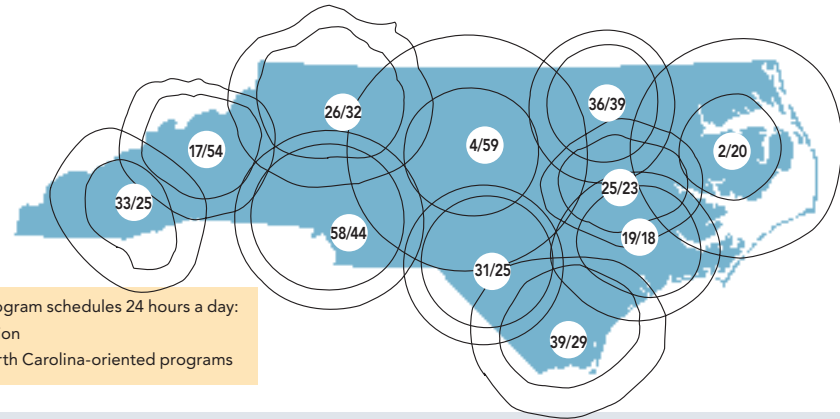


Signal Coverage

WUNF-TV/DT 33/25 Asheville	WUNM-TV/DT 19/18 Jacksonville	WUNP-TV/DT 36/39 Roanoke Rapids
WUNC-TV/DT 4/59 Chapel Hill	WUNE-TV/DT 17/54 Linville	WUNJ-TV/DT 39/29 Wilmington
WUNG-TV/DT 58/44 Charlotte/Concord	WUNL-TV/DT 31/25 Lumberton	WUNL-TV/DT 26/32 Winston-Salem
WUND-TV/DT 2/20 Edenton/Columbia		
WUNK-TV/DT 25/23 Greenville		



These three digital channels broadcast distinct program schedules 24 hours a day:

- **UNC-TV:** diverse public television in high definition
- **UNC-KD:** children's programs
- **UNC-NC:** North Carolina-oriented programs

TELEVISION THAT CHANGES LIVES

ANNUAL REPORT

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.

Chairman (\$25,000 and above)

Executive Producer (\$10,000 - \$24,999)
* 1 donor wishes to remain anonymous

Director (\$5,000 - \$9,999)

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Gumbo Foundation
John and Hannah Hindmarsh Foundation
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* 2 donors wish to remain anonymous

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The Blanke Foundation
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Hugh and Nan Cullman
Charles A. and Gwendolyn P. Davis
Emilie de Luca
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Joy and Robert Herrington
Mr. Thomas Kenan, III
William O. and Sara McCoy
Julia M. Morton
Lois Pounds Oliver
Walter and Elizabeth Pancoe
Kathy and Glenn Pierce
Christopher E. Ragan
Robert H. Short
Gaye G. Spears
Robert D. and Susan Teer
Joan and Leo Tegtmeyer
Ted and Terry Van Duyn
Carl and Linda Venters
Charles M. and Shirley F. Weiss
Newsom Williams
* 1 donor wishes to remain anonymous

Producer (\$1,000 - \$2,499)

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Ruth Askins
Zack and Blanche Bacon
Herbert and Anita Bailey
Robert and Elaine Baillie

Barbara I. Baker
Donald and Ashley Barnes
Keith and Terri Beasley
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* 37 donors wish to remain anonymous



2008

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 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.

Nellie Baker	Elizabeth Moore	Sally A. Sullivan
William and Harriett Ball	Rebecca Mulligan	Leonard and Joyce Tufts
Melody Bandeleian	Cliff Poole	Willey J. Williams
Ella Beitzel	Mark Rodin	Jutta Wolff
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UNC-TV
www.unctv.org

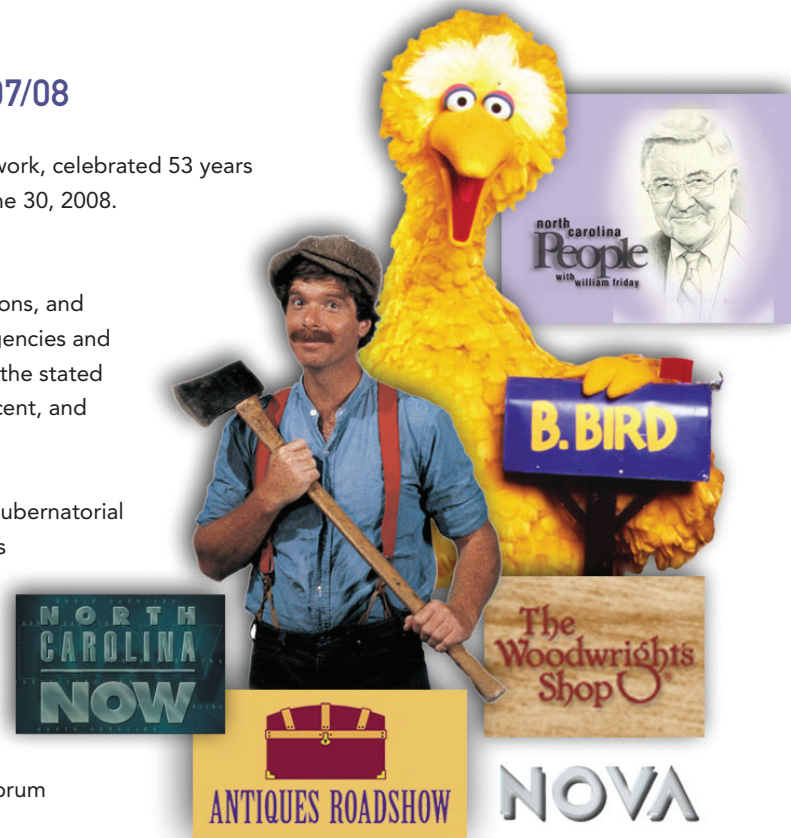
10 TW Alexander Drive • PO Box 14900 • Research Triangle Park, NC 27709-4900
1-919-549-7000 or 1-800-906-5050

UNC-TV

Operating Highlights - Fiscal Year 2007/08

UNC-TV, North Carolina's statewide public television network, celebrated 53 years of service by concluding another successful fiscal year June 30, 2008. During FY2007/08:

- UNC-TV raised \$11,572,256 from individuals, corporations, and foundations, as well as through partnerships with state agencies and with cultural and educational institutions. This exceeded the stated goal of \$10,432,500 by more than \$1.1 million, or 11 percent, and exceeded the amount raised last year by over \$800,000.
- UNC-TV invited all major Republican and Democratic gubernatorial candidates to participate in a series of single-topic forums scheduled in January, February, and April. The 60-minute forums were held at UNC-TV in Research Triangle Park and televised on UNC-TV and on digital channel UNC-NC. In addition, UNC-TV, in partnership with the League of Women Voters of North Carolina, invited the Republican and Democratic candidates for lieutenant governor to participate in a single 90-minute forum broadcast in April.
- UNC-TV mounted an aggressive campaign to promote public awareness of the impending shutoff of analog television broadcast signals in February 2009, as mandated by Congress. The effort includes on-air spots, print marketing messages, online content, outreach and handout materials, employee education, customer care communications, and targeted communications to UNC-TV members, including through *CenterPiece* and direct mail communications.
- UNC-TV's Production Division also made it a priority to ensure that UNC-TV's viewers are informed about the final step in the digital conversion. **North Carolina Now** produced an entire program dedicated to the analog shutoff deadline in February 2009, as well as an ongoing series of stories giving viewers current information about the DTV transition. In addition, UNC-TV launched a new monthly program series called **Digital TV: Are You Getting It?** This interactive program allows viewers to call in or e-mail their questions regarding the DTV transition to be answered by UNC-TV staff members. UNC-TV broadcast the first program on June 3 and will continue to produce the program monthly through February 2009.



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.

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Marbles Kids Museum
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North Carolina Biotechnology Center
North Carolina Department of Agriculture & Consumer Services
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North Carolina Farm Bureau Federation
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North Carolina Pork Council
North Carolina Seafood
North Carolina Ski Areas Association
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North Carolina Strawberry Association
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North Carolina Transportation Museum
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North Carolina Zoo
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SAS
Springmoor Life Care Retirement Community
Storytelling Arts Center of the Southeast, Inc.
SunTrust
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UNC Center for School Leadership Development - North Carolina Principal Fellows Program
The University of North Carolina at Greensboro
UNC Press
WakeMed

Local Production Funders

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NC Gubernatorial Forums 2008
BB&T
Our State
BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA
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Taking Initiative: A Look Inside Guilford County Schools
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North Carolina Weekend
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WACHOVIA CORPORATION
North Carolina People

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- UNC-TV and its partners developed and produced 404 hours of programming for and about North Carolina. This included taking important steps to use emerging technologies to distribute original programs. UNC-TV produced and distributed 10.5 hours of programs exclusively on UNC-NC, the digital multicast channel devoted to programming for and about North Carolina. UNC-TV also distributed 135.4 hours of original programming by Web streaming on the UNC-TV Web site.

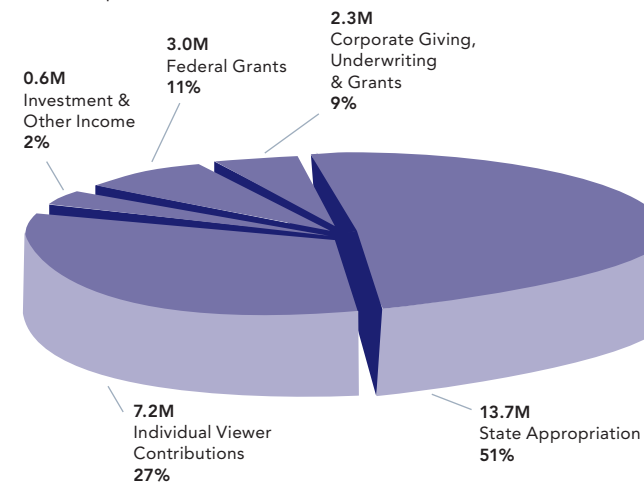
- In total, UNC-TV provided 43,800 hours of programming over its one analog and five digital channels. Programming highlights for the year included Ken Burns' **THE WAR**, **Masterpiece Classics'** Jane Austen series, the second season of **African American Lives**, and the documentary series **CARRIER**.

Budget Summary - Fiscal Year 2007/08

Expenditures by Funding Source

(unaudited data - cash basis)

Total: \$26.8 M



Expenditures by Division

(unaudited data - cash basis)

Total: \$26.8 M

