- **North Carolina Now Legislative Week in Review** covers important bills and issues when the legislature is in session

Societal Impact of UNC-TV's Original Productions

- Economic Development Support
 - UNC-TV productions contribute to the state's economic development by:
 - Helping to attract new business to rural areas
 - Spurring tourism
 - Enhancing local efforts to build economic development clusters
 - Raising the interest of potential investors in N.C. businesses
 - Linking viewers with information about local products



Societal Impact of UNC-TV's Original Productions

- Archiving North Carolina History
 - **Biographical Conversations**
documents the lives of individuals who have achieved national and international stature and also had a defining impact on this state, such as
 - John Hope Franklin
 - Jesse Helms
 - Hugh McColl
 - Mary Semans



Partnerships



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Societal Impact of Children's Programs & Services

- 40% of UNC-TV's broadcast programs are dedicated to helping young North Carolinians enter school ready to learn
- 79% of North Carolina's children watch UNC-TV
- Children and parents watch more than 39 million viewer-hours annually of UNC-TV's preschool and K-6 programs
- Research has documented the effectiveness of PBS children's programs



Program Performance

- Nielsen Ratings
 - Over 4.2 million viewers weekly
- Nov. 2011 Independent Poll by Elon University
 - 87% of those polled watch UNC-TV
- Customer Satisfaction Survey
 - 97% indicated that it is "important" or "very important" that public television be available in North Carolina



Conclusion

- The state's ongoing investment allows UNC-TV to provide:
 - A safe haven for children
 - The benefits of children's programming
 - A critical communications asset for the state
 - Open access to public television programs and services
 - More than 350 hours of original productions about North Carolina annually
 - PBS programs to all North Carolinians

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