

UNC-TV: Digital Engagement for Online Success

Supporting Documents... Screenshots of our Success!

Goal:

Grow revenue and engagement through innovative strategies to engage existing online audiences and acquire new members.

UNC-TV's Four-Part Facebook Retargeting Ad Series

			
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Re-capture campaign series utilizing Facebook ads 33,000 impressions with over 2,000 click-throughs

UNC-TV's Trivia and Drawing Campaigns

	
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Over 6,300 people participated over 8,500 times

72% of these individuals were new prospects and these activities engaged 23% of existing members

UNC-TV's Engagement and Passport Emails

View in Browser

Who said you're not neighborly? This week, UNC-TV Public Media North Carolina is proud to honor First Neighbors with an inspiring documentary, exclusive content, and a giveaway of handwritten prescriptions!

Bring Home Your Favorite Neighborhood Member!

For more than 30 years, First Neighbors inspired generations of Americans with the unassuming compassion and timeless hospitality. Journey to the Neighborhood of Neighbors to reveal your favorite Neighbor Program experience, and take home your very own memento, including 3DNC, mugs and more, as a thank you for your contribution to UNC-TV.

Show your appreciation for Neighbor Programs and UNC-TV!

BROWSE GIFTS

WORTH BE. OUR WINNER?

You could be King for a *Minute!* Enter to win a treasure chest of PBS and Master Program-themed goodies from the Neighborhood of Make-Believe, including:

- Master Program Tote Bag
- Master Program Headband
- Master Program T-shirt
- Master Program T-shirt
- Master Program T-shirt
- Master Program T-shirt
- Master Program T-shirt
- Master Program T-shirt
- Master Program T-shirt
- Master Program T-shirt

ENTER TO WIN

The winner will be selected Friday, February 6, and notified by email.

Meet the Man Behind the Curtain

One night only! Celebrate Master Program, unassuming kindness, compassion, and love, and discover what's *WORTH BE. OUR WINNER?* Saturday, February 2, at 8

View in Browser

Chomp on a cornucopia of delightful programs and resources from UNC-TV Public Media North Carolina...and don't miss your last chance to enter to win [NC Foodie Survival Kit](#)!

PROGRAMS A-PLenty

Looking to break from the old Thanksgiving dinner script? Find inspiration and spend the day with Vivian Howard and her avocados brood during an all-day marathon of the life and food season of a *Chef's Life*. Thursday, November 20, starting at 11 AM on UNC-TV.

WATCH NOW

Live Thanksgiving

Quadrants of Jerusalem: [1919 The First Thanksgiving](#)
UNC-TV [Season 2](#) [Season 3](#) [Season 4](#) [Season 5](#) [Season 6](#) [Season 7](#) [Season 8](#) [Season 9](#) [Season 10](#) [Season 11](#) [Season 12](#) [Season 13](#) [Season 14](#) [Season 15](#) [Season 16](#) [Season 17](#) [Season 18](#) [Season 19](#) [Season 20](#) [Season 21](#) [Season 22](#) [Season 23](#) [Season 24](#) [Season 25](#) [Season 26](#) [Season 27](#) [Season 28](#) [Season 29](#) [Season 30](#) [Season 31](#) [Season 32](#) [Season 33](#) [Season 34](#) [Season 35](#) [Season 36](#) [Season 37](#) [Season 38](#) [Season 39](#) [Season 40](#) [Season 41](#) [Season 42](#) [Season 43](#) [Season 44](#) [Season 45](#) [Season 46](#) [Season 47](#) [Season 48](#) [Season 49](#) [Season 50](#) [Season 51](#) [Season 52](#) [Season 53](#) [Season 54](#) [Season 55](#) [Season 56](#) [Season 57](#) [Season 58](#) [Season 59](#) [Season 60](#) [Season 61](#) [Season 62](#) [Season 63](#) [Season 64](#) [Season 65](#) [Season 66](#) [Season 67](#) [Season 68](#) [Season 69](#) [Season 70](#) [Season 71](#) [Season 72](#) [Season 73](#) [Season 74](#) [Season 75](#) [Season 76](#) [Season 77](#) [Season 78](#) [Season 79](#) [Season 80](#) [Season 81](#) [Season 82](#) [Season 83](#) [Season 84](#) [Season 85](#) [Season 86](#) [Season 87](#) [Season 88](#) [Season 89](#) [Season 90](#) [Season 91](#) [Season 92](#) [Season 93](#) [Season 94](#) [Season 95](#) [Season 96](#) [Season 97](#) [Season 98](#) [Season 99](#) [Season 100](#)

Reactions: [What Neighbors Have to Say About You](#)

FAMILY-FRIENDLY FUN

Meet the newest addition to the PBS KIDS series! Let's Go Luna! follows three friends as they span the globe with their parents' traveling circus. Luna the Moon guides the trio as they explore the food, music, art and architecture that make each place unique.

LEARN MORE

More resources for parents...

[Season 1](#) [Season 2](#) [Season 3](#) [Season 4](#) [Season 5](#) [Season 6](#) [Season 7](#) [Season 8](#) [Season 9](#) [Season 10](#) [Season 11](#) [Season 12](#) [Season 13](#) [Season 14](#) [Season 15](#) [Season 16](#) [Season 17](#) [Season 18](#) [Season 19](#) [Season 20](#) [Season 21](#) [Season 22](#) [Season 23](#) [Season 24](#) [Season 25](#) [Season 26](#) [Season 27](#) [Season 28](#) [Season 29](#) [Season 30](#) [Season 31](#) [Season 32](#) [Season 33](#) [Season 34](#) [Season 35](#) [Season 36](#) [Season 37](#) [Season 38](#) [Season 39](#) [Season 40](#) [Season 41](#) [Season 42](#) [Season 43](#) [Season 44](#) [Season 45](#) [Season 46](#) [Season 47](#) [Season 48](#) [Season 49](#) [Season 50](#) [Season 51](#) [Season 52](#) [Season 53](#) [Season 54](#) [Season 55](#) [Season 56](#) [Season 57](#) [Season 58](#) [Season 59](#) [Season 60](#) [Season 61](#) [Season 62](#) [Season 63](#) [Season 64](#) [Season 65](#) [Season 66](#) [Season 67](#) [Season 68](#) [Season 69](#) [Season 70](#) [Season 71](#) [Season 72](#) [Season 73](#) [Season 74](#) [Season 75](#) [Season 76](#) [Season 77](#) [Season 78](#) [Season 79](#) [Season 80](#) [Season 81](#) [Season 82](#) [Season 83](#) [Season 84](#) [Season 85](#) [Season 86](#) [Season 87](#) [Season 88](#) [Season 89](#) [Season 90](#) [Season 91](#) [Season 92](#) [Season 93](#) [Season 94](#) [Season 95](#)

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Testimonial from a Social Fundraiser (featuring local content)



Social Campaigns: over 200,000 impressions, nearly 900 engagements, over 5,500 views of the Facebook Lives. Raised over \$3,500 and utilized Facebook's native donation form platform for an additional \$500 for the initiative.