





**PBS NORTH  
CAROLINA**

**POWERED BY THE UNC SYSTEM**



# 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



# ROOTED IN YOU

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.



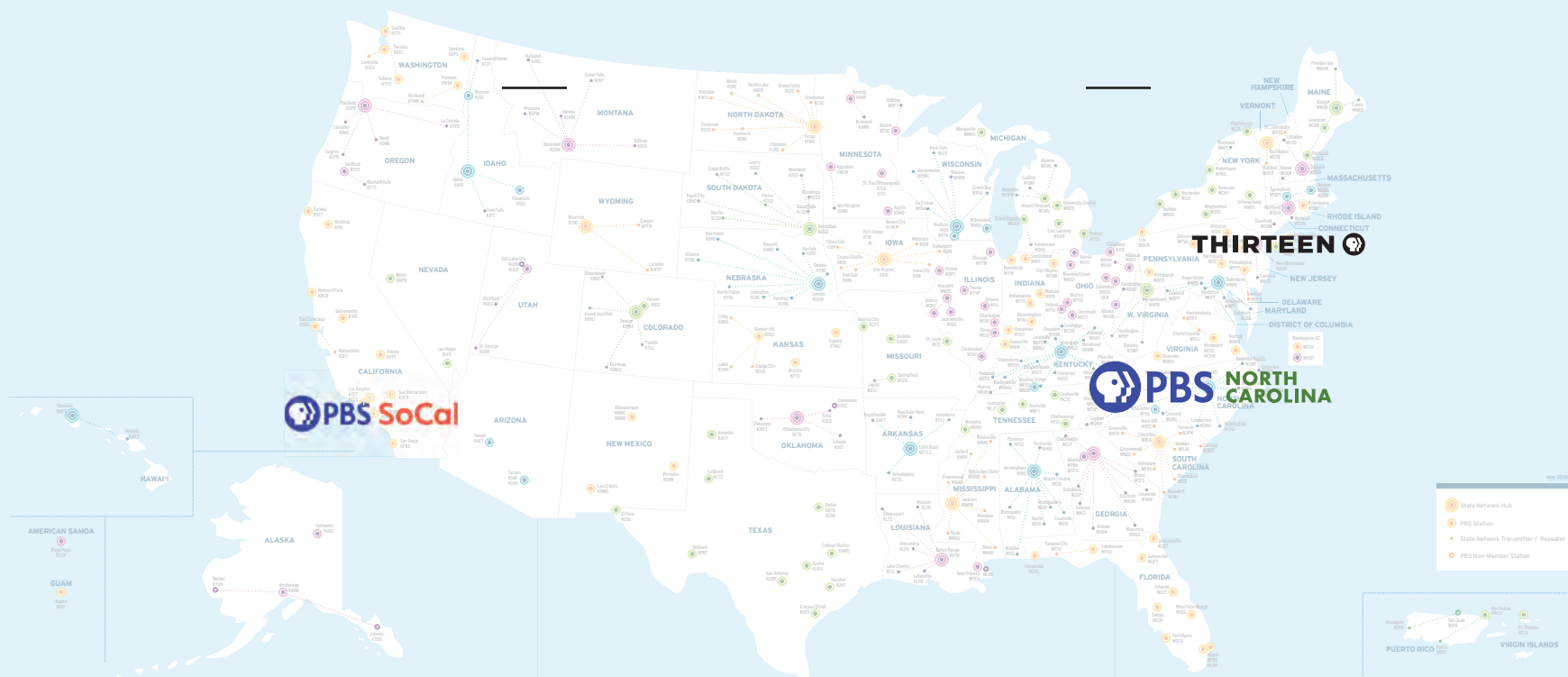
**PBS** **NORTH  
CAROLINA**

POWERED BY THE UNC SYSTEM





# Member Stations





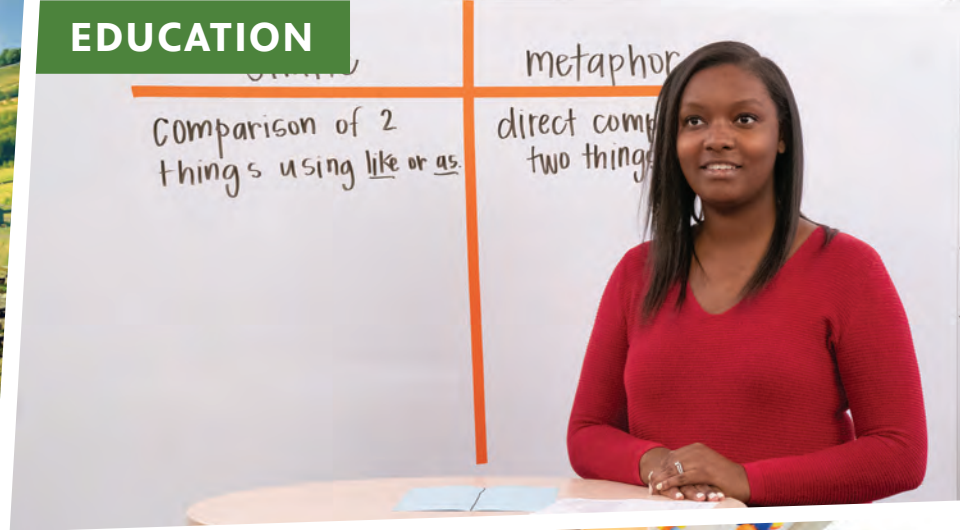
**POWERFUL**



## ENTERTAINMENT



## EDUCATION



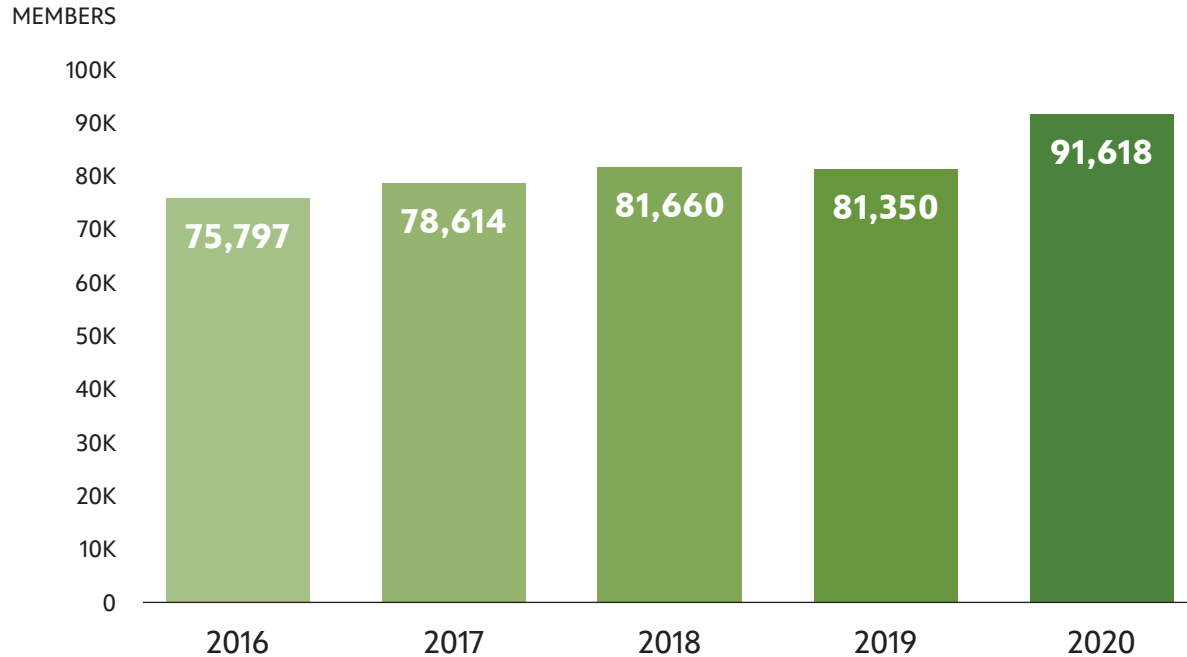
## EMERGENCY COMMUNICATIONS



## ENGAGEMENT

# PBS NORTH CAROLINA MEMBERS

Growth During Past 5 Years





**INNOVATIVE**



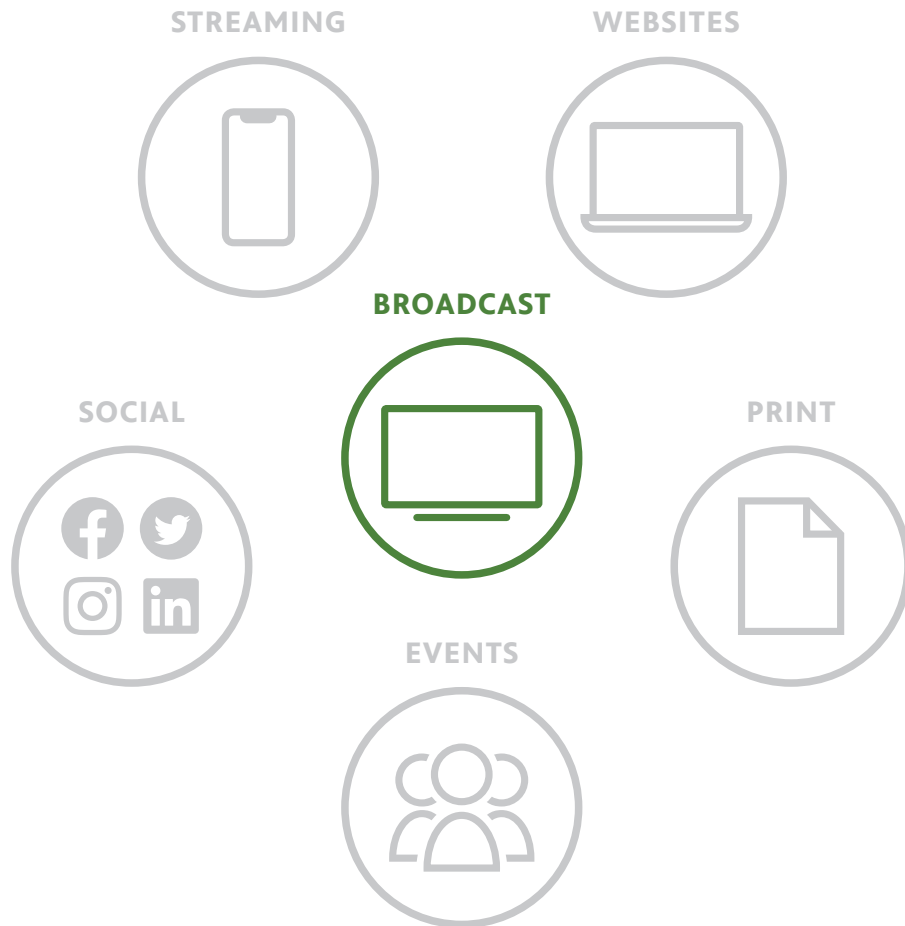






## REACH

Broadcast  
**1.5M**  
WEEKLY VIEWERS





## REACH

Streaming  
5.3M  
YEARLY STREAMS

STREAMING



WEBSITES



BROADCAST



SOCIAL



PRINT



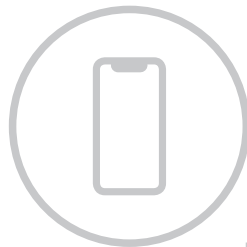
EVENTS



## REACH

Websites  
**1.8M**  
YEARLY VISITS

STREAMING



WEBSITES



BROADCAST



PRINT



SOCIAL



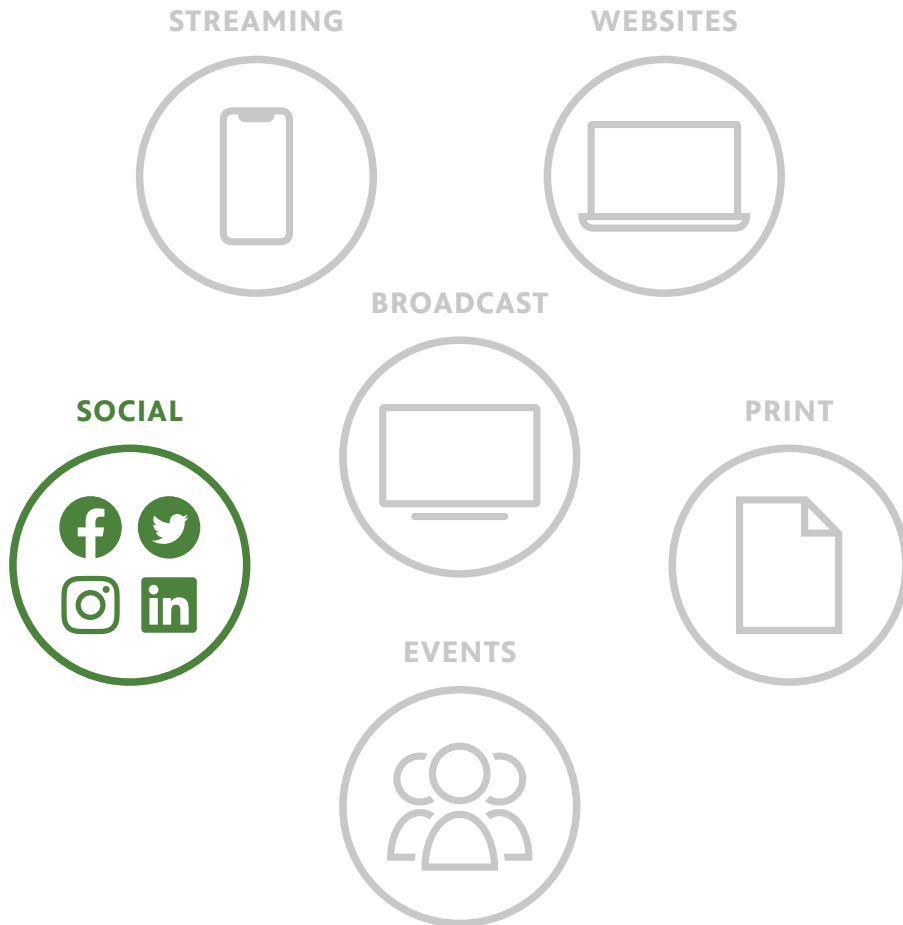
EVENTS





REACH

Social Media  
**180K**  
FOLLOWERS



REACH

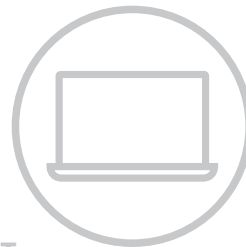
Print  
85K

RECIPIENTS OF  
MONTHLY PROGRAM GUIDE

STREAMING



WEBSITES



BROADCAST



SOCIAL



PRINT



EVENTS

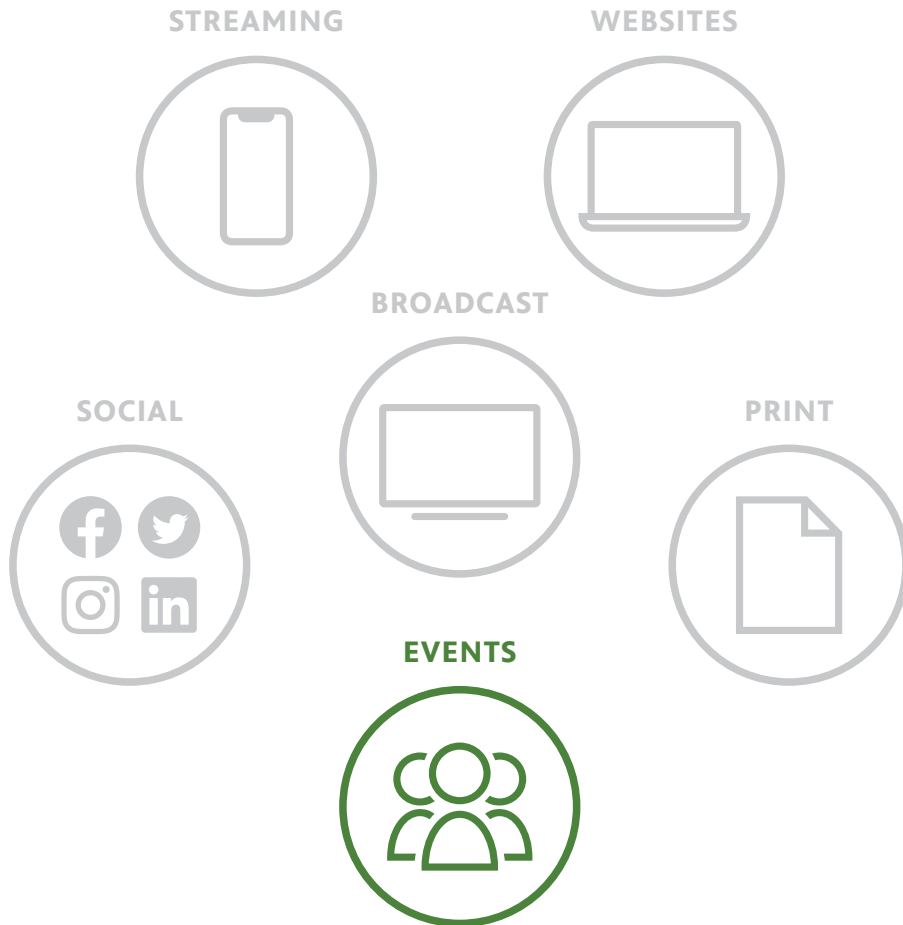




## REACH

Events  
3.3K

VIRTUAL EVENT ATTENDEES





EDUCATION

North Carolina's  
Largest Classroom

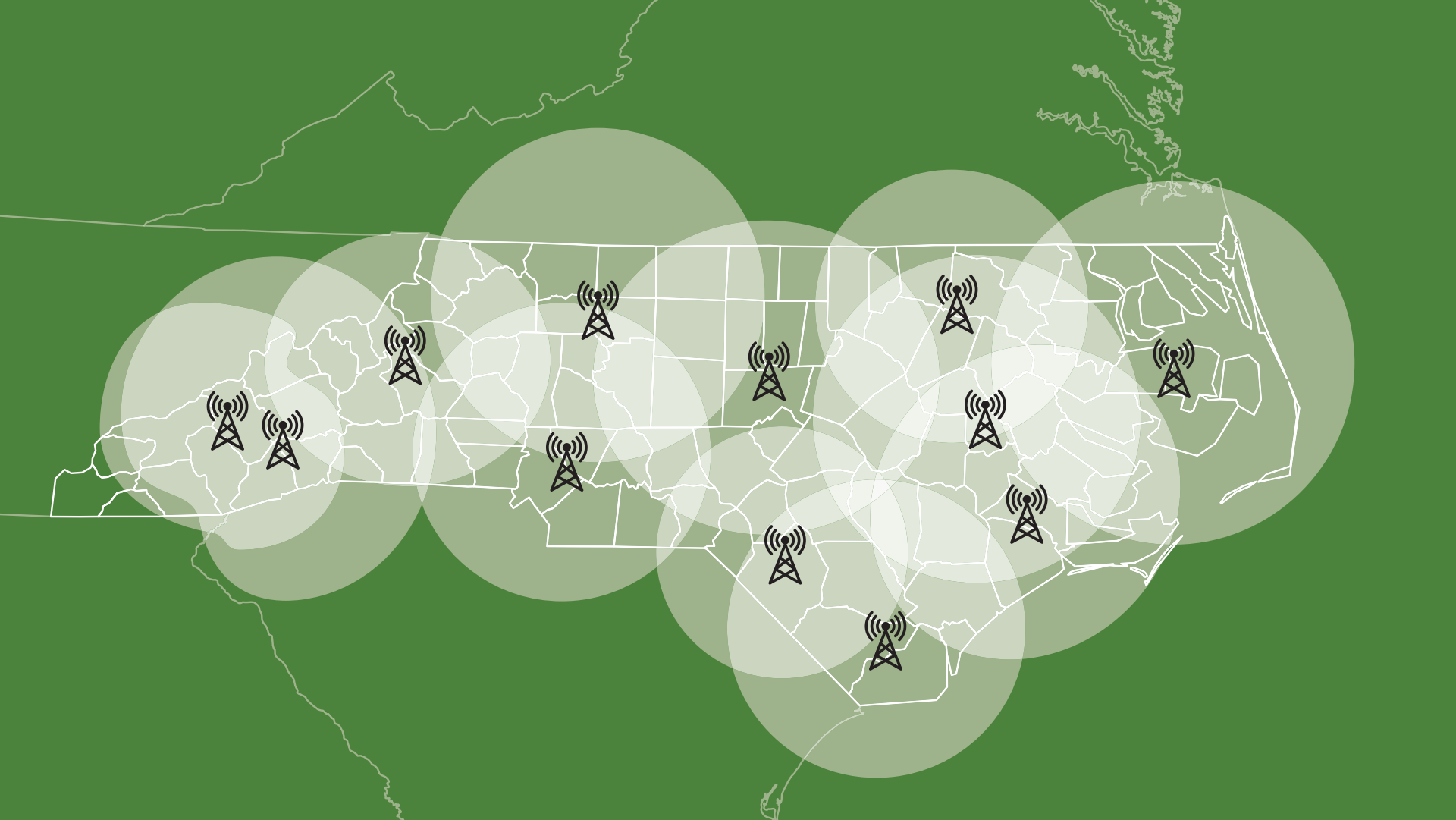


**AT-HOME  
LEARNING**

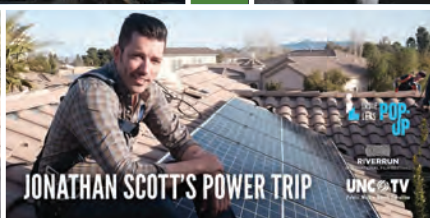
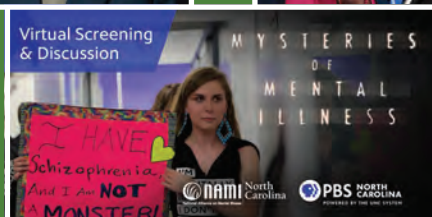
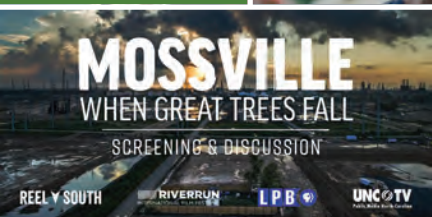
A Free Resource from PBS North Carolina



**AMBASSADOR**















**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



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REMARKABLE  
INNOVATION





An aerial photograph of a city skyline at sunset. In the foreground, a light rail train is stopped at a station platform. The train is white with a blue stripe. The platform is a long, low structure with a glass railing. To the left of the platform, there are several modern buildings, including a large one with a glass facade. The city skyline in the background features several tall skyscrapers, including a prominent one with a pointed top. The sky is a mix of orange, yellow, and blue, indicating the time is either sunrise or sunset. The overall scene is a mix of urban development and transportation infrastructure.

triangleblvd





# RESPONSIVE INNOVATION



**The Innovators**

# COLLABORATIVE INNOVATION



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# SMART INNOVATION



# GLOBAL INNOVATION







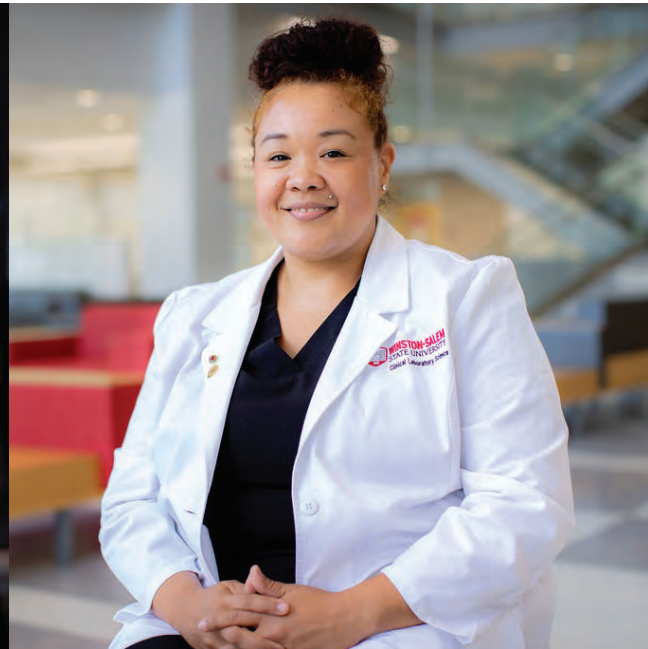
# INTEGRAL INNOVATION



**The Innovators**



# REMARKABLE INNOVATION



**The Innovators**

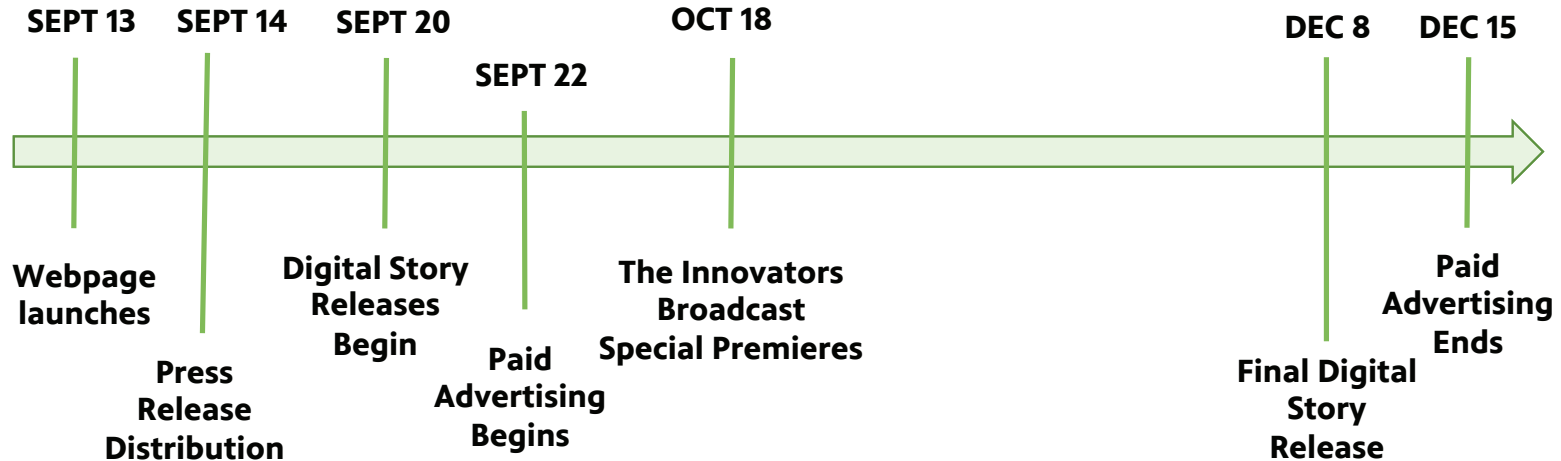
WATCH THIS FALL



# MARKETING STRATEGY



# MARKETING PLAN KEY DATES





# 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

STREAMING



WEBSITES



BROADCAST



SOCIAL



PRINT



EVENTS



# BROADCAST DISTRIBUTION SCHEDULE



**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

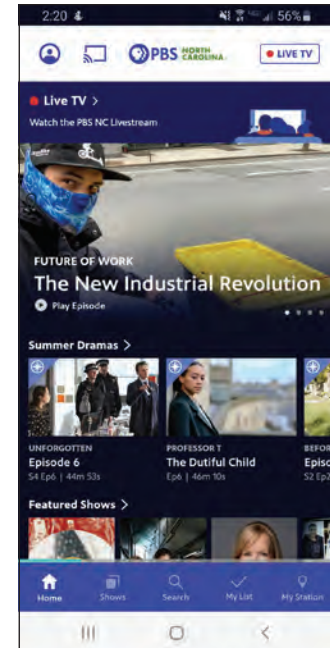
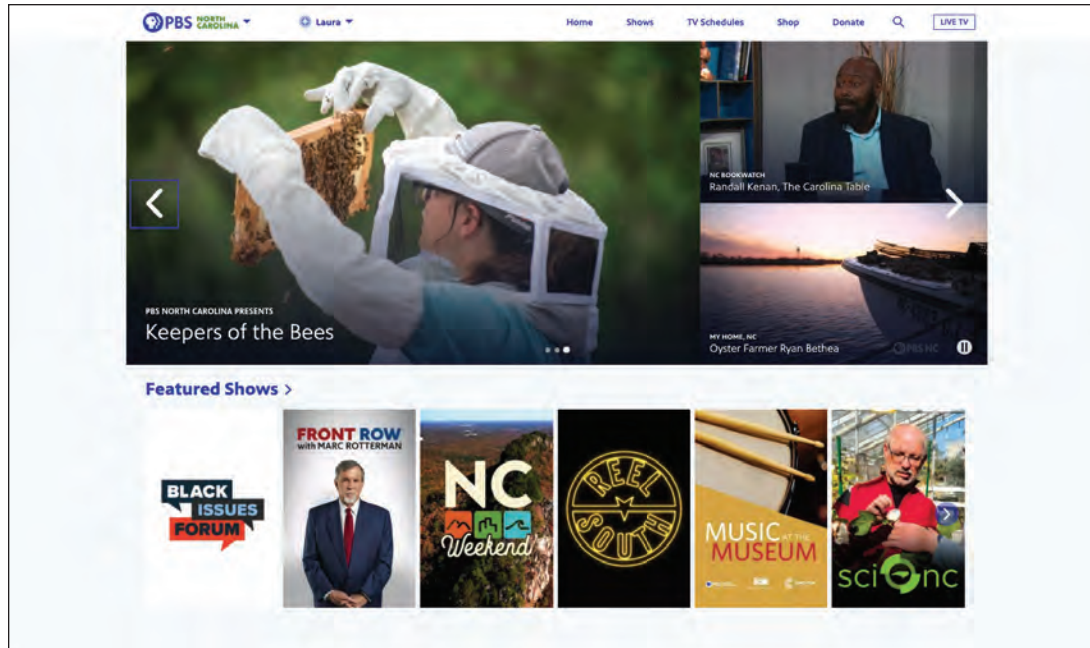
**MONDAY, OCTOBER 25, 08:00 PM** on North Carolina Channel

**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

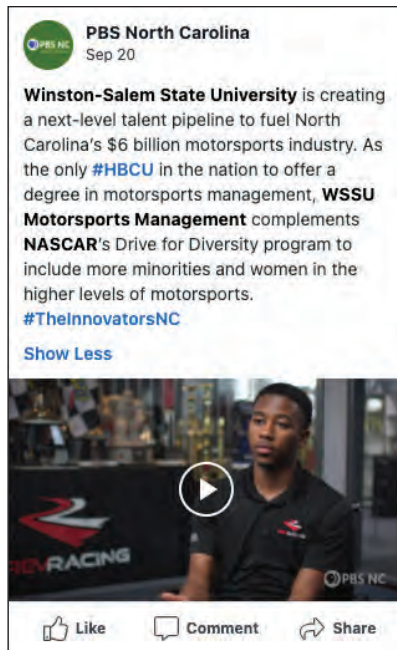
- September 20–December 8

## Organic Promotion of Broadcast Special

- September 27–October 20

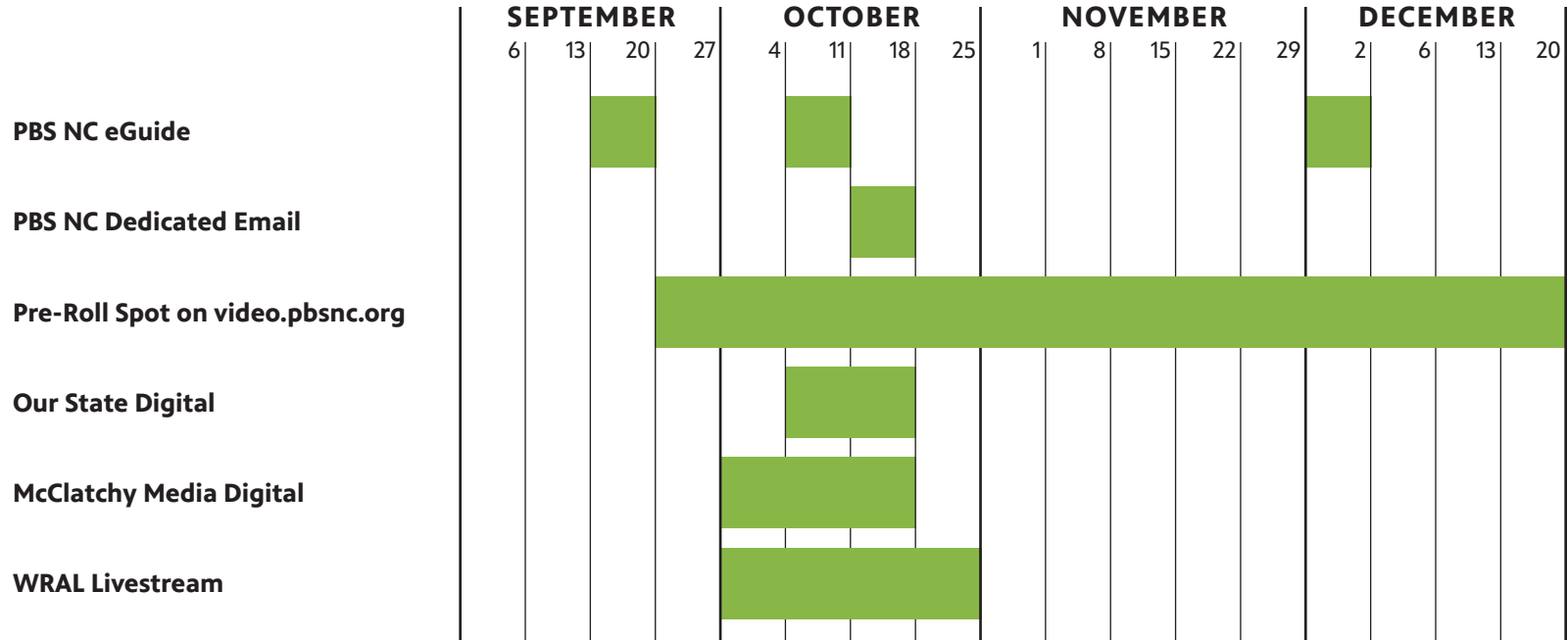
## Paid Campaign for Broadcast & Youtube Event

- September 27–October 18



# DIGITAL MARKETING

Email | Display Ads | Video





# PRINT MEDIA PROMOTION

## Our State Magazine | Business NC | CenterPiece Program Guide

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### Students. Educators. Visionaries.



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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.

**The Innovators**  
Premieres Monday,  
October 18, 7-8 PM

Watch Live. Stream Anytime.  
  
pbsnc.org

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Join us for **The Innovators: The Transformative Power of NC's Historically Black and American Indian Universities**, documenting the people and positive impacts of six schools in the UNC System.

**The Innovators**  
Premieres 10/18, 7-8 PM  
  
Watch Live. Stream Anytime.  
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