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 42 Counties
WUNC is one of the best...

...in the Raleigh Market
- 350,500 weekly listeners (Arbitron SPR 2011)
- Number 1 in Morning Drive (#2 WFXC, #3 WRAL)
- Consistently Top 5 Overall in Raleigh Metro

...in the State of North Carolina
- Employs more journalists than any other non-commercial radio station
- Largest public radio audience

...in the Country
- Number 1 in AQH Share (#2 KQED, #3 WAMU)
- Number 1 in Cume Rating (#2 MPR, #3 KUT)
FY 2012 Revenue by Source

- Listener Gifts, 45%
- Corporate Underwriting, 32%
- Major Gifts, 9%
- Federal Funds, 7%
- Grants and Foundations, 2%
- Tower Rental, 2%
- Other/In-Kind, 3%
Revenue Highlights

• **WUNC’s Sustainer Monthly Giving Program**
  • Steady, reliable income
  • Shorter pledge drives!
  • 16,000 monthly donors
  • Higher donor retention rates

• **Underwriting Support**
  • Tracking slightly ahead in orders placed
  • 395 on-air underwriters
  • Strongest sectors are health and non-profits
FY 2012 Expense by Functional Area

- News & Programming, 47%
- Development, 23%
- Engineering & IT, 19%
- Business Admin, 11%
FCC/CPB Compliance

- **EEO**
  - Every licensee of a public broadcast station that receives funds from CPB must certify that it complies with the FCC regulations concerning equal employment opportunity.

- **ASCERTAINMENT**
  - Assessment of Community Issues and Problems

- **PUBLIC FILE**
  - Contains various FCC required information, including listener correspondence about the station

- **GOVERNANCE**
  - Role of the Trustees
  - Community Advisory Board
Strategic Issues Ahead

- Possible loss of federal funding
- Need to expand digital and online offerings
- Consideration of establishing an endowment
- Effective and smart future partnerships
- Increasing competition on all platforms
- Maintaining unique brand and identity
- Transition to new technologies and away from traditional terrestrial broadcasting
Program Partnerships

- New Studio in NC Museum of Natural Sciences opens in April
- American Graduate Dropout Issue Special Focus
- Citizen Journalism with the NC Science Festival
- GOP & DNC Convention Coverage Collaborative
- Jade City Pharaoh – radio drama experiment
- Studio and live broadcasts of *The State of Things* at the Triad Stage in Greensboro
- Poetic Portraits of a Revolution
- Salon.com and *The Story*
Outreach & Engagement

- Free Back Porch Music Concerts each summer in Durham
- The State of Things is LIVE from Greensboro every month
- 100+ donor events each year
- Host Prairie Home Companion, Ira Glass, The Moth & other national productions
- WUNC’s Youth Radio Club meets every Friday
- NPR Reporter in-training at WUNC Spring 2012
UNIVERSITY ADVANCEMENT COMMITTEE

UNC-CHAPEL HILL
BOARD OF TRUSTEES

MARCH 21, 2012