



**PBS NORTH  
CAROLINA**

POWERED BY THE UNC SYSTEM



## The Best of PBS with a Local Accent

Serving the country's third largest public media market, PBS North Carolina educates, entertains and inspires communities across the state, from the Atlantic to the Appalachians.

We embody everything you love about PBS while keeping the people and stories of our state front and center.

More than just a television network, we are a virtual classroom, a news and entertainment hub, an emergency communication center and so much more.

With your support, we harness the power of the UNC System to spark lifelong curiosity and wonder, empower communities and enrich the lives of all North Carolinians.

[pbsnc.org](https://pbsnc.org)



# Things to Know about PBS North Carolina

Our broadcast operations launched in 1955, 14 years before PBS.

## BROADCAST REACH\* //

Our 12 stations provide all 100 NC counties with four unique broadcast channels:

- PBS NC
- North Carolina Channel
- Rootle, our 24/7 PBS KIDS channel
- Explorer Channel
- 1M average weekly broadcast viewers
- 2.7K hours of locally produced content annually

## DIGITAL REACH //

Our expansive ecosystem brings our content to wherever you are:

- 440K average monthly streams
- 300K page views on our website per month, 50K unique visitors per month
- 127K newsletter subscribers

## OUR COMMUNITY //

We are one of North Carolina's largest nonprofits:

- 98K members
- Free educational resources shared with 13.6M
- Over 165K attend our events annually

\* Data figures as of February 2022

