



REPORT



North Carolina State Motto

Esse quam videri

“To be rather than to seem”



Our state motto, “to be rather than to seem,” is the spirit of authenticity that every North Carolinian exemplifies. The courage and strength that turn inspiration into action are what make us better. As individuals and as a community. It can be difficult to pursue, but the impact is worth the effort.

PBS North Carolina is proud to take on this challenge every year. Every step taken with purpose and sincerity makes our communities stronger, better, greater—for everyone. Not just with intentions and words, but with actions. Our goal is to strengthen the ties of our communities. To be genuinely about, for and by North Carolina. To be, rather than to seem.

Dedicated

Inspired

Informed

Captivated

PBS North Carolina can be many things for our community. But we are nothing without the support of our community being there for us in return.

Thank you for making PBS North Carolina possible.



To be connected



All the projects highlighted in this year's impact story reflect an essential element, one that is central to everything we do: community.

PBS North Carolina embodies and celebrates all the things you love about your community—the traditions that give you a deep sense of place, the people who nurture and inspire you, the different points of view that expand your perspectives and the joy that fuels your soul. Everyone at PBS North Carolina is driven by a profound sense of purpose to represent and amplify the vibrancy of North Carolina's communities.

Thank you for supporting our efforts to reach and serve every corner of this great state. By investing in PBS North Carolina, you're giving right back to the people who make our communities thrive.

With gratitude,
David Crabtree
 PBS North Carolina's CEO and General Manager

14+ MILLION
 viewers in NC and surrounding states



3rd largest reach among PBS stations in the U.S.



2.4 million monthly broadcast viewers



101 million PBS KIDS streams annually by NC households



3,255 hours of local programming



95K members



A culture of **Belonging**

We believe in the importance of reflecting the community that PBS North Carolina is a part of. Diversity, Equity, Inclusion and Belonging (DEIB) initiatives are a core foundation from which all PBS North Carolina employees, associates, programming and community events operate.



Ava The S.T.E.M. Princess®

72

From 72 virtual and in-person community events, special initiatives, trainings and presentations developed and hosted throughout the year:

MEETING COMMUNITIES WHERE THEY ARE

In collaboration with statewide and local partners, PBS North Carolina connects community members with powerful multimedia resources that support effective teaching and inspire lifelong learners. We aspire to help all learners thrive through equitable access to high-quality educational materials and opportunities.

127,644

children, parents and caregivers, educators, administrators and child-care providers attended events

81

counties engaged with our educational resources and services for teachers, caregivers and learners

700

teachers participated in professional development sessions

10,000+

learners seated in classrooms potentially benefited from these programs



Dr. Connie Locklear, Rootle Ambassador Robeson County



ROOTLE AMBASSADOR PROGRAM //

A champion for children in our communities

The Rootle Ambassador Program was started to identify local representatives to customize resources that fit the unique needs of their neighbors. Ambassadors connect PBS KIDS and early learning resources to their communities, enriching learning for all children and providing valuable training and experiences.

Since its launch, Rootle Ambassadors from 44 counties have engaged their communities in 106 educational events. By 2025, the program will reach all 100 NC counties.



FEATURED COUNTIES

Anson, Beaufort, Bladen, Caldwell, Chatham, Clay, Cleveland, Davie, Duplin, Edgecombe, Forsyth, Gaston, Greene, Harnett, Henderson, Iredell, Jackson, Johnston, Mitchell, Nash, Northampton, Pasquotank, Pitt, Randolph, Rockingham, Rowan, Watauga



COMMUNITY ENGAGEMENT

28 new Ambassadors on-boarded
11,000+ children and adults who participated
68 events hosted across 34 counties, with 69% in rural communities



COMMUNITY VOICE

A 2023 engagement survey revealed that all program participants increased their awareness of:

Educational materials	+50%
PBS North Carolina's online resources.....	+49%
Programming	+43%
Local services and resources	+41%

13 Partnership for Children and Smart Start agencies participated
9 additional organizations participated, including schools, libraries and family resource associations



SUPPORTING PARTNERS

- The William R. Kenan, Jr. Charitable Trust
- NC Partnership for Children
- State Library of NC
- Triple P Parenting
- Friday Institute for Educational Innovation
- Dogwood Health Trust
- Unifour Foundation Endowment
- Mr. David E. (Woody) Clinard
- Dianna & Jeffrey Goodman



ROOTLE ROADSTER TOUR //

Taking learning on the road

The Rootle Roadster Tour meets the unique needs of the smaller, rural communities of North Carolina that are often underserved. PBS KIDS educational programs are accentuated by PBS North Carolina's own children's media initiative, Rootle, to create family-friendly events that provide purposeful, engaging learning experiences with take-home educational materials.

In addition to sharing learning resources for STEM, literacy, physical education and social-emotional and sensory activities, the tour builds awareness of local support systems and services for children.



Tour attendees can subscribe to "Bright by Text," a free, bilingual educational texting service reaching 7,000+ caregivers and 8,000+ children in North Carolina.



- Highland Elementary School in Sanford
- Mount Olive Pickle Festival
- North Carolina Potato Festival
- Museum of the Albemarle

Brandy Powers, Rootle Ambassador Harnett County



Bertie, Harnett, Johnston, Pasquotank, Wayne



A 2023 engagement survey revealed that attendees felt an increase across:

- Connection to the community **+88%**
- Social-emotional well-being **+81%**
- Engagement & motivation to learn **+81%**
- School readiness **+75%**
- Academic skills **+43-73%**



60+ Local Community Partners
4,570 Participants



- NC Department of Health & Human Services, Division of Child Development & Early Education
- F.M. Kirby Foundation
- Mr. David E. (Woody) Clinard
- Kayla & Jon Stewart
- The Carlson Family Foundation
- The Donald & Elizabeth Cooke Foundation

Ensuring every child is prepared for success

The Rootle Readiness program supports parents and caregivers during the critical early years of a child's development and growth. In 2023, PBS North Carolina collaborated with statewide early childhood agencies to produce short videos showcasing community resources for parents, caregivers and educators.



COMMUNITY ENGAGEMENT

8+ million viewers reached



SUPPORTING PARTNERS

NC Department of Health & Human Services, Division of Child Development & Early Education
North Carolina Partnership for Children
North Carolina Early Intervention Branch
Mr. David E. (Woody) Clinard
Kayla & Jon Stewart
The Carlson Family Foundation
The Donald & Elizabeth Cooke Foundation



EARLY EDUCATORS
NC's teachers produce better outcomes for our children and our state.

[Watch Now](#)



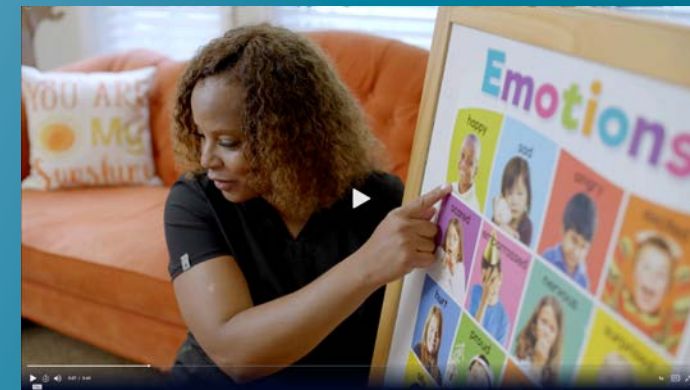
FINDING QUALITY CHILD CARE
The NC Child Care Resource & Referral Council helps find quality, affordable child care.

[Watch Now](#)



PARENTS AS A CHILD'S FIRST TEACHER
Your child's first teacher is you!

[Watch Now](#)



SOCIAL & EMOTIONAL LEARNING
Positive relationships support your child's emotional development.

[Watch Now](#)

Education for our educators



“Nurturing positive partnerships between early childhood professionals, parents and caregivers is essential to supporting all aspects of a child’s well-being and has been shown to make a lifelong impact.”

— Kristi Maida, PBS North Carolina’s Director of Education Services

Early childhood educators are a key part of our children’s lives, but these important mentors often lack their own professional development opportunities. The Impact Early Childhood Education Summit is a free annual event created by PBS North Carolina, the NC DHHS Division of Child Development and Early Education and the NC Department of Public Instruction.

Attendees earn contact hour credits while learning about innovative strategies across topics such as social-emotional learning, literacy, STEM and equity in early childhood education.



Asheville-Buncombe Technical Community College



Buncombe



305 attendees from 34 states
79 of 100 North Carolina counties represented
44 presentations, including speakers from LatinxEd, NC Department of Public Instruction, North Carolina Zoo, the UNC system, Duke University, University of Colorado and Western Carolina University
6 public media partners participated, including other educational television affiliates and Fred Rogers Productions



NC Department of Health & Human Services, Division of Child Development & Early Education
NC Department of Public Instruction
The William R. Kenan, Jr. Charitable Trust
Mr. David E. (Woody) Clinard
Alice & Britt Preyer



98% of attendees strongly agreed that the sessions and materials positively impacted their professional development and were relevant and useful to young learners.

To be...



Being inspired motivates us to live creatively and passionately. It is one of the greatest gifts that helps us find our purpose.

Stoking the fire of

Curiosity



Ten to Try



HUMANKIND YEARS FOR INSPIRATION

Curiosity draws us out of our comfort zones and introduces new experiences that allow us to continue growing as people. We become more empathetic, adaptable, resilient and aware. At PBS North Carolina, we believe that sharing stories and experiences enlightens minds, enhances lives, fosters well-being and sharpens our mutual understanding of each other in the world.

3,519

attendees participated in program screenings such as:

In 2023, PBS North Carolina created connections for:

17 events and program screenings with dynamic community-driven panel discussions

55 subject-matter experts **14** community organizations

- “Becoming Frederick Douglass” // Maryland Public Television
- “Facing Suicide” // Twin Cities Public Television
- “The U.S. and the Holocaust” // WETA
- “Reel South”
- “Independent Lens”

The Fire of Curiosity

Year of the Trail

Freight Train Blues

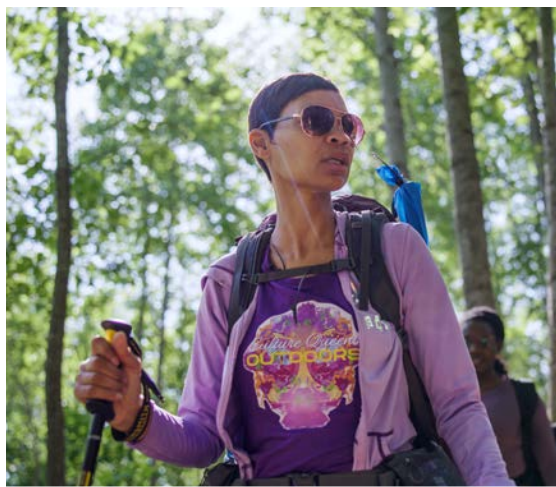
Explore NC App

Indie Lens Pop-Up

YEAR OF THE TRAIL //

Celebrating North Carolina's great outdoors

In partnership with the Great Trails State Coalition and the SECU Foundation, PBS North Carolina was proud to commemorate the 50th anniversary of the 1973 North Carolina Trails System Act with the largest celebration of outdoor recreation in NC history. Broadcast and digital stories highlight exceptional amazing outdoor opportunities available across the state, from hiking, mountain biking and paddling to waterfall chasing and horseback riding. The series promoted healthy outdoor recreation and the community organizations that work to keep our state's vast network of trails, greenways and blueways welcoming and accessible for all.



"Our state is home to miles of beautiful trails, greenways and recreation areas spanning the mountains to the coast, and we are excited to highlight these natural wonders."

— Jama Campbell, Executive Director, SECU Foundation



FEATURED SITES

- Blueway Trail
- Carvers Creek State Park
- Company Mill Preserve
- Dupont State Recreational Forest
- Elkin Valley
- Fire Mountain Bike Trails
- Fonta Flora State Trail
- Green River Cove Trail
- Hitchcock Creek Blue Trail
- New Panther Branch Natural Area
- Pilot Mountain State Park
- Pisgah National Forest
- Roanoke River Trails
- Weymouth Woods Sandhills Nature Preserve



FEATURED COUNTIES

Buncombe, Burke, Cumberland, Graham, Guilford, Jackson, Martin, Moore, Orange, Polk, Richmond, Surry, Swain, Transylvania



COMMUNITY ENGAGEMENT

800,000+ broadcast impressions
74,000+ YouTube streams
563,977 email newsletter impressions
1,024,351 social media impressions
50,843 social media engagements



SUPPORTING PARTNERS

SECU Foundation
NC Great Trails State Coalition

The Fire of Curiosity Year of the Trail Freight Train Blues Explore NC App Indie Lens Pop-Up



FREIGHT TRAIN BLUES

[Watch Episodes](#)

FREIGHT TRAIN BLUES //

The blues shown in a whole new light

This concert series celebrates the legacy of Piedmont folk-blues innovator Elizabeth “Libba” Cotten. Born in 1893 in Carrboro, North Carolina, Cotten is best known for the compositions “Freight Train” and “Shake Sugaree,” which have been covered by the likes of Joan Baez, Doc Watson, the Grateful Dead and Taj Mahal. Today, a new generation of Southern roots musicians carries on this legacy, and PBS North Carolina captured these concerts in a 3-episode series. The series features performances by Amythyst Kiah, The Hamiltones, Alexa Rose, Harvey Dalton Arnold and Johnny Ray Daniels.



Alexa Rose



Johnny Ray Daniels



Amythyst Kiah



COMMUNITY
ENGAGEMENT

219,000+ broadcast impressions
1,997 streams
19,000+ social media impressions
222,434 unique opens of email newsletter feature



FEATURED
COUNTIES

Durham
Orange



SUPPORTING
PARTNERS

NC Department of Natural
and Cultural Resources
Come Hear NC
Music Maker Foundation

EXPLORE NC APP //

Exploring NC from the comfort of your own home

Explore NC is a free AR app that allows everyone to explore North Carolina from wherever they are. Hop aboard a flight simulation at the Wright Brothers National Memorial, encounter endangered red wolves in their den at the North Carolina Zoo, take an up-close look at a 3D, life-size bronze statue of Dr. Martin Luther King, Jr. while listening to his famous "I Have a Dream" speech delivered at a high school in Rocky Mount and so much more.



"By leveraging augmented-reality tools, we can bring science, history and culture to life in a trusted, safe and educational environment that sparks curiosity."

— David Huppert, Director of PBS North Carolina's Media Innovation Lab



COMMUNITY ENGAGEMENT

16,000+ impressions across Android and iOS phones



FEATURED COUNTIES

Dare
Nash
Onslow
Randolph
Wake

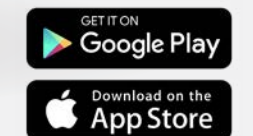


SUPPORTING PARTNER

NC Department of Natural and Cultural Resources



Download the app and try it for yourself!



Films that spark discussion

The Indie Lens Pop-Up is a virtual and in-person neighborhood film screening series with community-driven conversations. The screenings featured films from the acclaimed documentary series “Independent Lens” which focuses on topics such as the struggle around overdose prevention advocacy in marginalized communities, life with a disability, the fight for universal basic income, immigration and social justice.

This PBS North Carolina engagement series was supported by many organizations across the state, including Wake Forest Innocence and Justice Center, NC State University School of Social Work, Guilford County Public Health, NC Harm Reduction Coalition, Arts Access Inc. and The Center for Community Transitions.



The Tuba Thieves



Matter of Mind: My ALS



Mama Bears



Free Chol Soo Lee

The Fire of Curiosity

Year of the Trail

Freight Train Blues

Explore NC App

Indie Lens Pop-Up



COMMUNITY
ENGAGEMENT

475 event attendees
462 virtual chat engagements
834 email opt-ins



SUPPORTING
PARTNERS

Independent Television Services, Inc.
River Run International Film Festival

INFORMED

To be...

Being informed goes beyond knowledge or expertise. It shapes how we interact with the world and connect with each other.

STEM for all students

For more than a decade, PBS North Carolina Education Services Division has produced free educational resources aligned to North Carolina’s state curriculum standards. This year, the PBS North Carolina Learning Design team produced 2 dynamic multimedia learning resources geared toward middle and high school educators and learners.

“Keeping Water Renewable”

focuses on one of the world’s most compelling, urgent issues and increases awareness of protecting freshwater resources while examining real-world sustainability strategies.

[View Lessons](#)



“Creating Rogue History”

provides a behind-the-scenes look at what really goes into making a PBS North Carolina digital series. Viewers follow the creative team throughout the process, learning about the instructions, tools and templates for digital projects from pitch to production.

[Watch Now](#)



COMMUNITY ENGAGEMENT

12,751 total users
25,000+ page views



WIDESPREAD IMPACT

This program won the APEX Publishing Excellence Award for “Keeping Water Renewable.”



SUPPORTING PARTNERS

PBS Digital Studios
NC Department of Natural and Cultural Resources

“I was happy with how the Creating Rogue History content for LearningMedia turned out—the interactive lesson was fantastic.”

— Kristin Lehner, Sr. Director, PBS Content and Curriculum



Making science and learning fun

Hosted by Emmy Award-winning reporter Frank Graff PBS North Carolina's original science series explores the frontiers of human discovery with researchers who are solving today's biggest challenges. *Sci NC* celebrated its 5th season with a Sharkathon, our first-ever 8-hour block of programs all about sharks.

Highlights of the 2023 season include a look at sharks off our coast, the search for a rare salamander found only in North Carolina and research into a super vaccine. *Sci NC* also featured playful segments produced by NC Culture Kids that answered questions such as, "Do rhinos go to the dentist?" "How are seashells made?" and "What makes a waterfall?"

Watch Episodes

Rossie Izlar, series producer



Frank Graff, series host



- Frying Pan Shoals weather station
- Fort Fisher
- Grandfather Mountain
- Hanging Rock State Park
- Lake Waccamaw
- NC A&T
- Reed Gold Mine historic site
- UNC Chapel Hill

"We look at the ways science touches our daily lives as well as the research and innovation happening in government labs, universities and private industry."

— Frank Graff, *Sci NC* host



SUPPORTING PARTNER

NC Department of Natural and Cultural Resources



FEATURED COUNTIES

Avery, Brunswick, Cabarrus, Carteret, Columbus, Durham, Guilford, Orange, Stokes, Wake



COMMUNITY ENGAGEMENT

1.6+ million broadcast viewers
 4,000+ views on blogs and articles
 1.2+ million social media impressions





“I’m honored to share the stories of the tremendous strides our communities are making on so many complex issues simply by coming together.”

— Anita Brown-Graham, series host



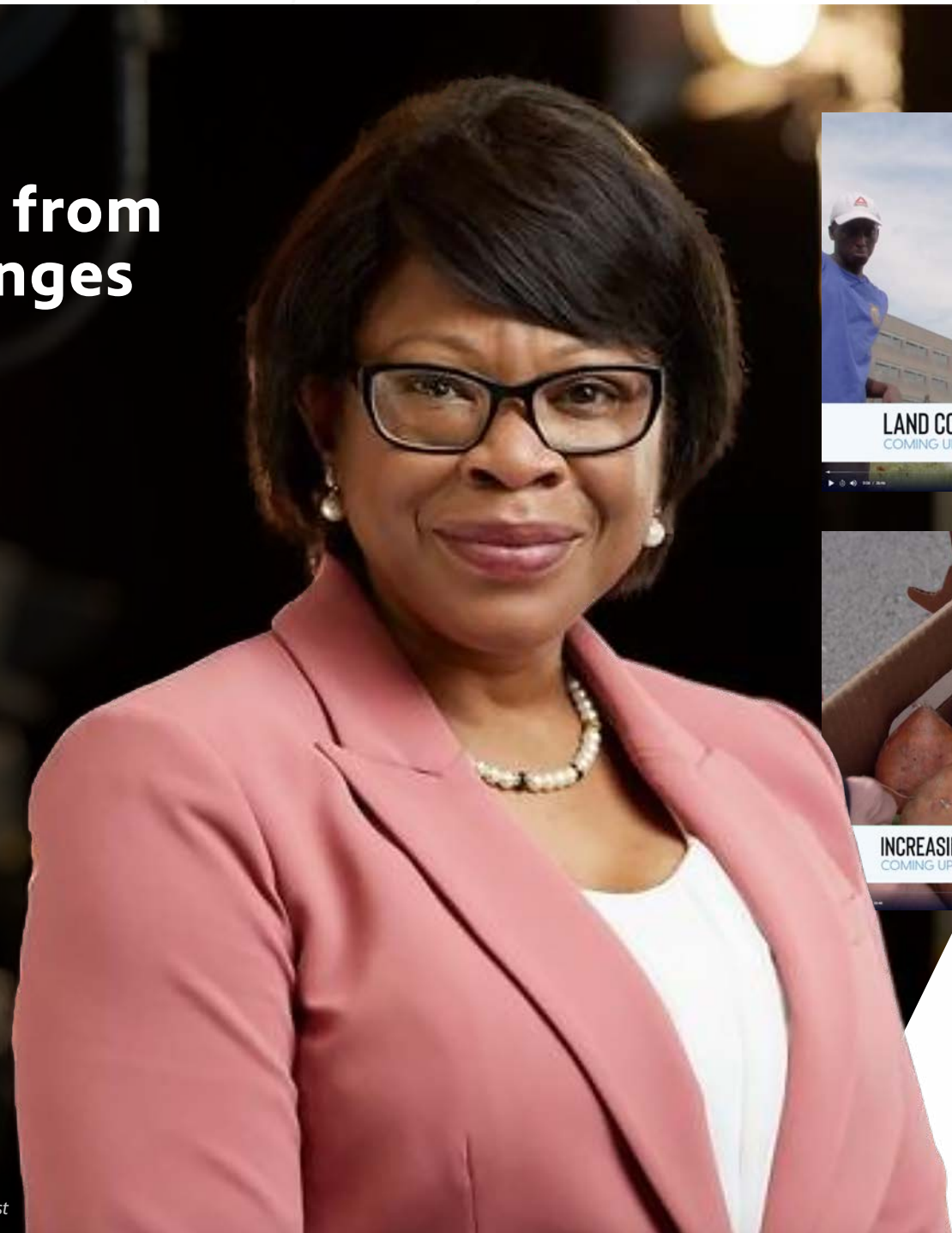
ncIMPACT //

Not shying away from our tough challenges

Celebrating its 5th season, this multiplatform series is hosted by Anita Brown-Graham and her team from the UNC School of Government as they listen, learn and lead community conversations across the state. The series has featured stories from all 100 counties in North Carolina—visiting 34 in this season alone—to find out how our communities are tackling their most pressing issues with education, jobs, healthcare and more.

The 2023 season featured episodes about communities that developed innovative ways to support people with dementia, how local economies can be stimulated by sports and arts tourism and neighborhoods made safer by their own residents.

Anita Brown-Graham, series host



THIS SEASON'S EPISODES

- Ep. 1: “Alzheimer’s & Dementia Care”
- Ep. 2: “Teacher Shortage Crisis”
- Ep. 3: “Sports Tourism Boom”
- Ep. 4: “Building a Diverse Business Community”
- Ep. 5: “Rising Community Violence”
- Ep. 6: “Enhancing NC’s Workforce Through Education”
- Ep. 7: “Increasing Food Access”
- Ep. 8: “The Potential of Offshore Wind Energy”
- Ep. 9: “The Lack of Rural Health Care Options”
- Ep. 10: “The Need for STEM in Rural Communities”
- Ep. 11: “Engaging ‘Disconnected’ Young Adults”
- Ep. 12: “The Arts as an Economic Engine”
- Ep. 13: “Conserving the Landscape in the Face of Growth”

[Watch Episodes](#)



4+ million impressions



34 counties including Caswell, Columbus, Jones, Montgomery and Robeson



UNC School of Government
UNC Health

Helping everyone stay safe and informed

Sending critical information to first responders quicker than current technologies saves lives. PBS North Carolina partnered with Triveni Digital and Device Solutions, Inc. to develop a digital paging service that enables more efficient, reliable and secure delivery of emergency information through a non-traditional use of PBS North Carolina's TV broadcast platform. This innovation effort has been several years in the making and allows first responders to quickly deliver an immense volume of data to many recipients at the same time.

“We’ve watched this technology develop from conception through design and now a real-life demonstration at the NAB Show. Winning the award is the culmination of the outstanding work from three industry visionaries.”

— Sam Matheny, Executive Vice President and Chief Technology Officer,
National Association of Broadcasters

“In an emergency, every second counts toward potentially saving a life, and with our solution, emergency notifications can be sent to first responders more efficiently, over a greater distance and with more content than ever before.”

— Fred Engel, Chief Technology Officer at PBS North Carolina



FEATURED
COUNTIES

Macon
Pitt



SUPPORTING
PARTNERS

Winterville, NC Fire Department
Macon County Office
of Emergency Management



WIDESPREAD
IMPACT

This program received the 2023
National Association of Broadcasters
Technology Innovation Award.





Watch Episodes

A platform for Black voices in our community

As PBS North Carolina's longest-running original public affairs series, *Black Issues Forum* is North Carolina's leading forum for news stories by, about and for African American communities. Every week, thought leaders, changemakers and creators come together to share, illuminate and inspire. In addition to panel discussions and field reports on cutting-edge topics affecting Black communities across the state, the series celebrates stories of resiliency and triumph.



1+ million broadcast impressions
8,000 streams on YouTube and PBS Streaming
189,746 social media impressions
447,417 email newsletter impressions



Z. Smith Reynolds Foundation



Anson, Cumberland, Durham, Forsyth, Guilford, Pasquotank, Wake, Wilson

"Black Issues Forum provides an inside view of people and communities who are often overlooked or misrepresented."

— Kenia Thompson, series host and producer



Deborah Holt Noel, series host & executive producer, Kenia Thompson, series host & producer



STATE LINES //

A view into our local politics

This weekly series features a roundtable discussion that focuses on North Carolina policy, legislation and their impact on North Carolinians. The program brings context to complex issues facing North Carolinians and provides an open forum for meaningful discussion between experienced political analysts, journalists and elected officials from across the state and political spectrum.

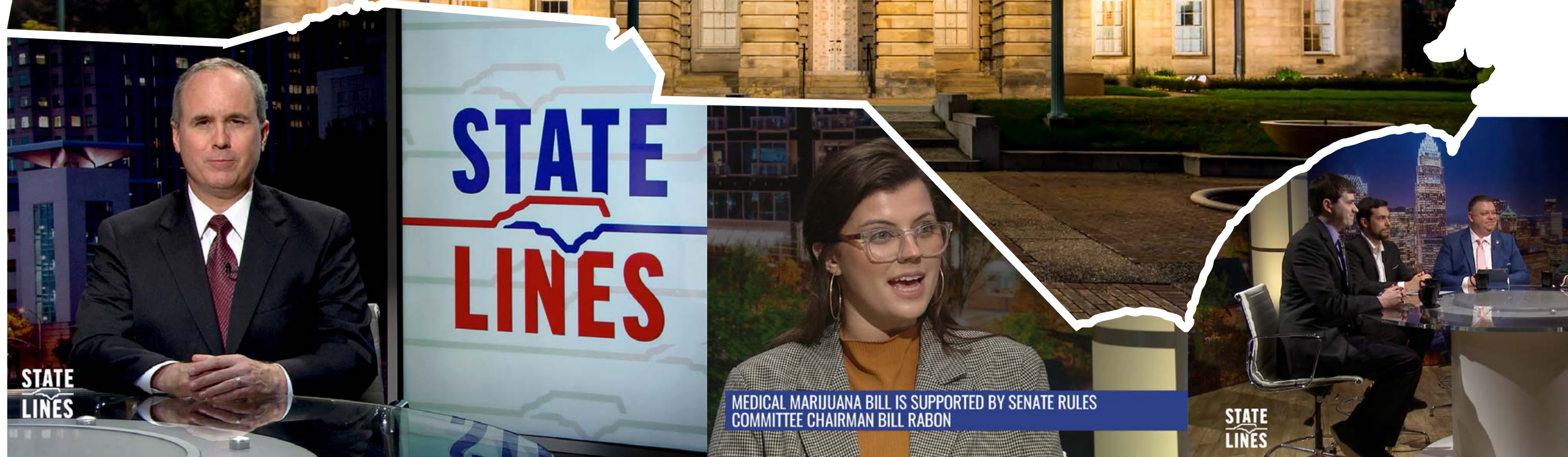


- 1.4 million broadcast impressions
- 5,000 streams on PBS Streaming
- 98,109 social media impressions
- 407,640 email newsletter impressions

Watch Episodes

“The series builds on PBS North Carolina’s decades-long commitment to thoughtful coverage of issues that impact people throughout the state.”

—Kelly McCullen, series host



Kelly McCullen, series host

MEDICAL MARIJUANA BILL IS SUPPORTED BY SENATE RULES COMMITTEE CHAIRMAN BILL RABON

To be...



Where learning is loved

We are driven by the power of art that lives at the intersection of education and entertainment. Our mission is to provoke thought while igniting imagination to make learning enjoyable for all our viewers.

Throughout the year, we provided 3,255 hours of locally produced content and 22,322 hours of PBS favorites like *Sesame Street*, *Masterpiece*, Ken Burns productions and *Finding Your Roots with Henry Louis Gates, Jr.*

The power of sharing songs and conversations

Hosted by Grammy winner and MacArthur “Genius Grant” recipient Rhiannon Giddens this new series is produced by the Will and Deni McIntyre Foundation and presented by PBS North Carolina with national distribution through PBS. It features performances and conversations with innovative musicians who have forged unconventional paths to find their voices. In 2023, the audience was treated to a virtual program screening and panel discussion featuring producers Will and Deni McIntyre and country music artist Rissi Palmer.



FEATURED PERFORMERS

- Singer-songwriter and activist **Allison Russell**
- Country music artist and advocate **Rissi Palmer**
- Indigenous Lumbee/Tuscarora singer **Charly Lowry**
- Southern gothic blues artist **Adia Victoria**
- Guitarist and singer **Joy Clark**
- Carolina Chocolate Drops cofounder **Justin Robison**
- Singer-songwriter **Laurelyn Dossett**
- Giddens’ life partner, **Francesco Turrisi**
- Giddens’ sister, singer **Lalenja Harrington**

[Watch Episodes](#)



Rhiannon Giddens, series host

“It’s thrilling to host a new PBS series that celebrates the intersection of music and storytelling.”

— Rhiannon Giddens, host



COMMUNITY ENGAGEMENT

- 317,000+** broadcast impressions
- 68,000+** total streams
- 500+** streams per day on average
- 185** event attendees
- 122** virtual chat engagements
- 351** opt-in emails



FEATURED COUNTIES

- Durham
- Guilford
- Henderson
- Polk
- Robeson



SUPPORTING PARTNERS

- Will and Deni McIntyre Foundation
- The Rhea Bigelow Charitable Trust
- North Carolina Department of Natural and Cultural Resources
- Carlyle Adams Foundation
- The Community Foundation of Henderson County and its Perry N. Rudnick Endowment

Celebrating local, one ingredient at a time

This Emmy Award-winning series follows famed food writer and teacher Sheri Castle as she traces the history of North Carolina's most beloved ingredients. Along the way, she meets local farmers, fisherfolk and other experts to learn the stories behind these unique flavors.

Join Sheri on a "cook-along" with renowned chefs, get kitchen tips and tricks and try her recipes for yourself. According to Sheri, "Even when my cook-along guests have backgrounds and culinary repertoires quite different from mine, we share a passion for making great recipes for family and friends."

"You don't need to be a cook to enjoy The Key Ingredient—you need only an appetite for great stories."

— Sheri Castle, series host



Sheri Castle, series host

"Sheri follows ingredients right to the source, whether it means traveling to Tennessee or a family-owned trout farm in Waynesville...The stories she discovers connect and unify us in remarkable ways."

— Heather Burgiss, executive producer, director and PBS North Carolina's Director of Original Productions



Pictured left to right: Ricky Moore, Yordanys "Jay" Bastardo and Chue and Tou Lee

Watch Episodes



Emmy winner for best lifestyle program at the 37th Midsouth Regional Awards

This series is distributed nationally through American Public Television



FEATURED COUNTIES

Ashe
Burke
Durham
Haywood
Hyde
Orange



COMMUNITY ENGAGEMENT

219,000+ broadcast impressions
1,997 streams
19,000+ social media impressions
222,434 unique opens of email newsletter feature

NC WEEKEND //

Uncovering the hidden gems in our backyard

PBS North Carolina's iconic series *NC Weekend* kicked off its 20th season, taking viewers to must-see places and events across the state. Through the years, the series has visited hundreds of towns across North Carolina to find the most intriguing eateries, local businesses, nature spots and cultural attractions. To celebrate this milestone season, our audience was treated to an in-person reception with the show's host and producers.

[Watch Episodes](#)



COMMUNITY ENGAGEMENT

4,672,000 broadcast impressions

94,000+ total streams

966,857 social media impressions

681,437 unique email newsletter opens

102 event attendees



FEATURED COUNTIES

Alleghany, Avery, Buncombe, Burke, Chatham, Cumberland, Dare, Durham, Forsyth, Jackson, Johnston, McDowell, Mecklenburg, Nash, Orange, Polk, Randolph, Sampson, Surry, Swain, Wake, Wilson



SUPPORTING PARTNER

[Visit NC](#)

“Hosting NC Weekend has opened to me a world of hidden gems in local travel. Incredible experiences are often right in our back door, and it’s so rewarding to share those discoveries.”

— Deborah Holt Noel, series host



Deborah Holt Noel, series host

Learning is Loved

My Music

The Key Ingredient

NC Weekend

Antiques Roadshow Raleigh

America's favorite antique experts come to North Carolina

Part adventure, part history lesson and part treasure hunt, PBS's most-watched ongoing series, *Antiques Roadshow*, landed in North Carolina this year to search for hidden treasures. The pop-culture phenomenon filmed episodes at the NC Museum of Art in Raleigh, with thousands of community members receiving expert assessments of their antiques and collectibles for free. The episodes taped in Raleigh will be featured in the 28th season of the show airing in 2024.



COMMUNITY ENGAGEMENT

3,500+ attendees
108 volunteers



SUPPORTING PARTNERS

North Carolina Museum of Art
North Carolina Museum of History



FEATURED COUNTY

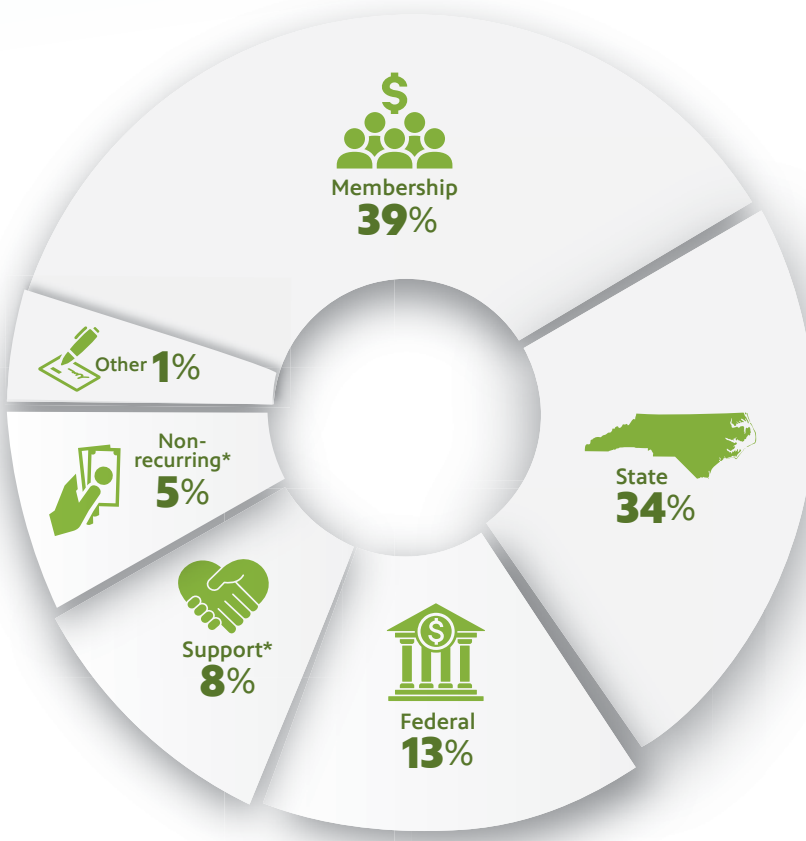
Wake



2023 Financials

Sustainable growth is our focus as we expand and diversify revenue sources. Private support from individuals, corporations and foundations remains the largest source of revenue. Coupled with federal and state funding, this support enables PBS North Carolina to achieve its mission to educate, inform, entertain and inspire the people of North Carolina.

\$30,288,100 in total revenue received



Corporate Engagement

The Corporate Engagement team engaged **56 funders to put more than \$2.5 million in revenue** under contract during fiscal year 2023, including **a 12% increase from 2022** in contracted revenue for specific projects.

* Partnership & Corporate Support
Nonrecurring Project Revenue



Membership & Philanthropic Giving

In fiscal year 2023, grants and individual gifts remained a cornerstone of our annual funding. Membership and philanthropic support directly fuels the programs, projects, initiatives and distribution of services.

\$12.2 million donated by more than 95K individuals

Grants

PBS North Carolina continues to generate a healthy mix of funding from private foundations, federal and state governmental agencies and public media partners.

50 grants under contract totaled \$1,988,577



FEATURED GRANTS

- U.S. Department of Education
- National Endowment for the Arts
- Corporation for Public Broadcasting
- William R. Kenan Jr. Charitable Trust
- Dogwood Health Trust
- Burroughs Wellcome Fund
- Z. Smith Reynolds Foundation

- Unifour Foundation Endowment
- F.M. Kirby Foundation
- NC Department of Health and Human Services
- NC Department of Natural and Cultural Resources
- Fred Rogers Company
- South Arts

Expense by Function

36% // Tech and Facilities

25% // Content

18% // Development

11% // Marketing

5% // Administration

5% // Education Innovation

FEATURED PROJECT FUNDERS



FEATURED UNDERWRITING SUPPORTERS



AND PBS NORTH CAROLINA DONORS LIKE YOU

On the Horizon

The year ahead holds so much promise and potential. We look forward to learning, growing and doing more together with you and everyone who supports PBS North Carolina. Public media is limitless in creativity and the drive to bring stories and resources to the communities we serve.



Reel South Originals

Reel South Originals are short films directed by BIPOC filmmakers across the South, commissioned by PBS North Carolina and partner stations. Reel South films disrupt mainstream narratives, illuminate real issues and focus on Southern communities and identities.

The filmmakers selected receive financing up to \$20,000 to produce a short film with mentorship from media executives. The upcoming season will offer new spiritual and historical viewpoints to challenge and honor the American South's relationship to its diverse landscapes.



SUPPORTING PARTNERS

- South Arts
- Center for Asian American Media
- National Endowment for the Arts
- Black Public Media
- Latino Public Broadcasting
- Vision Maker Media



FILM PRODUCERS

Reel South is co-produced by PBS North Carolina, South Carolina ETV and Louisiana Public Broadcasting, and it is produced in association with Alabama Public Television, Arkansas PBS, Texas PBS, Tennessee Public Television Council and VPM.

Wilmington 1898

In November 1898, the multiracial government of Wilmington, North Carolina, was overthrown by white supremacists in a deadly massacre and coup d'état. As the city of Wilmington marks 125 years since those harrowing events, PBS North Carolina announces the *Wilmington 1898 Documentary Project* (working title). A co-production with American Experience and 371 Productions, and with major support from the National Endowment for the Humanities, the two-hour documentary is set to debut on PBS stations across the country in Fall 2024. It will also be available for streaming on the free PBS App.



SUPPORTING PARTNERS

- | | |
|--|-----------------------------------|
| National Endowment for the Humanities | Z. Smith Reynolds Foundation |
| Atlantic Packaging Corporation | Leigh Carter |
| Firelight Films and Black Public Media | Lowenthal Family Charitable Trust |
| NC Humanities Council | Blanche Williamson |
| Truist Foundation | Brian Robinson and Brandan Hill |
| | Kate Woodbury |

A Town Called Victoria

Leaders of the Muslim community in Victoria, Texas, Abe Ajrami, Omar Rachid and Dr. Shahid Hashmi, watched as their mosque burned to the ground on January 28, 2017. The three-part docuseries *A Town Called Victoria* from Reel South and Independent Lens follows the aftermath and investigations into the fire. Events unfold as we see how a multifaith community can come together to overcome hate.



SUPPORTING PARTNER

Corporation for Public Broadcasting

The NC Listening Project

Can eight North Carolinians with vastly different perspectives come together to find common ground? Facilitated by veteran broadcaster David Crabtree, this six-part series brings together people from different walks of life to pull up a chair to listen, learn and grow their understanding of others' perspectives on topics ranging from the role of government and religion to history and identity.



SUPPORTING PARTNERS

High Point University
Sidney and Rachel Strauss
Julia Courtney and Scott Oxford



Thankful

Your support continues to make a difference in the lives of everyone who calls North Carolina “home.” We are grateful to be here for you.

What can we be together in 2024?

Stay Connected

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