



FISCAL YEAR 2025

# IMPACT

REPORT

# ENRICHING PEOPLE'S LIVES FOR 70 YEARS

In January 1955, educator William Friday helped launch our first channel, WUNC-TV. He believed public television could enrich all North Carolinians' lives. 70 years later, PBS North Carolina serves the whole state, from rural communities without access to high-speed Internet to college campuses teaching our next generation to families who know our educational resources can set their little ones on a path to success. We're proud of the services we provide and the public and private partnerships that make them possible.

People treasure our programming and educational resources, but they may not be aware that first responders across North Carolina rely on our tower infrastructure for emergency communications. When Helene tore through western North Carolina, our engineers worked with Emergency Management officials to ensure our 12 broadcast towers remained operational. In Linville alone, one of the areas most devastated by the storm, our Field Operations team hauled over 3,500 gallons of diesel to a generator at our WUNE tower to keep it running for 11 days. If this generator had gone down, emergency communications in five counties would have been lost.

When you support PBS North Carolina, you not only enrich communities but help make them safer and stronger. Thank you!

With deep gratitude,



**David Crabtree**  
PBS North Carolina's CEO and General Manager



## COMMITTED TO NORTH CAROLINA

We serve all people of North Carolina by telling **authentic, meaningful stories**; maintaining critical **emergency communications** infrastructure; and being a **trusted educational and cultural resource** for our communities.



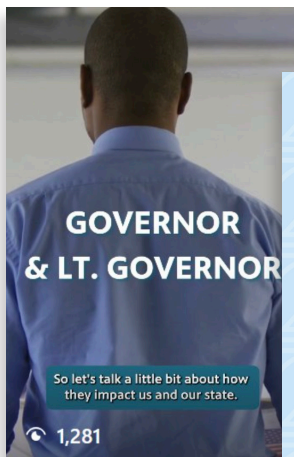
# SAFER & STRONGER TOGETHER

Hurricane Helene reminded all of us that when people work together, they're more secure and resilient. Supporting PBS North Carolina ensures first responders have access to emergency communications. It also helps us develop homegrown stories, nurture lifelong learning and strengthen community connections. Together, with your ongoing support, we will continue to create a safer, stronger North Carolina for all.



## TRUSTED, RELIABLE, BALANCED

For thoughtful analysis and insightful conversations, viewers turn to PBS NC public affairs series *Black Issues Forum* and *State Lines*.



### Civic Engagement

In the fall of 2024, PBS NC kept voters informed through one-on-one interviews with state candidates, in-depth discussions about issues impacting communities and a robust social media campaign geared toward youth engagement.

**5M+** DIGITAL IMPRESSIONS  
ACROSS PLATFORMS

**300K+** VIEWS ON  
YOUTUBE

**20K+** EPISODE  
STREAMS

# BRINGING NORTH CAROLINA STORIES TO LIFE

With our statewide reach and deep connections to local communities, we're uniquely positioned to create and share stories that spotlight North Carolina's people, places and history.



## *American Coup: Wilmington 1898*

This PBS NC documentary explores a little-known race massacre and insurrection in Wilmington—the only successful coup d'état in the U.S. Broadcast nationwide as part of *American Experience*, the film was nominated for a prestigious Peabody Award.

**1.3M** BROADCAST REACH

**857K** STREAMING VIEWS

**3.3K** EVENT ATTENDEES



## *Shaped by Sound*

A celebration of our state's thriving music scene, this series weaves a visually stunning live studio performance by an NC artist or band with an intimate conversation about their creative journey.

**830K** BROADCAST REACH

**10.2K** STREAMING VIEWS

**1M+** VIEWS ON YOUTUBE

# NURTURING YOUNG LEARNERS

PBS North Carolina provides many educational opportunities to help children thrive, from award-winning PBS KIDS programs and learning resources to teacher workshops and family-friendly community events.



## *Rootle Ambassadors in All 100 Counties*

This initiative connects families to much-needed early learning resources with the help of local education champions. In fiscal year 2025, Rootle Ambassadors achieved a major milestone by reaching all 100 counties.

**29K+** CHILDREN ENGAGED

**15K+** CAREGIVERS ENGAGED

**1.2K** EDUCATORS ENGAGED

# BY THE NUMBERS



**14+** MILLION

viewers in NC &  
surrounding states

**3rd**

largest PBS  
member station  
in the U.S.

**1.1** MILLION weekly  
broadcast viewers



**133**  
MILLION  
PBS KIDS streams  
annually by  
NC households



**3,000+**

hours of local  
programming

**92,000+**  
members

**53.9K**

attendees at  
community events



**/ PBS KIDS is watched by MILLIONS of children.**

PBS stations reach more parents of young children than any other children's TV network.

**/ PBS is watched by 58% of all TV households.**

For many families, public television is their connection to the world.

**/ PBS is noncommercial and FREE FOR ALL.**

Our broadcast signal is especially important for those who lack access to broadband Internet, particularly in rural areas.





# MOVING FORWARD WITH PURPOSE

We continue to find innovative ways to connect with audiences, whether it's through new projects like Homegrown History, a multiyear public history initiative that explores our state's rich past, or through inspiring storytelling from our robust slate of original series. **Discover more at [pbsnc.org](https://pbsnc.org).**



*PBS North Carolina is made possible by viewers, supporters and partners like you. Thank you!*

