The Innovators

The Transformative Power of NC’s Historically Black & American Indian Universities

RESPONSIVE INNOVATION

COLLABORATIVE INNOVATION

SMART INNOVATION

GLOBAL INNOVATION

INTEGRAL INNOVATION

REMARKABLE INNOVATION

PBS NORTH CAROLINA
POWERED BY THE UNC SYSTEM

THE UNC SYSTEM
From Asheville to Oak Island, the hollers to the waterways, PBS North Carolina represents our people, stories and culture, with local programming produced by and for North Carolinians. Whether you drink craft beer or Cheerwine, love the Blue Devils or the Blue Ridge, we have a powerful and important story to tell: yours.
PBS NORTH CAROLINA MEMBERS

Growth During Past 5 Years

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>75,797</td>
</tr>
<tr>
<td>2017</td>
<td>78,614</td>
</tr>
<tr>
<td>2018</td>
<td>81,660</td>
</tr>
<tr>
<td>2019</td>
<td>81,350</td>
</tr>
<tr>
<td>2020</td>
<td>91,618</td>
</tr>
</tbody>
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INNOVATIVE
Broadcast
1.5M WEEKLY VIEWERS
Streaming
5.3M
YEARLY STREAMS
Websites

1.8M YEARLY VISITS
Social Media
180K FOLLOWERS
Print 85K recipients of monthly program guide
Reach

Events

3.3K

Virtual Event Attendees
North Carolina’s Largest Classroom
JUSTINE SCHMIDT
Chief Content Officer

LAURA KIELER
Chief Marketing Officer
CONTENT STRATEGY
FOCUS ON THE FUTURE
Innovations at NC’s Historically Minority-Serving Institutions

- OCTOBER 22 at 8 PM

UNC TV
PBS & More

THE UNC SYSTEM
The Innovators

The Transformative Power of NC's Historically Black & American Indian Universities

ECSU
FOUNDED 1891

FAYETTEVILLE STATE UNIVERSITY

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

NC Central University

UNC Pembroke

WINSTON-SALEM STATE UNIVERSITY

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The Innovators
Winston-Salem State University

Remarkable Innovation

The Innovators
MARKETING STRATEGY
REACH

BROADCAST 1.5M
WEEKLY VIEWERS

STREAMING 5.3M
YEARLY STREAMS

WEBSITES 1.8M
YEARLY VISITS

SOCIAL MEDIA 180K
FOLLOWERS

PRINT 85K
MONTHLY PROGRAM GUIDES

EVENTS 3.3K
VIRTUAL EVENT ATTENDEES
MONDAY, OCTOBER 18, 07:00 PM on PBSNC
THURSDAY, OCTOBER 21, 10:00 PM on PBSNC
FRIDAY, OCTOBER 22, 04:00 AM on PBSNC

TUESDAY, OCTOBER 19, 09:00 PM on North Carolina Channel
WEDNESDAY, OCTOBER 20, 02:00 AM on North Carolina Channel
WEDNESDAY, OCTOBER 20, 10:00 AM on North Carolina Channel
SUNDAY, OCTOBER 24, 06:30 PM on North Carolina Channel
MONDAY, OCTOBER 25, 08:00 PM on North Carolina Channel
TUESDAY, OCTOBER 26, 01:00 AM on North Carolina Channel
TUESDAY, OCTOBER 26, 09:00 AM on North Carolina Channel
DIGITAL DISTRIBUTION STRATEGY
**SOCIAL MEDIA OUTREACH & PROMOTION**

Facebook | Twitter | Instagram | YouTube | LinkedIn

**Organic Release of Digital Shorts**
- Mondays & Wednesdays
- September 20–December 8

**Paid Boosts of Digital Shorts**
- September 20–December 8

**Organic Promotion of Broadcast Special**
- September 27–October 20

**Paid Campaign for Broadcast & Youtube Event**
- September 27–October 18
DIGITAL MARKETING

Email | Display Ads | Video

PBS NC eGuide
PBS NC Dedicated Email
Pre-Roll Spot on video.pbsnc.org
Our State Digital
McClaunchy Media Digital
WRAL Livestream
PBS North Carolina is proud to present The Innovators: The Transformative Power of NC’s Historically Black and American Indian Universities, documenting the inspiring, personal stories of students and faculty at these six schools in the UNC System. Learn about the students’ aspirations and motivations, meet the educators mentoring our next class of trailblazers and see how these institutions’ positive impacts on our communities will resonate for generations to come.

Students. Educators. Visionaries.

The Innovators
Premieres Monday, October 18, 7–8 PM
Watch Live. Stream Anytime.

pbsnc.org