



NORTH CAROLINA PUBLIC RADIO®



# EXTERNAL RELATIONS COMMITTEE

## UNC-CHAPEL HILL BOARD OF TRUSTEES

MARCH 26, 2012

# Mission/Vision



## MISSION

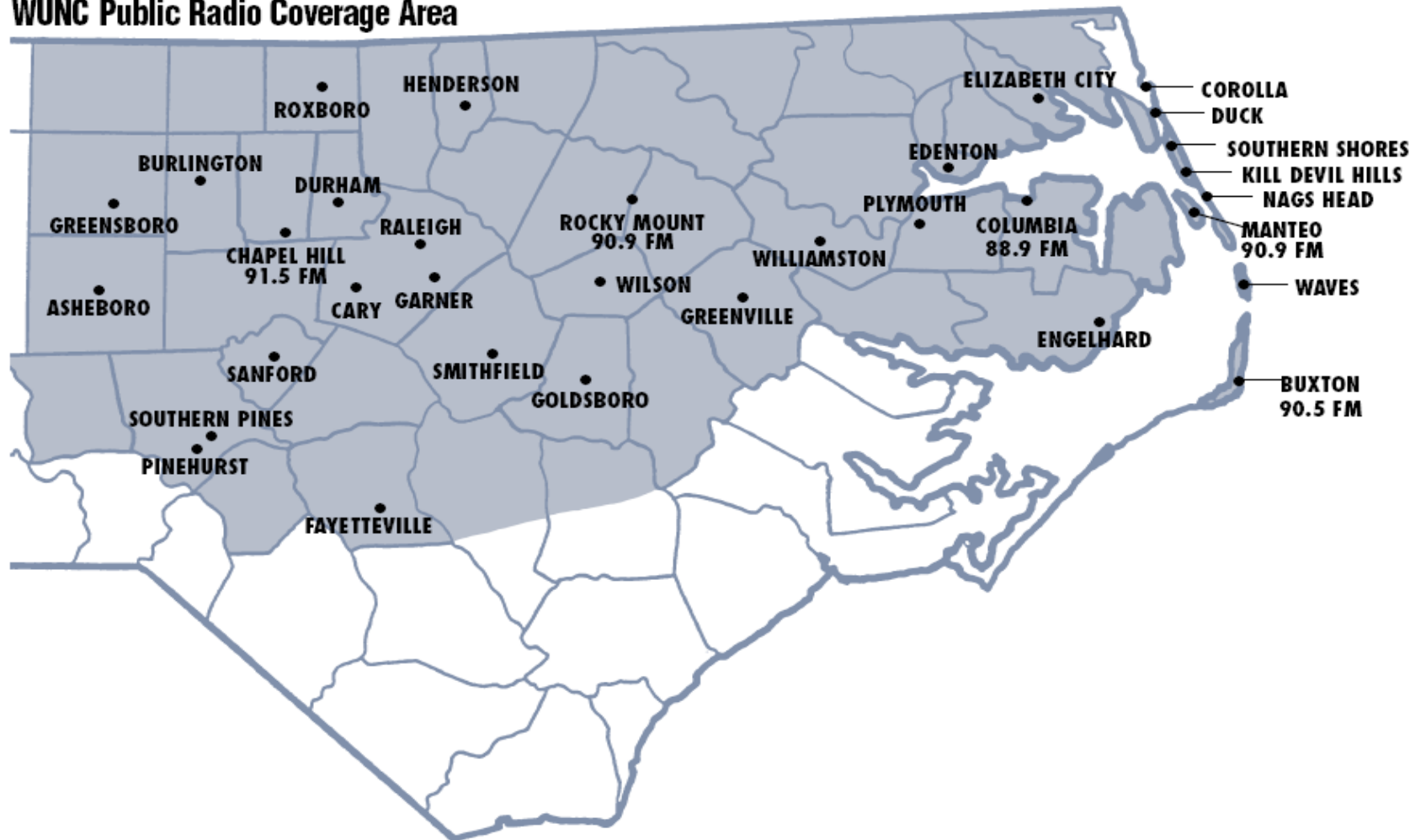
**WUNC provides high-quality news, cultural and entertainment content to create a more informed and engaged community.**

## VISION

**WUNC is a trusted source of objective and transformational content reflecting our region and expanding our collective understanding of the global community.**

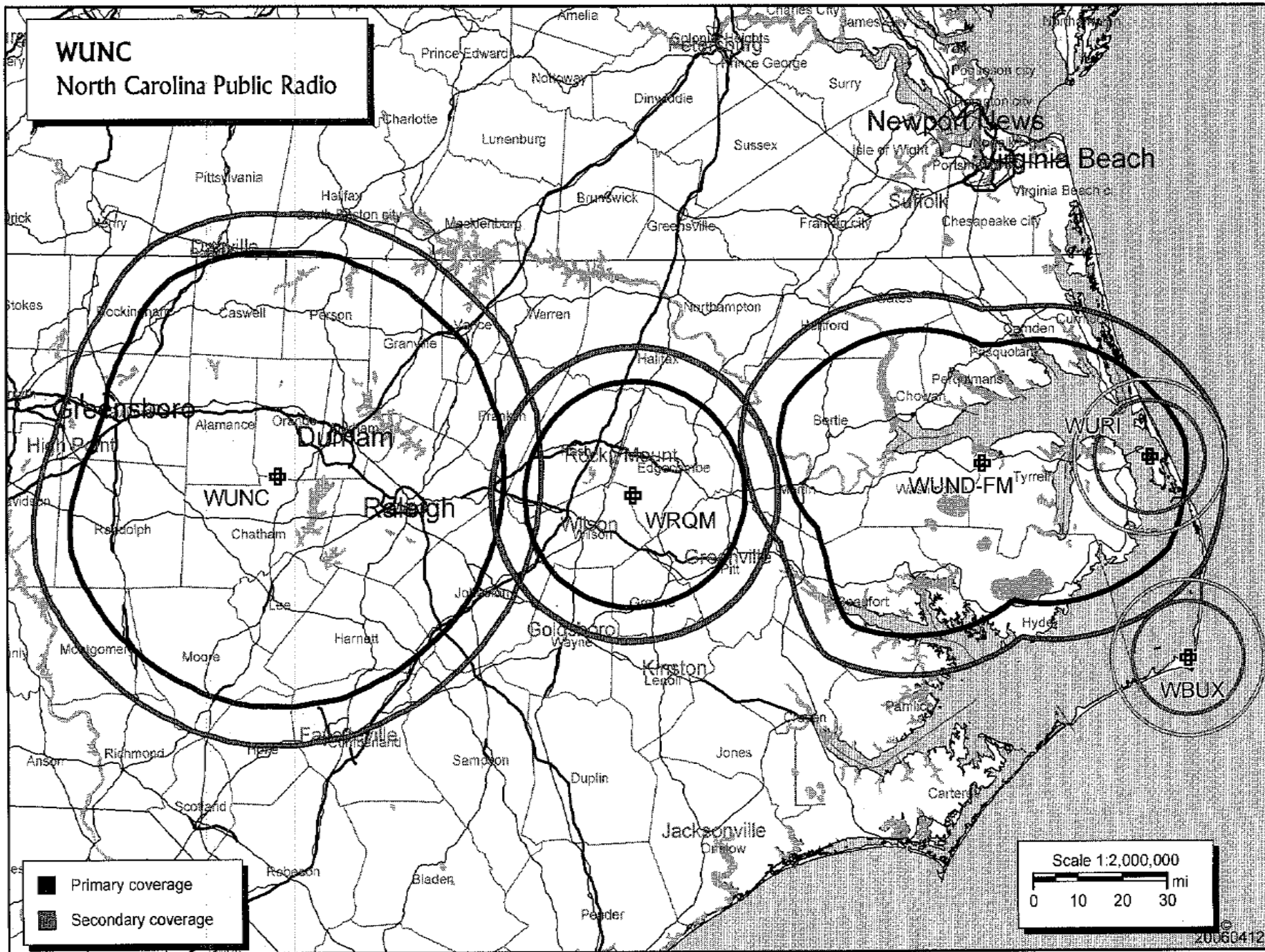
# WUNC Reaches nearly 50 Counties

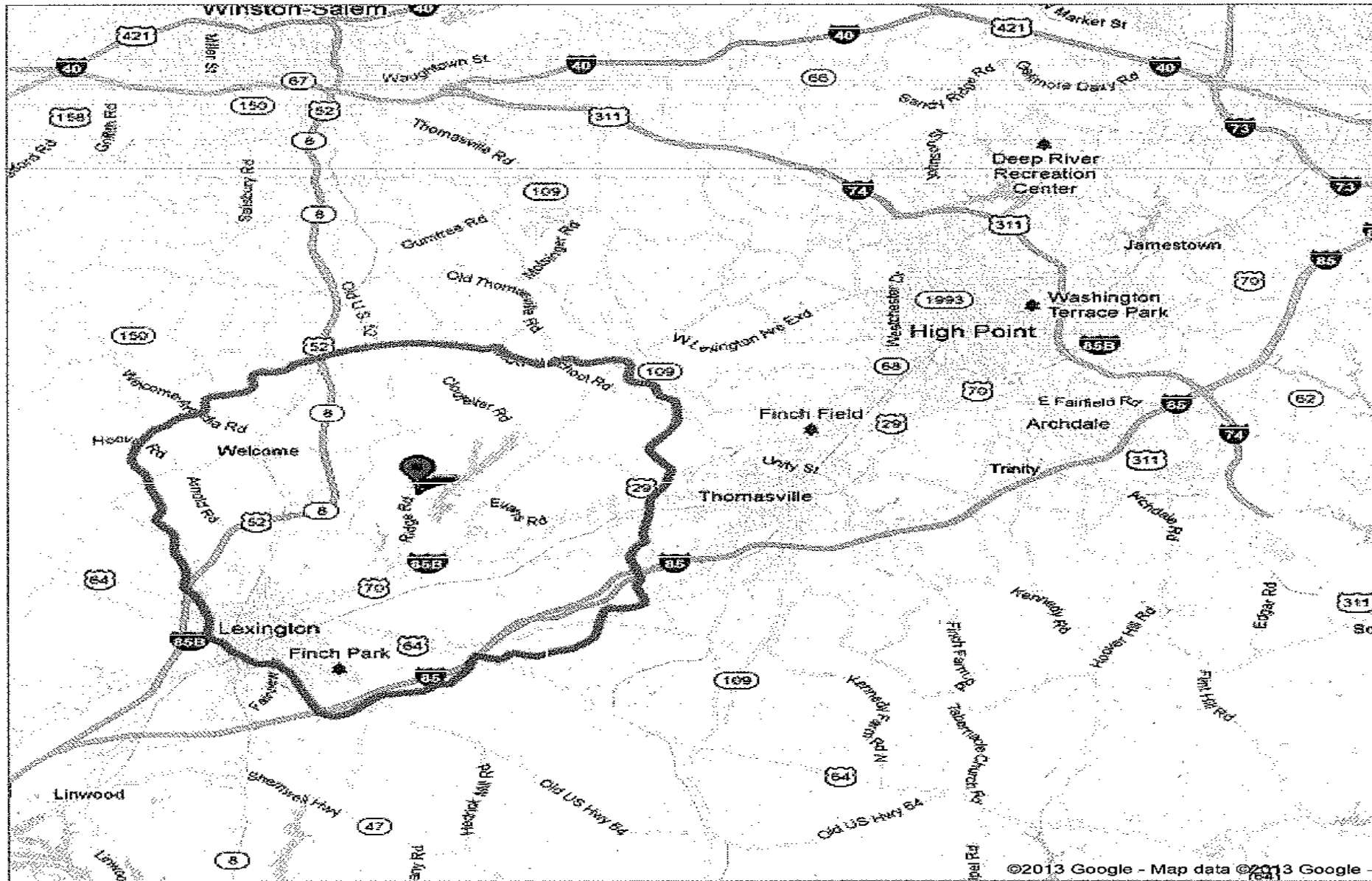
## WUNC Public Radio Coverage Area



**WUNC**

**North Carolina Public Radio**






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60 dBu Service Contour for WUNW-FM, 91.1 MHz, Welcome, NC

- ☒  WUNW-FM, Welcome, NC  
91.1 MHz -- FCC File No. BNPED-20071019APA
- ☒ 60 dBu Service contour

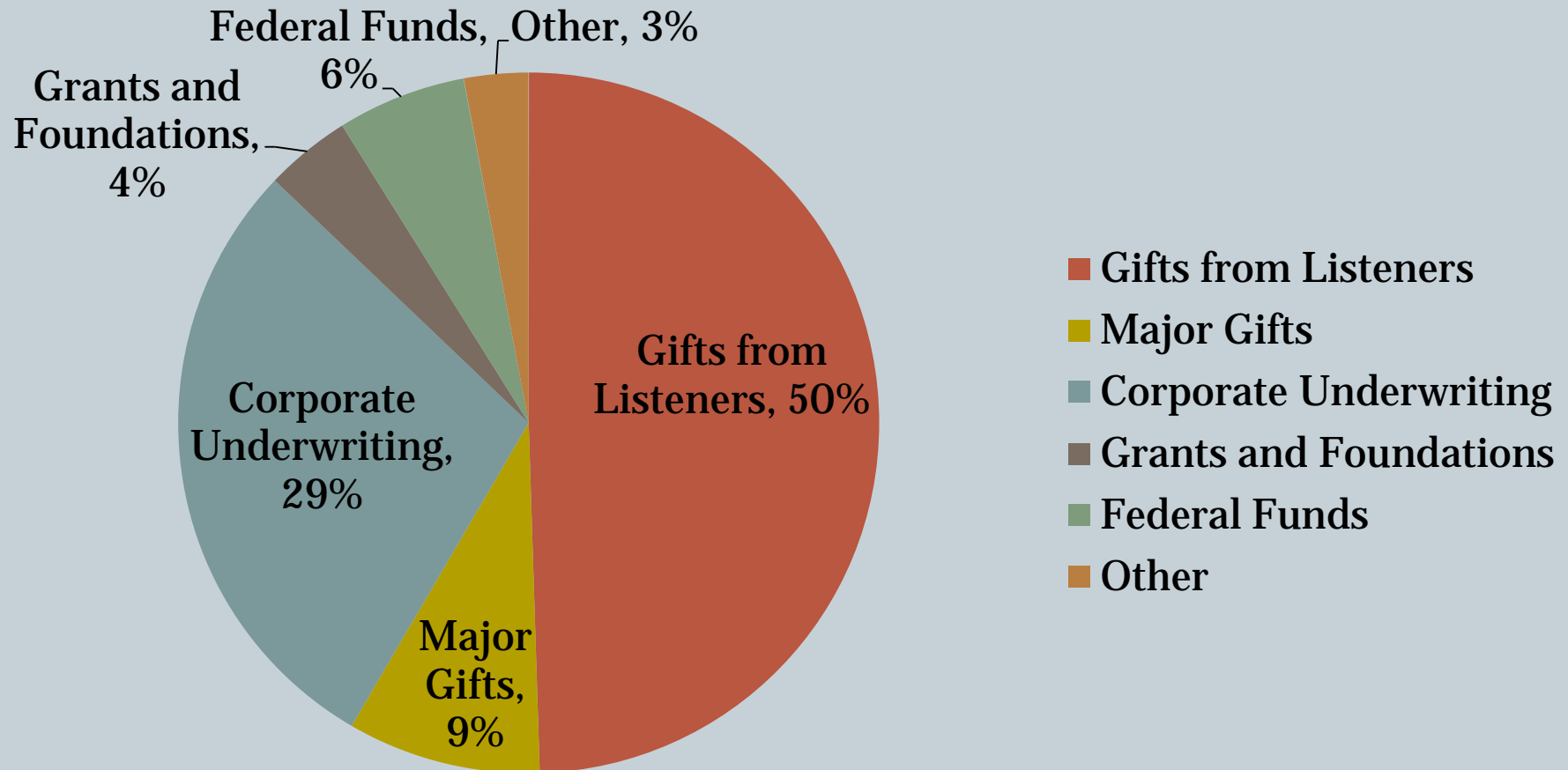
# Facilities Footprint



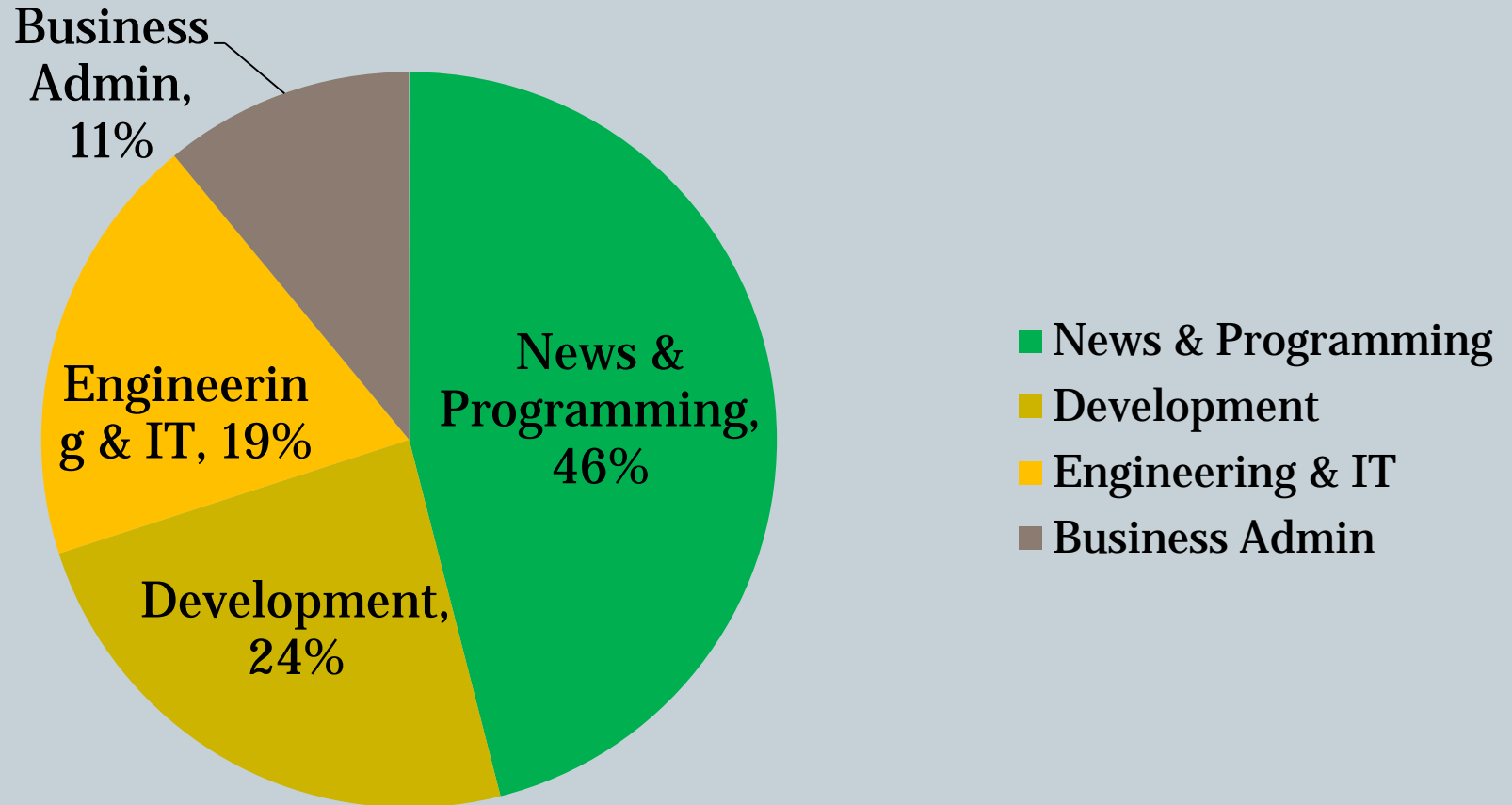
<b>Studios</b>	<b>Transmitters</b>
Friday Center, UNC, Chapel Hill	WUNC 91.5 - Chapel Hill
ATHD, Durham	WUND 88.9 - Columbia
NC Legislature, Raleigh	WBUX 90.5 - Buxton
Museum of Natural Sciences, Raleigh	WURI 90.9 - Manteo
Triad Stage, Greensboro	WRQM 90.9 - Rocky Mount
	WUNW 91.1 - Welcome
	Translator 91.1 - Buxton

# FY 14 Revenue Budget by Source

## WUNC-FM



# FY 2014 Expense Budget by Functional Area WUNC-FM





# Summary of Cash Flows

## WUNC-FM



	<b>Fiscal Year 2013 Actual</b>	<b>Fiscal Year 2014 Budget</b>
Revenues	8,634,519	8,428,202
Expenses	(7,518,222)	(8,157,264)
Net Gain	1,116,297	270,938
Cash Beginning of Year	<u>2,928,997</u>	<u>4,045,294</u>
Cash End of Year	4,045,294	4,316,232

# Listeners and Listening

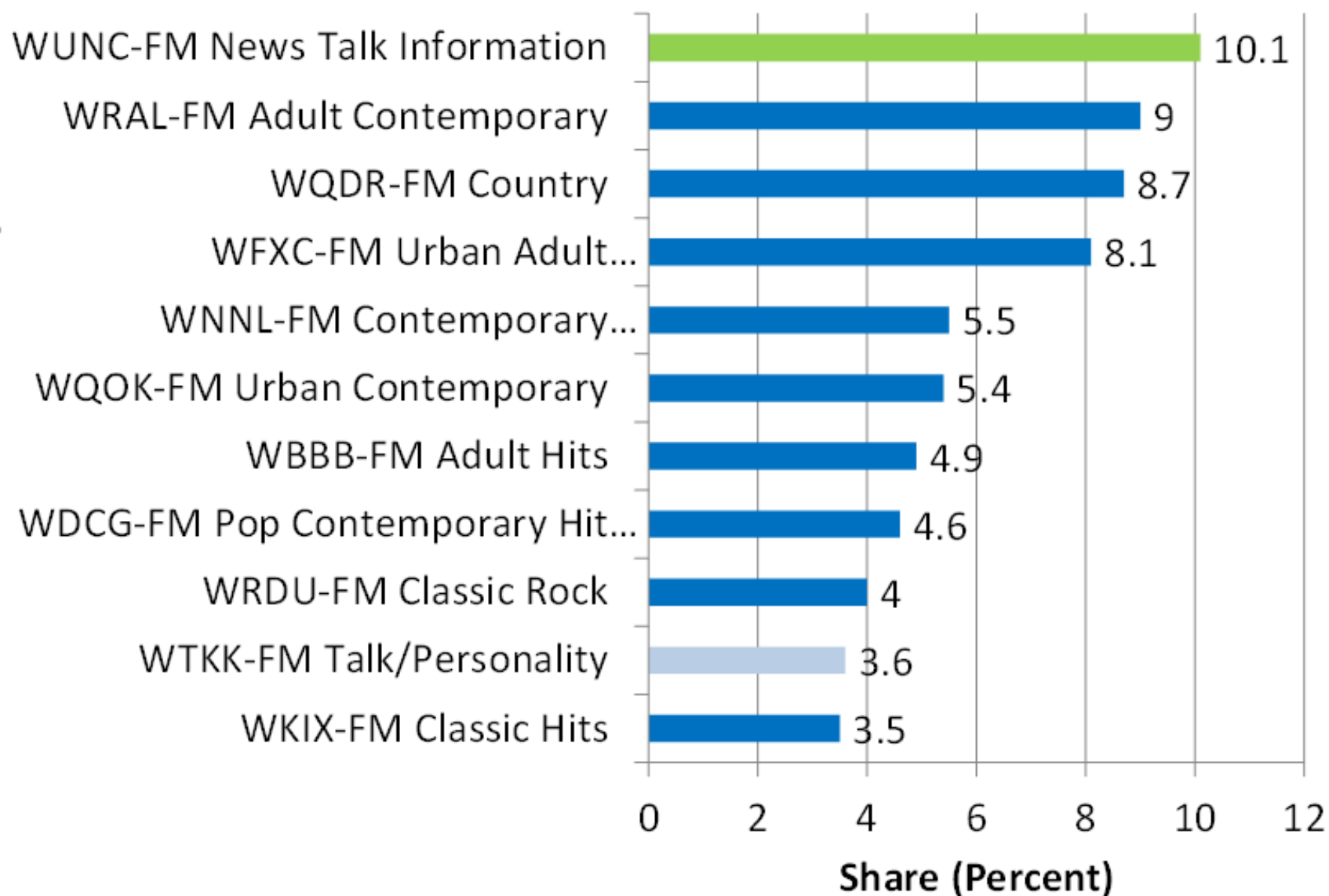


- Nearly 300,000 listeners every week
- WUNC remains one of the most listened to public radio stations in the country
- 18.6 % or nearly 1-in-5 radio listeners who are college grads in Raleigh listen to WUNC
- WUNC consistently ranks in the top 5 in the Raleigh Market

## Leading Stations

Persons 25+ Mon-Sun 6am-12m

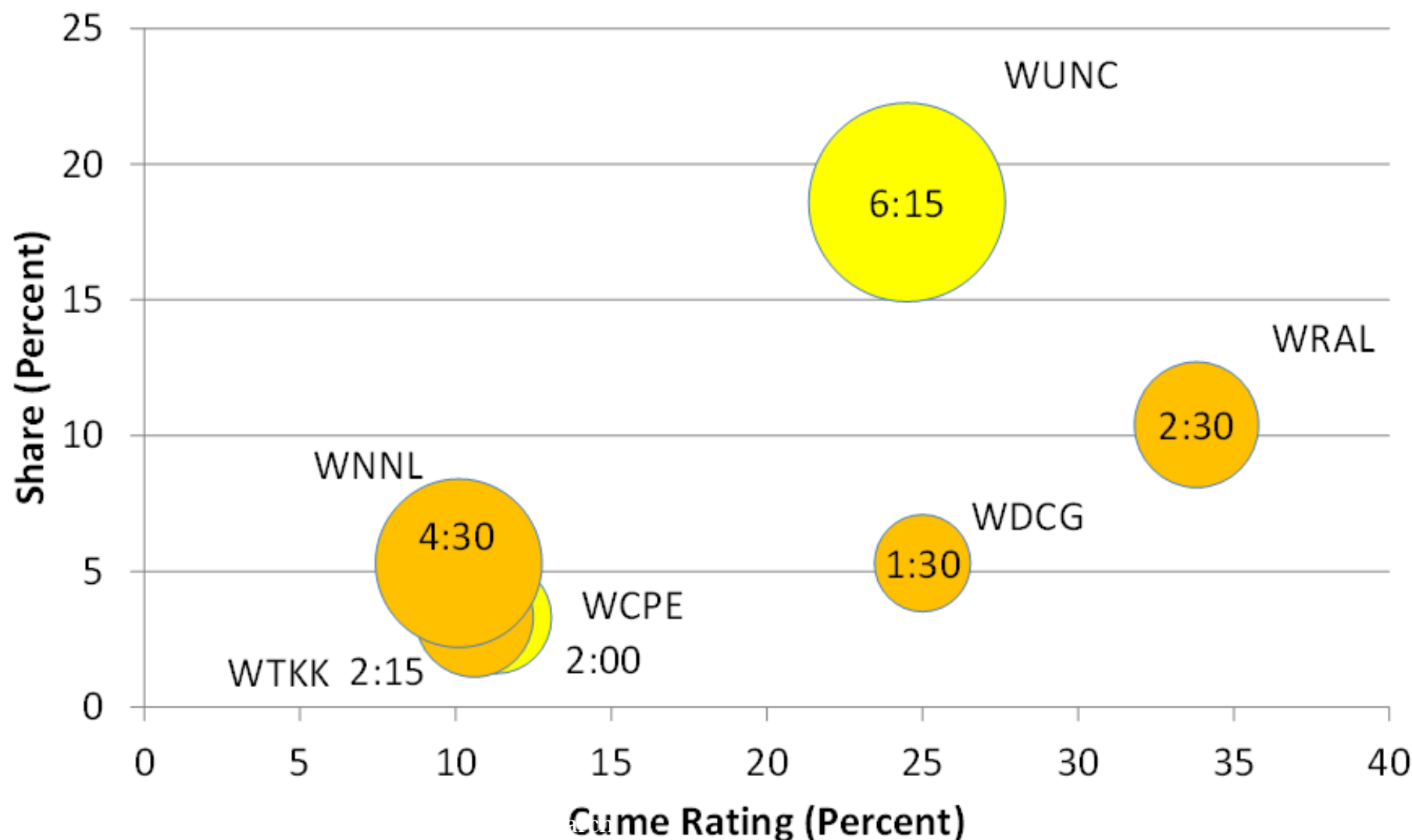
PPM Raleigh Metro  
December 2013-January 2014



# Reach, Share and TSL

College Grads 25+ Mon-Sun 6am-12m

PPM Raleigh Metro December 2013-January 2014



# Education, Politics & Outreach



**Education Reporting Focus**



**Live Broadcasts**



**Three reporters at the legislature**



**Youth engagement projects**



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