

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Public Affairs Update
Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University
2. Communications Update
Joel Curran, Vice Chancellor for Communications
3. WUNC FM Update
Connie Walker, General Manager

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.

Important Dates for the Committee:

New Student Convocation – Sunday, August 19, 2018
University Day – Friday, October 12, 2018
Winter Commencement - Sunday, December 16, 2018
Spring Commencement – Sunday, May 12, 2019

COMMITTEE MEMBERS

William (Bill) A. Keyes IV, Chair
W. Edwin (Ed) McMahan, Vice Chair
Charles G. Duckett
Allie Ray McCullen
Richard Y. Stevens
Savannah Putnam

Administrative Liaisons:

David Routh, Vice Chancellor for University Development
Joel Curran, Vice Chancellor for Communications



TOTAL VIEWS:

1,351,071



UNIQUE VISITORS:

673,404



NEW VISITORS:

596,565

WHERE DO PEOPLE GO FROM UNC.EDU?



- 1 **Discover UNC-Chapel Hill:**
78,305 (20%)
- 2 **Admissions & Aid:**
46,388 (11%)
- 3 **UNC A to Z:**
22,104 (6%)

FROM NORTH CAROLINA:

349,366



- Chapel Hill (52%)
- Durham (7%)
- Other
- Charlotte (8%)
- Raleigh (6%)

CITIES REPRESENTED:

10,083



- Atlanta, GA
- NYC, NY
- Washington, D.C.
- Chicago, IL
- Nashville, TN
- Los Angeles, CA

AGES:

- 18-24 (55,003)
- 25-34 (50,137)
- 45-54 (37,705)
- Other



TOTAL FOLLOWERS:

709,198



TOTAL REACH:

14,544,795



VIDEO VIEWS:

339,050



VISITS TO UNC.EDU FROM SOCIAL:

31,154

TOP LANDING PAGES FROM SOCIAL:

- 1 **Meet the class of 2018:**
2,563
- 2 **Carolina sets first-year application record:**
1,930
- 3 **Carolina graduate programs ranked among "Best Graduate Schools":** 1,567
- 4 **Discover the new UNC.edu:**
1,324




NORTH CAROLINA PUBLIC RADIO

Strategic Plan: 2018-2023

19 91.5



WUNC welcomes a new era of innovation and service

- Expand the reach of WUNC
 - Engage more North Carolinians
 - Inspire thought and conversations about critical issues
 - Be out in the community
 - Leadership and creativity in journalism
- 

Expand and Enhance our Broadcast and Digital Content Offerings

- Audience growth in multiple platforms
- Provide informative and culturally rich content
- A greater impact in North Carolina and beyond
- Durability for upcoming economic and political climates
- Fulfillment of our civic responsibility to serve the public in an era when local content is under threat

Expand our Terrestrial Signal Reach

Expanding WUNC's footprint increases the station's relevance by adding new and potentially more diverse audiences. WUNC News is currently the first choice for radio for adults in our service area. WUNC strives to serve more of its audience's radio needs by providing more music and entertainment options for the public radio audience. Over time, diversifying our content offerings will increase the station's financial viability by reducing our dependency on any one format.



A more Diverse and Younger Audience

This effort will include more radio. WUNC will pursue new signals to extend the reach of our core service and expand with public radio formats beyond news and information. WUNC intends to be nimble and seize opportunities for signal acquisitions, local management agreements (LMAs) and partnerships as they arise. Now is an opportune time to make a calculated leap to expand the audience and scope of public radio in North Carolina.

A logical first step towards expansion may include a Triple-A/Music Discovery station in the Raleigh market. This will not only serve and deepen the relationship with our current audience, but also attract new and younger listeners, which is a key strategic priority for WUNC.



Expand Community Outreach

- Talk shows in front of live audiences
- Intimate events with on-air talent
- Lectures and discussions led by WUNC talent
- Public concerts and cultural events
- Engage with audience on social media

*A true meeting of
minds requires face
to face interaction*

Enhance Staff Engagement & Creativity

- Nurture an environment that supports new ideas
- Enhance recruitment and career path planning
- Increase the diversity of staff and management
- Have fun!

*Strategy delivers promises.
People deliver results.*



NORTH CAROLINA PUBLIC RADIO

Strategic Plan: 2018-2023

A close-up view of a car's dashboard display. The display shows the time '1:19' and the radio frequency '91.5'. The background of the dashboard is dark, and the display is illuminated with orange light. The car's interior, including the steering wheel and dashboard, is visible in the foreground.

1:19
91.5