

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Communications Update
Joel Curran, Vice Chancellor for Communications
2. Public Affairs Update
Clayton Somers, Vice Chancellor for Public Affairs & Secretary of the University
Amy Auth, Director of State Affairs

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

COMMITTEE MEMBERS

Richard Stevens, Chair
Ed McMahan, Vice Chair
Chuck Duckett
Allie Ray McCullen
Bill Keyes
Ashton Martin

Administrative Liaisons:

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



**UNIVERSITY
COMMUNICATIONS**

MONTHLY
Snapshot

CONTENT

 **18k**
VIEWS ACROSS
PLATFORMS

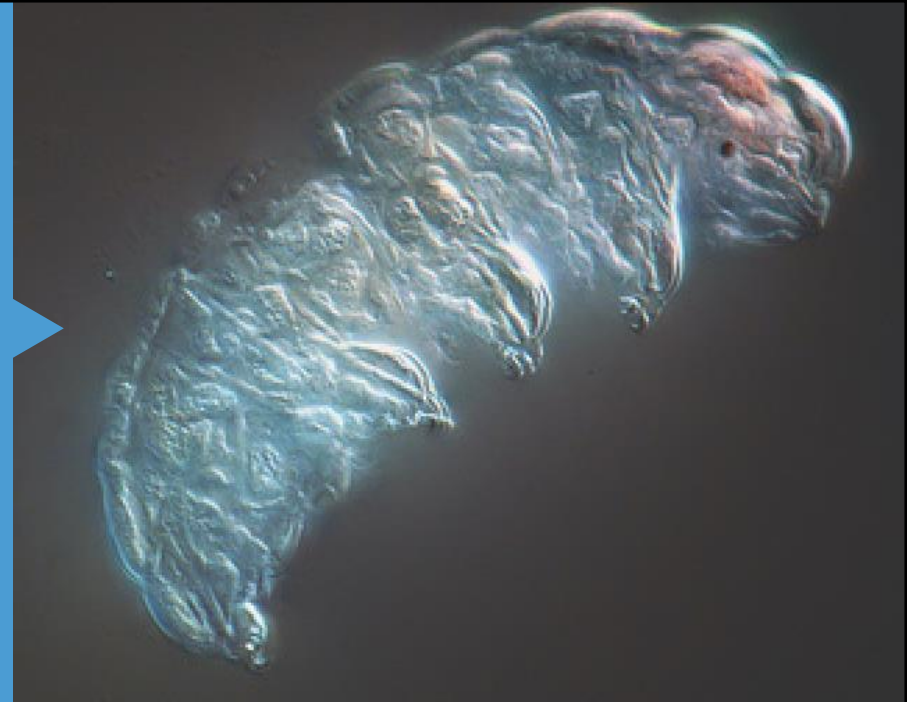
MEDIA RELATIONS

2
MEDIA OUTLETS
SHARED NEWS

13m
CIRCULATION/
AUDIENCE

NOTABLE LOCAL & NATIONAL COVERAGE

- ▶ Associated Press
- ▶ PBS Nova



CREATIVE

38
PROJECTS
COMPLETED

46
NEW PROJECTS
STARTED

PUBLIC RECORDS

44
CLOSED
REQUESTS

45,267
PAGES

VISITORS CENTER

765
TOUR
PARTICIPANTS

847
WALK-IN GUESTS



TWITTER

LINKEDIN

FACEBOOK

INSTAGRAM

 **12k**
IMPRESSIONS

 **9k**
IMPRESSIONS

 **72k**
PEOPLE REACHED

 **114k**
IMPRESSIONS

 **548**
CLICKS

 **187**
CLICKS

 **1k**
REACTIONS

 **16k**
LIKES



NORTH CAROLINA PUBLIC RADIO

Update on Goals

- ✓ Listener Membership Goal: \$5,400,000
- ✓ Leadership Circle Goal: \$1,100,000
- ✓ Corporate Support: \$2,865,000 in billing

Noteworthy

- ✓ 44,078—first time over 44,000 in donors in Membership
- ✓ Should have more than 45k in Leadership & Membership too!
- ✓ 85% Sustainers
- ✓ First time to hit \$3,000,000 in Corporate Support Billing



<https://www.youtube.com/watch?v=gS8Digfj6Xk>