

Producers Circle

The Producers Circle is a group of philanthropic individuals, families, and foundations that give \$1,000 or more annually in support of UNC-TV. Members receive invitations to special events including receptions for local and national public television celebrities, advance information about new programs, and private tours of UNC-TV facilities.

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* 1 donor wishes to remain anonymous

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* 3 donors wish to remain anonymous

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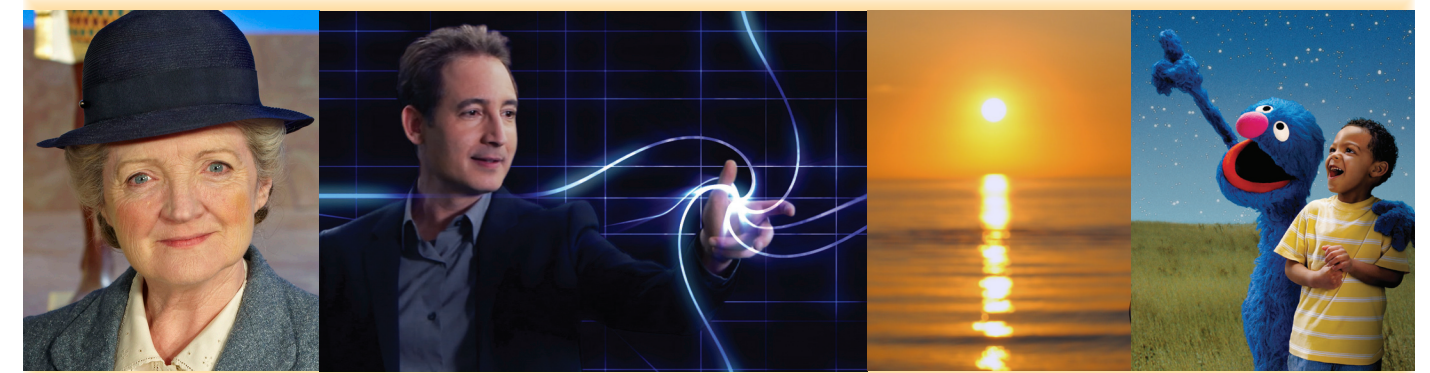
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* 22 donors wish to remain anonymous

ANNUAL REPORT



2011

Television has the power to change lives. Public television has the responsibility to change lives for the better: a child far from urban resources is inspired to become a scientist, a high school dropout earns a GED, a homebound senior citizen remains connected to the world of arts and culture, the family of an Alzheimer's patient finds strength and support. UNC-TV's unique programs and public media services provide people of all ages with enriching, life-changing television.

— The UNC-TV Mission Statement

Legacy Society

The Legacy Society honors the philanthropic leadership and vision of those individuals who have so thoughtfully provided for the future of UNC-TV through a planned gift.

Edythe Allen	Janice McCallister	Samuel G. Strickland
Guy and Ingrid Baird	Rebecca Mulligan	Robert R. Strickler
Nellie Baker	Vernon and Beth Neece	Sally A. Sullivan
William and Harriett Ball	Tim and Debra Phelps	Leonard and Joyce Tufts
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Mark and Kay Guimond	Mark and Karen Rodin	and Diane Vannais
John Hall	Gary and Tina Schwartz	Wiley J. Williams
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Charlie and Martha Lewis	Carol Smith	*1 donor wishes to remain anonymous
Mary M. Maines	Charles and Patricia Sprull	



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Operating Highlights - Fiscal Year 2010/11

- UNC-TV's documentary, **North Carolina's WWII Experience**, premiered on December 7. Three years in the making, the documentary focused on North Carolinians—those who fought overseas and those who supported the fight for liberty on the home front. This was North Carolina's story, told through the voices of those who endured one of the most turbulent and triumphant periods in the history of the world.



- On May 16 UNC-TV broadcast **AMERICAN EXPERIENCE Freedom Riders**, an inspirational documentary about a courageous band of civil rights activists. A generous grant from Capitol Broadcasting made it possible for UNC-TV to conduct an aggressive outreach campaign, including screenings at 30 university and community college campuses, at the National Humanities Center, and at the Durham Public Library's main branch in downtown Durham. Then on May 10 approximately 225 people came to the North Carolina Museum of History in Raleigh for a reception, preview, and panel discussion hosted by UNC-TV and the museum. UNC-TV took highlights from the panel discussion to create an episode for **Black Issues Forum**.

- UNC-TV raised \$9,887,870 from individuals, corporations, and foundations, as well as through partnerships with state agencies and with cultural and educational institutions. This was 98.9 percent of the goal of \$10,000,000 in a year of continued economic downturn.
- On July 21, 2010, UNC-TV turned on its 12th full-power transmitter: WUNW-TV, Canton/Waynesville. This transmitter marked the first station added to UNC-TV's network since the addition of WUNU-TV, Lumberton, Channel 31, in 1996. With this addition, UNC-TV became a 12-station statewide public television network.

- Years of planning culminated in the delivery of a new 40-foot digital production truck, funded by the Higher Education Improvement Bond referendum. The new truck greatly expands UNC-TV's remote production abilities, engagement, and awareness in the community. This truck is a full high-definition television studio on wheels, allowing UNC-TV to produce and transmit live high-definition television from the field location to the viewer's home.



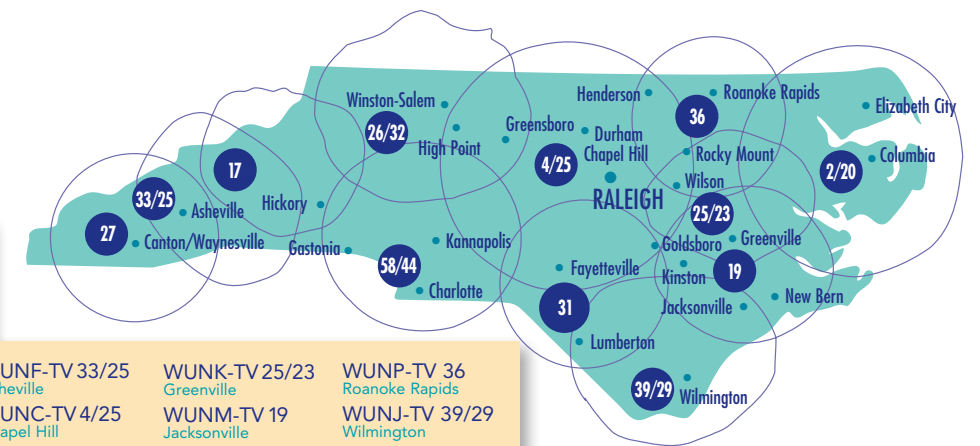
- The 40th Anniversary of **North Carolina People with William Friday** was marked with a luncheon celebration hosting more than 350 guests. The event was fully funded by corporate sponsors.
- The COVE Pro service was implemented in conjunction with PBS and allows UNC-TV to offer streaming video of its original productions along with full-length episodes of PBS programs from a single video player on the UNC-TV Web site.

- During 2010-2011 UNC-TV and its partners developed and produced 357 hours of programming for and about North Carolina. UNC-TV distributed 75.5 hours of original programming nationally through PBS, APT, and NETA.



Signal Coverage

Four digital channels broadcast distinct program schedules 24 hours a day



- UNC-TV** Life-changing Television
- UNC-KD** The Kid's Channel
- UNC-EX** The Explorer Channel
- UNC-MX** Eclectic Mix (digital cable only)

WUNF-TV 33/25 Asheville	WUNK-TV 25/23 Greenville	WUNP-TV 36 Roanoke Rapids
WUNC-TV 4/25 Chapel Hill	WUNM-TV 19 Jacksonville	WUNJ-TV 39/29 Wilmington
WUNG-TV 58/44 Concord/Charlotte	WUNE-TV 17 Linville	WUNL-TV 26/32 Winston-Salem
WUND-TV 2/20 Edenton/Columbia	WUNU-TV 31 Lumberton	WUNW-TV 27 Canton/Waynesville

Underwriters

Corporate and foundation underwriters help make possible the production and broadcast of UNC-TV's programming. They also provide funding for outreach activities that reinforce the programming and directly impact many lives around the state.

Broadcast Sponsors

AMTRAK
Bayer CropScience
Books-a-Million
Capel Rugs
Carol Woods
Celebration of Seagrove Pottery Festival
Durham Performing Arts Center
East Carolina University
The Forest at Duke
Got To Be NC
Greensboro Children's Museum
Leland Little Auction & Estate Sales, Ltd.
Mission Health
Mission Medical Associates
North Carolina Arts Council
North Carolina Association of Feeding America Food Banks
North Carolina Commercial Flower Growers Association
North Carolina Department of Agriculture & Consumer Services
North Carolina Farm Bureau Federation
North Carolina Museum of Art
North Carolina Museum of Natural Sciences

North Carolina Nursery & Landscape Association
North Carolina Poultry Federation
North Carolina Ski Areas Association
North Carolina Strawberry Association
North Carolina TEACH
North Carolina Transportation Museum
North Carolina Vegetable Growers Association
North Carolina Watermelon Association
SAS
Springmoor Life Care Retirement Community
Storytelling Arts Center of the Southeast, Inc.
TarHeelGardening.com
WakeMed

Outreach / Unrestricted Funders

Capitol Broadcasting Company
The Dickson Foundation
Frank Borden Hanes Charitable Lead Trust
The F. M. Kirby Foundation
Julian Price Family Foundation
William A. Smith Foundation

Original Production Funders

BB&T
Our State
MARY DUKE BIDDLE FOUNDATION
North Carolina Bookwatch
A. J. FLETCHER FOUNDATION
Biographical Conversations
GOLDEN LEAF FOUNDATION
North Carolina Rising
NORTH CAROLINA DIVISION OF TOURISM, FILM & SPORTS DEVELOPMENT
North Carolina Weekend
NORTH CAROLINA HUMANITIES COUNCIL
North Carolina Bookwatch
QUAIL RIDGE BOOKS & MUSIC
North Carolina Bookwatch
STATE FARM INSURANCE COMPANIES
The Woodwright's Shop
WELLS FARGO
North Carolina People

On-air Pledge / Special Events Funders

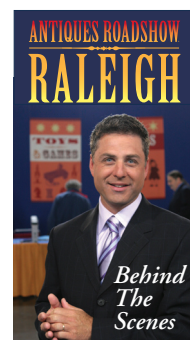
Bayer CropScience
BK Adventures, LLC
Joseph M. Bryan Foundation of Greater Greensboro
Capitol Broadcasting Company
Carolina Meadows
First Citizens Bank
GlaxoSmithKline
William R. Kenan, Jr. Charitable Trust
Marbles Kids Museum
NetApp
North Carolina EastEnders Fan Club
RTI International
SAS
SunTrust
Telertent Leasing Corporation
Wells Fargo
Western Carolina University

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The UNC-TV Board of Trustees is an advisory board whose members are vital links to the public.

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- UNC-TV partnered with the North Carolina Association of Broadcasters Educational Foundation to produce two important **U.S. Senatorial Debates** with candidates Richard Burr and Elaine Marshall. Carl Kasell moderated the first debate; Judy Woodruff moderated the second debate.



- At the 25th Annual Midsouth Regional Emmy® Awards held on January 29, UNC-TV took home Emmys for the following: **ANTIQUES ROADSHOW Raleigh: Behind the Scenes** in the Special Event Coverage/Edited category; **Tennessee Crossroads on UNC-EX!** in the Promo Spot/Program category; and **Our State Wonders in Wood** in the Audio category, the Director/Program category, the Lighting category, and the Photography/Program category. Additionally, UNC-TV's external partnership project **In the Garden with Bryce Lane** received an Emmy in the Informational/Instructional Series category.

- In FY11 UNC-TV provided 26,280 hours of programming over its three digital broadcast channels, as well as an additional 8,760 hours of programming over its digital cable channel UNC-MX.

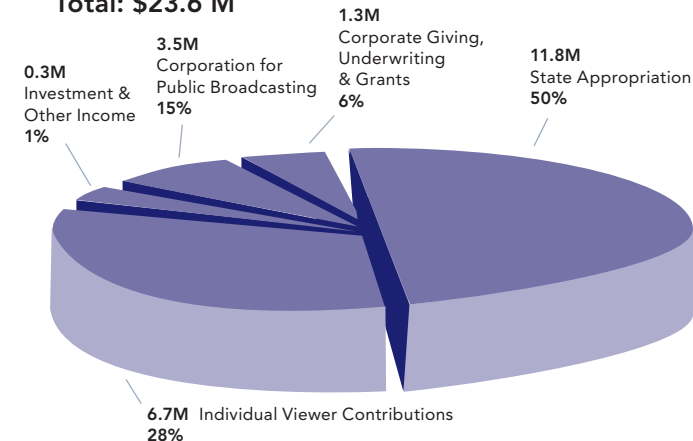
- At the end of the fiscal year, UNC-TV began marketing UNC-TV/PBS LearningMedia to educators across North Carolina. This robust online library of high-quality, award-winning content is aligned to Common Core state standards and is available free to teachers, empowering them to create media-rich curriculum lessons that meet the needs of twenty-first-century learners.

Budget Summary - Fiscal Year 2010/11

Expenditures by Funding Source

(unaudited data - cash basis)

Total: \$23.6 M



Expenditures by Division

(unaudited data - cash basis)

Total: \$23.6 M

