

FY 2024

IMPACT

REPORT





EDUCATE Offer opportunities for lifelong learning to everyone in our community

INSPIRE Spark lifelong curiosity and wonder among ourselves and our neighbors

INFORM Engage with complex local and national issues and find our common ground

ENTERTAIN Celebrate our state's people, stories and culture through storytelling

OUR ROOTS

BEGIN WITH YOU

Programming made with purpose from the ground up

PBS North Carolina's sole mission is to serve the people of our state. Your stories and perspectives inspire us. That's why we're driven to make exceptional content that's about and for all North Carolinians. You're the reason we proudly champion voices from every corner of the state. You spur in us the desire to create programs that foster community, engage the spirit and strengthen our understanding of the world and each other. Thanks to you, our roots run deep throughout North Carolina, and they will allow us to grow and flourish for years to come.

PBS North Carolina is your homegrown resource for trusted storytelling, educational opportunities and meaningful experiences. Our work is deeply rooted in you, the people of North Carolina, and we're tremendously proud that together we've created a strong network of joy and support for communities across our state and beyond.



THANKS TO YOU, OUR NC COMMUNITY THRIVES

PBS North Carolina's roots run deep. For seven decades, we've been your public media home and partner. We're honored to have grown right alongside you, from your earliest years to today. I'm tremendously proud of what we've accomplished together.

As this year's impact story highlights, our work reflects our ongoing mission to nurture and celebrate the thriving communities that make up our state. As always, you're the focus of every story, educational resource, event and emergency message we share. Your community is always on our minds and hearts, inspiring us to go further and dig deeper.

PBS North Carolina offers a unique homegrown service to you and your loved ones, supporting your mind and well-being through our content and resources, plus ensuring your safety through our role as NC's emergency communications provider.

This year alone, with your incredible support, we hosted a student summit on climate change in the Triangle, filmed a discussion on immigration in the Triad and joined hands with a nonprofit in the mountains of western North Carolina to provide food, health screenings and a farm-to-table learning experience to families. These special moments are just the tip of the iceberg.

I'm humbly grateful to you for helping us sustain our commitment to our great state. Thank you!

With gratitude,

David Crabtree

PBS North Carolina's CEO
and General Manager

14+ MILLION
viewers in NC
and surrounding states

3rd

largest PBS
member station
in the U.S.



133
MILLION
PBS KIDS streams
annually by
NC households

1.1
MILLION weekly
broadcast viewers



3,176
hours of local
programming

95,000+
members



EDUCATE



From the roots of a strong education grow a lifetime of possibilities. PBS North Carolina nurtures learners of all ages by providing equitable access to the resources and opportunities needed to thrive. Together, we can empower all students, educators and families across North Carolina to reach their fullest potential.

61,100+

participants across
92 counties engaged in
our educational events
and opportunities



133

Events, special initiatives,
trainings and conference
presentations



850+

Teachers at professional
development sessions

ROOTLE AMBASSADOR PROGRAM //

LOCAL LEADERS WHO CREATE

LASTING
COMMUNITY
IMPACT

Launched in 2020, the PBS North Carolina Rootle Ambassador Program connects PBS KIDS with customized early learning resources for communities, elevates local partners and forges connections between families and essential services.

In 2024, the program has totaled 67 Rootle Ambassadors who have engaged their communities in 221 educational events reaching 45,000+ early learners, caregivers, educators and community members.

Soon, the program will expand to all 100 counties and the Qualla Boundary, bringing trusted early childhood content and support to every community in NC.



COMMUNITY ENGAGEMENT

25 new Ambassadors who represent their community:

- 10** from Partnership for Children/ Smart Start agencies
- 5** from preschools and elementary schools
- 3** from local libraries
- 5** from other organizations, including Friends of the Children, Montgomery Community College, Positive Approach to Care and Warren Family Institute
- 2** individuals, including a nonprofit entrepreneur and a parent/caregiver

AMBASSADOR
SPOTLIGHT

Dakotah Fozzard hosted a **MountainWise food distribution event** benefitting some of the **46% of families** in Macon County who face food insecurity. MountainWise delivers fresh, locally grown food weekly for 26 weeks to 100 families across Swain and Macon counties. **Dakotah worked with community partners to provide food, health screenings and an engaging farm-to-table learning experience for the whole family.**

FEATURED
COUNTIES

Alexander, Burke, Cumberland, Gates, Graham, Hertford, Hoke, Hyde, Jones, Lee, Macon, Mecklenburg, Montgomery, Nash, Onslow, Orange, Pamlico, Perquimans, Richmond, Sampson, Scotland, Stanly, Swain, Vance, Warren, Washington, Yadkin

SUPPORTING
PARTNERS**Special thanks to**

William R. Kenan, Jr. Charitable Trust for piloting the Rootle Ambassador Program in 2021

David E. (Woody) Clinard

Dogwood Health Trust for bringing Ambassadors to western NC

Camber Foundation for supporting Ambassadors in 41 eastern NC counties

Unifour Foundation for supporting Ambassadors in Caldwell and Catawba counties

Additional supporting partners

Corporation for Public Broadcasting

Dianna and Jeffrey Goodman

Friday Institute for Educational Innovation

State Library of North Carolina

The North Carolina Partnership for Children

Triple P (Positive Parenting Program)



PARTNER SPOTLIGHT



The William R. Kenan, Jr.
Charitable Trust

"The William R. Kenan, Jr. Charitable Trust is honored to partner with PBS North Carolina for this program that provides literacy, active mentoring and a positive impact on children and families in communities. We are delighted to be part of this effort to advance early childhood learning in a meaningful way across all 100 counties in the state."

— Nancy J. Cable, Executive Director | KenanCharitableTrust.org



ROOTLE ROADSTER TOUR //

AN EDUCATIONAL ADVENTURE *across our state*

What is Rootle?

Rootle is your 24/7 PBS KIDS destination for wholesome, educational and entertaining content for children ages two to eight. You can watch live on TV, online at pbsnc.org or stream it on YouTube TV.



The Rootle Roadster Tour meets families where they are, making stops in accessible locations with free playful learning experiences. These events combine popular PBS KIDS programs and lovable characters with PBS North Carolina's children's media initiatives like our Rootle Ambassador program to benefit young learners and their families. The Tour provides engaging educational materials, information about essential early childhood programs, early intervention services and additional community resources.



SUPPORTING PARTNERS

The Donald & Elizabeth Cooke Foundation
David E. (Woody) Clinard
F.M. Kirby Foundation
Museum of the Albemarle
NC Department of Health and Human Services, Division of Child Development and Early Education
PNC Foundation



TOUR LOCATIONS

Book Harvest Block Party
East Carolina University
Gaston STEM Leadership Academy
Marbles Kids Museum
Museum of the Albemarle

Museum of Life and Science
North Carolina Potato Festival
North Carolina State Fair
Silk Hope Ruritan Club
UNC Pembroke



COMMUNITY ENGAGEMENT

80+ local community partners
15,170+ participants



FEATURED COUNTIES

Chatham, Durham, Northampton,
Pasquotank, Pitt, Robeson, Wake

Since the tour's launch, it has traveled **2,500+** miles and visited **13 counties**—and counting!

Tour attendees can subscribe to **"Bright by Text,"** a free, bilingual educational texting service reaching 7,000+ caregivers and 8,000+ children in North Carolina.



EARLY CHILDHOOD EDUCATION SUMMIT //

GROWING TOGETHER

TO UPLIFT CHILDREN'S EDUCATION

Mentoring and recognizing those who support the development of young learners is essential to strengthening the families in our communities. The annual Impact Early Childhood Education Summit provides an accessible professional development opportunity with innovative strategies for educators, childcare providers, parents and caregivers. Workshop topics have covered mental health, literacy, nature play, arts integration and family engagement. Attendees can earn professional credit hours on art integration, educational media, STEM curriculum, equity in education and more.



"As an early childhood educator for 33 years, I cannot begin to describe the level of excitement I have for the Impact Summit. Being able to gather with other educators who share my passion is not only priceless but necessary in these ever-changing days."

— Tawni S. Mosley,
Director of the Nancy W. Darden Child Development Center,
East Carolina University

COMMUNITY
ENGAGEMENT

255 attendees from 3 states

38 of 100 North Carolina counties represented

38 presentations including speakers from Book Harvest, East Coast Migrant Head Start Project, UNC Frank Porter Graham Child Development Institute, NC Infant and Early Childhood Mental Health Association, Reach Out and Read North Carolina and The Salvation Army of Wake County

FEATURED
COUNTY

Pitt

SUMMIT
LOCATION

East Carolina University

SUPPORTING
PARTNERS

Alice and Britt Preyer
ECU Health Maynard Children's Hospital
F.M. Kirby Foundation

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

EMPOWERED YOUTH VOICES Climate Change Solutions Summit //

Voices of the future

SPEAK OUT



When it comes to climate change, the voices of youth deserve to be heard. As part of PBS North Carolina's ongoing climate initiative, 8th to 12th graders were invited to share their perspectives on climate solutions by creating engaging, impactful videos, podcasts and more. The summit inspires and equips young people with the knowledge needed to advocate for and contribute to climate change solutions, emphasizing the importance of their voices in the conversation.



COMMUNITY PARTNERS

Carteret County Public Schools, Durham Public Schools, Duke University Marine Lab, Environmental Protection Agency, Museum of Life and Science, NC Business Committee for Education, NC State University College of Natural Resources, North Carolina School of Science and Mathematics, Project Drawdown, Wake Forest University



SUMMIT LOCATION

Museum of Life and Science, Durham



FEATURED COUNTIES

Carteret, Durham, Wake

The “unconference” model allowed students to set the topics for discussion sessions, which included

Climate Resilience

Misinformation

Mental Health



*“I’m kind of glad to be a part of this.
It feels like I’m making a change in some way.”*

— Amari A, student

A Youth Advisory Board comprised eight students who centered youth perspectives, led breakout sessions, moderated discussions, facilitated interviews and posted live social media coverage. Educators were also invited to attend professional development sessions on promoting youth journalism and discussing climate change in their classrooms.



SUPPORTING PARTNER

Burroughs Wellcome Fund



COMMUNITY ENGAGEMENT

103 students and educators attended

INSPIRE

15

events, screenings and panel discussions with 51 scholars and other esteemed experts



Seeds of inspiration can lead to lasting positive change. PBS North Carolina develops content and experiences that stimulate new ideas and bolster our connections to one another. By nurturing collaboration, compassion and creativity in inventive and accessible ways, PBS North Carolina hopes to ensure a brighter tomorrow for all.

2,300+

guests attended community events showcasing new PBS programs, including *Henry Louis Gates, Jr.'s Gospel* and Ken Burns' *The American Buffalo*



16

Community organizations engaged



INDIE LENS
POP-UP //

CONNECTING

COMMUNITIES
THROUGH CINEMA

Films give us the power to look at life through someone else's lens. Indie Lens Pop-Up series brings neighborhoods together, virtually and in person, to view and discuss independent films about newsworthy topics. After the screenings, a discussion panel sparks conversation about local social issues and community relationships to engage audiences.

This season PBS North Carolina joined hands with several community organizations to provide a platform for diverse voices in film, including Arts Access NC, Conservation Trust for North Carolina, Drum for Change, Duke University School of Medicine, Elon University, MDC, NC Department of Health and Human Services, NC State Energy Collaborative, NOAA's Climate Adaptation Partnership and Parkinson's Foundation Carolinas Chapter.



Matter of Mind: My Parkinson's



Breaking the News



Razing Liberty Square



A Town Called Victoria



The engagement campaign for the film, *The Tuba Thieves*, was awarded gold at the Anthem Awards in the Diversity, Equity and Inclusion Media Impact Campaign category.



This year's screening series featured stories about:

- A small town reckoning with political, racial and economic divides
- A public housing community facing climate gentrification
- Women and LGBTQ+ journalists
- Navigating life with Parkinson's disease
- An exploration of sound through the lens of a filmmaker who is hard of hearing



The Tuba Thieves



1,330+ RSVPs
475 attendees
462 virtual chat engagements
834 email opt-ins



Alamance
Durham
Wake



Independent Television Services, Inc.
River Run International Film Festival

JAMMING ON THE JOB //

THE HARMONY OF LEARNING

through music

Music is a magical medium that can make learning truly engaging. *Jamming on the Job* is a multigenerational, music-inspired podcast for kids and families starring the Latin GRAMMY Award-winning kids' music duo of 123 Andrés (Christina Sanabria and Andrés Salguero) and GRAMMY Award nominee Pierce Freelon. Listeners tour the country, meet grownups with different kinds of jobs and hear a new song composed based on the career of the day.

In addition to showcasing a variety of careers, each episode emphasizes relevant social-emotional skills, such as empathy, problem-solving, responsibility, flexible thinking, impulse control and persistence. Featured jobs include a prescribed fire manager, wind turbine service technician, nurse practitioner, airport operations manager, farm animal veterinarian, robotics engineer and many more.



Awarded “**Excellence in Early Learning Digital Media**” by the American Library Association



“Seeing the joy and wonder we share with North Carolina's young learners is one of my favorite parts of the job. That's why I've been so thrilled to write and produce our original podcast, ‘Jamming on the Job’.”

— Isaac Klein, series writer and producer



COMMUNITY
ENGAGEMENT

25+ million streams
260,000+ downloads in first 12 months



FEATURED
COUNTY

Durham



SUPPORTING
PARTNERS

Corporation for Public Broadcasting
PBS KIDS
U.S. Department of Education

MY HOME, NC //

HOME GROWN STORIES

THAT CELEBRATE NC

Get to know the people who proudly call NC their home. *My Home, NC* is a PBS North Carolina Emmy Award-winning series that celebrates the people, places, music, food and cultures that make our state so special. Each episode shares unique, fascinating and often under-told stories from the mountains to the coast.



“By featuring fascinating people and places, we hope to offer our audience a window into their world where they learn something new and see a fresh perspective.”

— Heather Burgiss, Executive Producer and Host



Won “Best Magazine Program,” “Best Art and Entertainment” and “Best Editor, Short-Form Content” at the 38th Midsouth Regional Emmy Awards.

Stories this season include visits to the enchanting Mosaic House in Durham and the community-minded Lee’s One Fortune Farm in Morganton. You’ll also meet community members such as Charlotte bike advocate Pam Murray, Robbinsville Blueway Trail guide Ty Caldwell and Burlington artist Artie Barksdale.



1.3+ million broadcast impressions
672,800+ social media impressions
103,100+ social media video views



Alamance, Alleghany, Buncombe, Burke, Carteret, Catawba, Durham, Forsyth, Gaston, Graham, Guilford, Lee, McDowell, Mecklenburg, Orange, Rowan, Sampson, Washington

DIGITAL VOLTAGE WORKSHOP //

FEELING THE SURGE OF
INSPIRATION

In our ever-evolving digital world, it's more important than ever to keep up with the latest learnings. In 2022, PBS North Carolina was one of three Member Stations selected as a Regional Digital Center of Innovation. This kicked off two years of collaborative work fostering new partnerships with local digital content creators, deepening digital production capacity and elevating the voices of diverse creators.

The initiative culminated in 2024 with a hybrid workshop at PBS North Carolina Studios that brought together content, marketing and digital managers from PBS Member Stations across the country.

Workshop sessions covered topics such as

- Producing local content for digital audiences
- Pitching, writing and editing for digital platforms
- Content development
- Navigating multiplatform challenges



"This workshop is a must-attend for folks in the digital content realm. It's a great way to connect with others who are working in the industry. It was chock-full of practical ideas to inspire a transformation into digital content creation."

— Survey respondent



COMMUNITY
ENGAGEMENT

20+ nationwide attendees
from PBS Member Stations

Local organizations, independent
producers and PBS Member Stations
in attendance

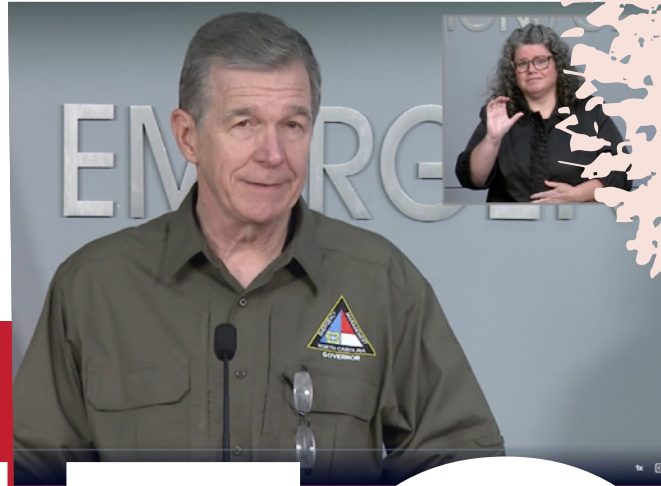


SUPPORTING
PARTNERS

PBS Digital Studios
Corporation for Public Broadcasting

PBS North Carolina serves as a vital network, connecting every community across NC to the power of information. We remain committed to sharing knowledge that uplifts communities, keeps us safe and broadens perspectives about what's happening in our own backyard—and around the world.

INFORM



Federal, state and local jurisdictions utilizing PBS North Carolina's tower network infrastructure for emergency communications

Live broadcasts in **English and Spanish** from the NC Emergency Operations Center



Important information relayed **before, during and after** emergency events



STATE OF CHANGE: SEEDS OF HOPE //

ROOTED

in resilience



A free screening and panel discussion for *State of Change: Seeds of Hope* was hosted at the North Carolina Museum of Natural Sciences in Raleigh as part of the North Carolina Science Festival. The panel included speakers from the NC State Climate Office, Conservation Trust for North Carolina, NC Energy Collaborative, EnerWealth Solution Center for Progressive Reform and Elon University.



“We meet amazing people trying to create a better North Carolina for everyone. I hope these stories inspire people to look at the remarkable work happening in their own backyards to increase climate resilience and take action.”

— Michelle Lotker, Executive Producer



When grassroots efforts take on climate change, you’ll find hope and inspiration. The third season of this Emmy Award-winning series produced by PBS North Carolina showcases North Carolinians who are adapting to our changing climate in new ways, from sustainable farming to the latest technologies. *State of Change: Seeds of Hope* is part of the Pulitzer Center’s Connected Coastlines, a nationwide climate reporting initiative in coastal states. The series reaches audiences through broadcast and digital platforms, and its content is shared with students in classrooms across the state.



FEATURED
COUNTIES



COMMUNITY
ENGAGEMENT

**Bertie, Buncombe,
Gates, Halifax, Hertford,
Mitchell, Northampton**

47,500+ broadcast impressions
17,600+ YouTube views
206,500+ social media impressions
27,400+ social media video views
236 event attendees



PARTNER SPOTLIGHT

Pulitzer Center

“The Pulitzer Center has been a steady supporter of *State of Change* because it delivers engaging climate-science storytelling that is accessible and relevant to audiences across NC. For three seasons, *State of Change* has been a shining star in our Connected Coastlines local climate reporting initiative. The series epitomizes the type of locally focused, well-sourced, meaningful climate science reporting we hoped to enable through our initiative.”

— Steve Sapienza, Senior Editor, U.S. News Partnerships,
at the Pulitzer Center | [PulitzerCenter.org](https://www.pulitzercenter.org)

THE NC LISTENING PROJECT //

We listen, learn and grow TOGETHER

Finding common ground brings our communities closer together. This six-part series brings together eight North Carolinians with diverse perspectives to discuss challenging subjects. With a shared commitment to listen to those they disagree with, each discussion creates a more inclusive dialogue about issues affecting our communities. The series aims to demonstrate how we can engage in respectful conversation on issues including free speech, religion, immigration and education and how we can find common ground where we least expect it.



David Crabtree,
Host

"I've truly been impressed with David Crabtree's listening programs plus his occasional comments on air about being civil. He enabled the participants to articulate quite different thoughts in a respectful way. Very important and well done."

— Gretchen Batra, PBS North Carolina donor



Featured topics

- Talking politics with friends and family, generational teachings and what should be taught by parents versus teachers
- Free speech at schools, gun rights, mental health and COVID-19 vaccine mandates
- Banned books, LGBTQ+ studies in elementary schools, teaching controversial historical events and whitewashing
- Immigration, bringing refugees into the U.S. and the most meaningful word in the Declaration of Independence
- Civil War monuments, discussing slavery in American history and the U.S. Constitution
- Social media, code-switching, standards in today's society and mixing religion with politics



COMMUNITY
ENGAGEMENT

242,700+ broadcast impressions

4,569 streams

495,800+ social media impressions

378,000+ social media video views



FEATURED
COUNTIES

Brunswick, Forsyth,
Guilford, Haywood,
Mecklenburg, Wake



SUPPORTING
PARTNERS

High Point University
Julia Courtney and Scott Oxford
Sidney and Rachel Strauss

PBS NORTH CAROLINA
PUBLIC AFFAIRS PROGRAMS //

Voices that make HEADLINES

BLACK ISSUES FORUM



Kenia Thompson and Deborah Holt Noel, Hosts

For more than 35 years, our longest-running public affairs program has become a trusted space for discussing global, national and local issues critical to the Black community told through an African American lens. Weekly discussions center around honest, thoughtful perspectives regarding matters of equity, dignity, fairness and justice. Guests include scholars, policy analysts, educators, government officials, community leaders and activists.

Featured episodes

- “Exploring Gospel’s Impact”
- “The Eye Care Perspective”
- “Black Men Unseen: The Invisible Struggle”
- “The Threads of Reinvention”
- “Estate Planning and Closing the Wealth Gap”
- “It’s Not Just Hair — It’s a Crown!”
- “Health at Different Stages of Life”
- “Nurturing Black Creativity”



SUPPORTING
PARTNER

Maryland Public Television



COMMUNITY
ENGAGEMENT

1.2+ million broadcast impressions
79,790+ social media impressions
30,400+ social media video views



“‘State Lines’ has one year under its belt, so we have a solid foundation from which to cover issues from every corner of North Carolina. The show has become a destination for timely, essential conversations, and we look forward to even more spirited dialogue.”

— Kelly McCullen, Host

Each week, a vibrant, nonpartisan roundtable discussion is featured with experienced political analysts, journalists and elected officials. In-depth segments highlight local voices and perspectives that examine our state’s top legislative stories and current events. Specials have explored housing and education, the Watergate scandal revisited and a year in review with Governor Roy Cooper.



COMMUNITY ENGAGEMENT

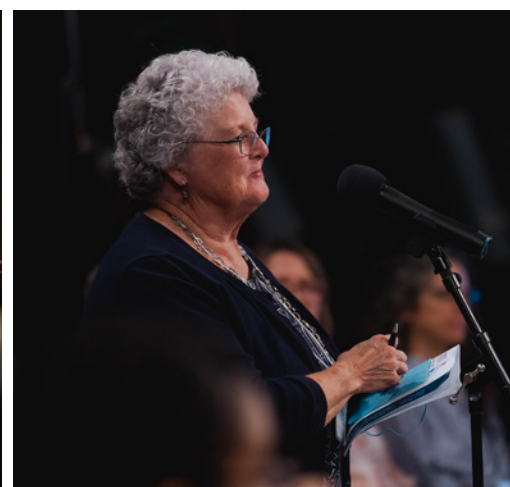
1.7+ million broadcast impressions
104,600+ social media impressions
36,900+ social media video views

ncIMPACT MENTAL HEALTH TOWN HALLS //

NAVIGATING THE PATH

**FROM STRUGGLE
TO SOLUTION**

Addressing mental health is crucial for the overall well-being of individuals and our communities. The fifth season of *ncIMPACT* covered four town halls about mental health, exploring these unique challenges and innovative solutions that foster resilience. Each town hall focused on a specific group particularly impacted by mental health issues: youth and young adults, veterans, older adults and people impacted by the justice system. Topics discussed included depression, suicide, trauma and substance use.



COMMUNITY ENGAGEMENT

32,350+ broadcast impressions
12,200+ social media impressions
7,763 social media video views



Featured initiatives

- Cumberland County's trauma-informed counseling initiatives
- Nash Community College's integration of data-informed holistic support to improve student wellness, retention and academic outcomes
- UNC's clinical outreach program to promote wellness for veterans
- Veterans Life Center of North Carolina, a residential program for veterans at risk for homelessness, incarceration or suicide
- Western North Carolina organizations' efforts to keep individuals with mental illness in their homes
- Pilot program in Mecklenburg, Gaston and Cabarrus counties that aims to reduce depression and social isolation in older adults
- Brunswick County's mental health court alternative to incarceration for those with non-violent offenses
- New Hanover and Pender Counties' court systems that help individuals with trauma to prevent entanglement in the criminal justice system



"Convening local leaders and community members to listen and learn from each other is an important next step to collaborating on the solutions we so badly need."

— Anita Brown-Graham, Host and UNC Professor

SUPPORTING
PARTNER

UNC Health

FEATURED
COUNTIES

Brunswick, Buncombe, Cabarrus, Chatham,
 Cumberland, Gaston, Granville, Mecklenburg,
 Nash, New Hanover, Orange, Pender, Pitt, Wake



ENTERTAIN

Our mission is to cultivate curiosity, nurture creativity and make learning an exciting adventure for every viewer. PBS North Carolina delivers storytelling that enriches communities—and more importantly—educates us about our shared history and culture.

3176+ Hours of locally produced content



31,000+ Hours of PBS favorites like *Sesame Street*, *Masterpiece*, *Antiques Roadshow* and *Finding Your Roots: with Henry Louis Gates, Jr.*

BEHIND THE SCENES:
ANTIQUES ROADSHOW IN NC //

THE KEEPSAKES

THAT HOLD OUR HISTORY

PBS's most-watched ongoing series, *Antiques Roadshow*, came to the North Carolina Museum of Art in Raleigh in search of hidden treasures. Nearly 3,500 attendees brought family heirlooms and yard sale finds to be evaluated by the country's leading appraisers. In the special *Behind the Scenes: Antiques Roadshow in North Carolina*, we experience the magic behind the iconic show through insightful commentary from the show's producers, hosts and appraisers. The special was filmed over two days and features appraisals of a Civil War-era sword, vintage Barbie and Ken dolls, family jewelry and a kora, which is a handmade stringed instrument from West Africa.



“There’s not a single artifact that doesn’t have a story. It’s not always the dollar value that people treasure most; it’s the story that’s like a window into who you are.”

— Deborah Holt Noel, Cohost of *Antiques Roadshow* special



68,980+ broadcast impressions
894,600+ social media impressions
341,500+ social media video views



Buncombe
Wake



North Carolina
Museum of Art

IT'S A BEAUTIFUL DAY IN PINEHURST //

HOW WORLD-CLASS GOLF

WAS BROUGHT UP IN OUR BACKYARD

One of the most famous golf courses in the world has many stories waiting to be told. Host Dwayne Ballen uncovers the stories, people and traditions that make Pinehurst and its surrounding communities beloved. In addition to learning more about the tremendous historical, cultural and economic impact of golf on the area, we meet the people who work behind the scenes to keep Pinehurst's traditions alive. The documentary explores how a golf resort in North Carolina's Sandhills became a world-renowned destination, with unforgettable moments in golf such as Payne Stewart's triumphant 1999 U.S. Open win over Phil Mickelson and a tour of the World Golf Hall of Fame with legendary basketball coach Roy Williams.



COMMUNITY
ENGAGEMENT

40,560+ broadcast impressions

4,521 streams

717,000+ social media impressions

362,330+ social media video views



SUPPORTING
PARTNERS

John and Mary Louise Burress

Pinehurst, Southern Pines,
Aberdeen Area Convention
and Visitors Bureau

Pinehurst Resort and Country Club



FEATURED
COUNTY

Moore



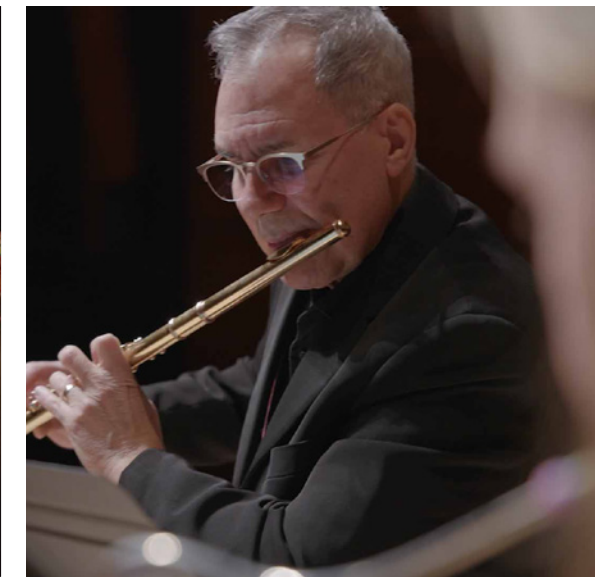
"There's no place in North Carolina quite like Pinehurst. 'It's a Beautiful Day in Pinehurst' captured the essence of its charm, history and timelessness for a place that many say is like coming home."

— **Phil Werz**, CHS, President and CEO of Pinehurst, Southern Pines,
Aberdeen Area Convention and Visitors Bureau

PREMIER STAGE AT UNC SCHOOL OF THE ARTS //

MUSIC AND MOVEMENT THAT CONNECT US

The creative arts can transform entertainment into storytelling. This series lets viewers experience the power of a symphony orchestra, an opera set in outer space, groundbreaking dance choreography and the stirring sounds of solo piano and woodwinds in their own homes. *Premier Stage at UNC School of the Arts* collaborated with PBS North Carolina to feature stunning performances by students and faculty of the University of North Carolina School of the Arts in Winston-Salem. The series also includes a look behind the scenes to learn about the artists' creative process.



COMMUNITY
ENGAGEMENT

74,570+ broadcast impressions
64,000+ social media impressions
51,610+ social media video views



FEATURED
COUNTY

Forsyth



PARTNER SPOTLIGHT

UNIVERSITY OF NORTH CAROLINA
SCHOOL OF THE ARTS

"We are thrilled to be bringing the incredible talent of our students and faculty at UNCSA to even more people throughout North Carolina and beyond with *Premier Stage*. The series offers an enriching visual narrative that transcends the stage and extends an open invitation for audiences to immerse themselves in the vibrant world of our artistic community. It not only showcases the remarkable performances by our gifted students and esteemed faculty but also peels back the layers to reveal the intricate creative processes that breathe life into each production."

— Brian Cole, Chancellor | [UNCSA.edu](https://www.uncsa.edu)

YEAR OF THE TRAIL
TEN TO TRY: TRAILS //

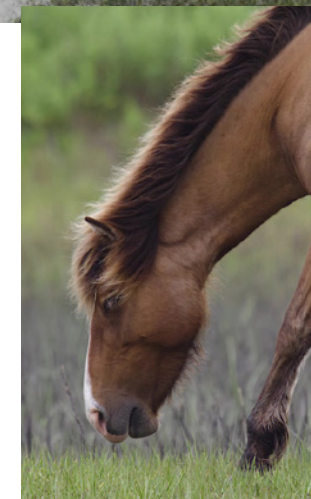
PROVING THE OUTDOORS IS FOR ALL

Shown through the eyes of nature lovers, trail experts and outdoor equity advocates, this series highlights the rich diversity of nature opportunities in the “Great Trail State.” The series was produced in honor of North Carolina’s 2023 Year of the Trail initiative, which was the largest statewide celebration of trails and outdoor recreation in North Carolina history. The program commemorates the 50th anniversary of the 1973 North Carolina Trails System Act, which instituted a state system of scenic and recreation trails.

There is truly a trail for everyone, as *Ten to Try: Trails* showcases 10 scenic locations for hiking, biking, jogging, horseback riding, waterfall chasing and boating suited for a range of beginner to advanced levels. Highlights include an exhilarating mountain bike ride in Cherokee, a peaceful hike along a historic speedway, a scenic climb up an iconic Appalachian peak and a paddleboarding excursion on the coast alongside dolphins, otters and wild horses.

“We couldn’t be more pleased to help celebrate the 50th anniversary of the North Carolina Trails Act and look forward to the upcoming episodes that will launch throughout the year.”

— Bob Brinson, SECU Foundation board chair



Daniel Boone Scout Trail, Grandfather Mountain
Little Sugar Creek Greenway, Charlotte
Longleaf Pine Trail, Carvers Creek State Park
Occoneechee Speedway Trail, Hillsborough
Rachel Carson Reserve Paddle Trail, Beaufort
Roanoke River Paddle Trail, Roanoke Rapids, Chowan County
Sugarloaf Trail, Carolina Beach State Park
Spearfinger, Fire Mountain Trails
Three Waterfalls Hike, DuPont State Forest
Uwharrie Trail, Uwharrie National Forest

55,430+ YouTube views
2.4+ million social media impressions
1.6+ million social media video views
112,000+ broadcast impressions



**Avery, Carteret, Chowan, Cumberland,
Davidson, Mecklenburg, Montgomery,
New Hanover, Orange, Randolph,
Swain, Transylvania**



**Great Trails State Coalition
SECU Foundation**



2024 FINANCIALS

To ensure sustainable growth, PBS North Carolina is committed to diversifying our revenue streams via campaigns that are guided by data insights and enhanced through strategic partnerships. Private support remains our primary source of funding, as individuals, corporations and foundations from North Carolina—and beyond—invest in our mission.

\$29,607,593
in total revenue received


Private Support
52%


State
35%


Federal
13%

Corporate Engagement

The Corporate Engagement team engaged **45 funders to put more than \$3 million in revenue** under contract during fiscal year 2024—a **20% increase from 2023**.

Expense by Function

49% // Tech and Facilities

22% // Content

12% // Development

8% // Marketing

5% // Education Innovation

4% // Administration/General Mgt.

Membership and Philanthropic Gifts

Membership, philanthropic and planned gifts continue to be the vital foundation from which we create programs, projects, initiatives and distribution services. Our donors play a tremendous role in the public/private partnership of PBS North Carolina.

\$12.47 million
donated by more than
95,000+ individuals

Grants

PBS North Carolina maintains a balanced blend of funding from private foundations, federal and state government agencies and public media partners.

33 grants under contract totaled **\$2,244,697**



FEATURED GRANTS

Black Public Media
Burroughs Wellcome Fund
Camber Foundation
Corporation for Public Broadcasting
Dogwood Health Trust
F.M. Kirby Foundation
Ford Foundation
Fred Rogers Company
Independent Television Service (ITVS)
Maryland Public Television

National Endowment for the Arts
National Endowment for the Humanities
NC Department of Environmental Quality, Division of Air Quality
NC Department of Health and Human Services
NC Department of Natural and Cultural Resources
NC Humanities
PBS

Pulitzer Center
South Arts
Truist Foundation
Unifour Foundation
U.S. Department of Education
William R. Kenan, Jr. Charitable Trust
WNET
Wyncote Foundation
Z. Smith Reynolds Foundation

FEATURED PROJECT FUNDERS



FEATURED UNDERWRITING SUPPORTERS



AND PBS NORTH CAROLINA DONORS LIKE YOU

ON THE HORIZON //

PLANTING THE SEEDS TODAY

for a flourishing tomorrow

As we enthusiastically step into the coming year, we have so many innovative ideas, compelling stories and enriching experiences to share. Together, we can use public media to connect and nurture all communities across this vibrant state that we call home.



Childcare 101

This multifaceted web-based professional development series will provide content, tools and resources to improve management for childcare providers and quality implementation of childcare centers. *Childcare 101* will include a holistic interactive childcare center experience for early childcare professionals, preservice educators, families and Spanish-language speakers. Learning tools will include webinars and modules augmented by a digital community of practice for early educators and video shorts.



Book Harvest

East Carolina University

NC Department of Health and Human Services

NC Division of Child Development and Early Education

Shaped by Sound

This brand-new original music series premieres in early 2025 with a diverse roster of North Carolina musical artists from a broad array of genres, including indie rock, hip-hop, alt-country, R&B, bluegrass, jazz and folk. The series of 13 episodes will weave live performances by both well-known performers and emerging acts with insightful conversation. The show will air on the network's broadcast channels and digital platforms and be accompanied by a video podcast and a host of digital extras.



North Carolina Department of Natural and Cultural Resources



The Key Ingredient

This Emmy® Award winning series features famed food writer and teacher Sheri Castle as she traces one cherished ingredient from source to table through visits with local food producers and experts and cook-alongs with renowned chefs. Along the way, she explores the stories behind each ingredient and shares her inventive recipes and signature tips.



The Forest at Duke



American Coup: Wilmington 1898

This documentary tells the little-known story of a deadly race massacre and carefully orchestrated insurrection in North Carolina's largest city in 1898—the only coup d'état in the history of the U.S. *American Coup: Wilmington 1898* shares the real story that was suppressed for decades until descendants and scholars began to investigate. Today, many of those descendants—Black and white—seek the truth about this intentionally buried history.



Andy and Tracy Lowenthal

Atlantic Packaging Corporation

Black Public Media

Blanche Williamson

Corporation for Public Broadcasting

Elizabeth L. Carter Foundation

Firelight Media

Ford Foundation, JustFilms

John and Mary Louise Burrese

Kate Woodbury

Leigh Carter

Michael and Kathleen Glancy

National Endowment for the Humanities

North Carolina Department of Natural and Cultural Resources

North Carolina Humanities

The Robinson-Hill Humanitarian Fund

Truist Foundation

Wendy and Michael Brenner

Z. Smith Reynolds Foundation

Anonymous donor



THANK YOU

FROM STRONG ROOTS
GROW BEAUTIFUL BLOOMS

PBS North Carolina flourishes because we are rooted in your stories, your support and your commitment. We're so thankful to be part of this thriving community. Together, we've planted seeds of inspiration and cannot wait to see what blossoms in 2025.



Stay Connected

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