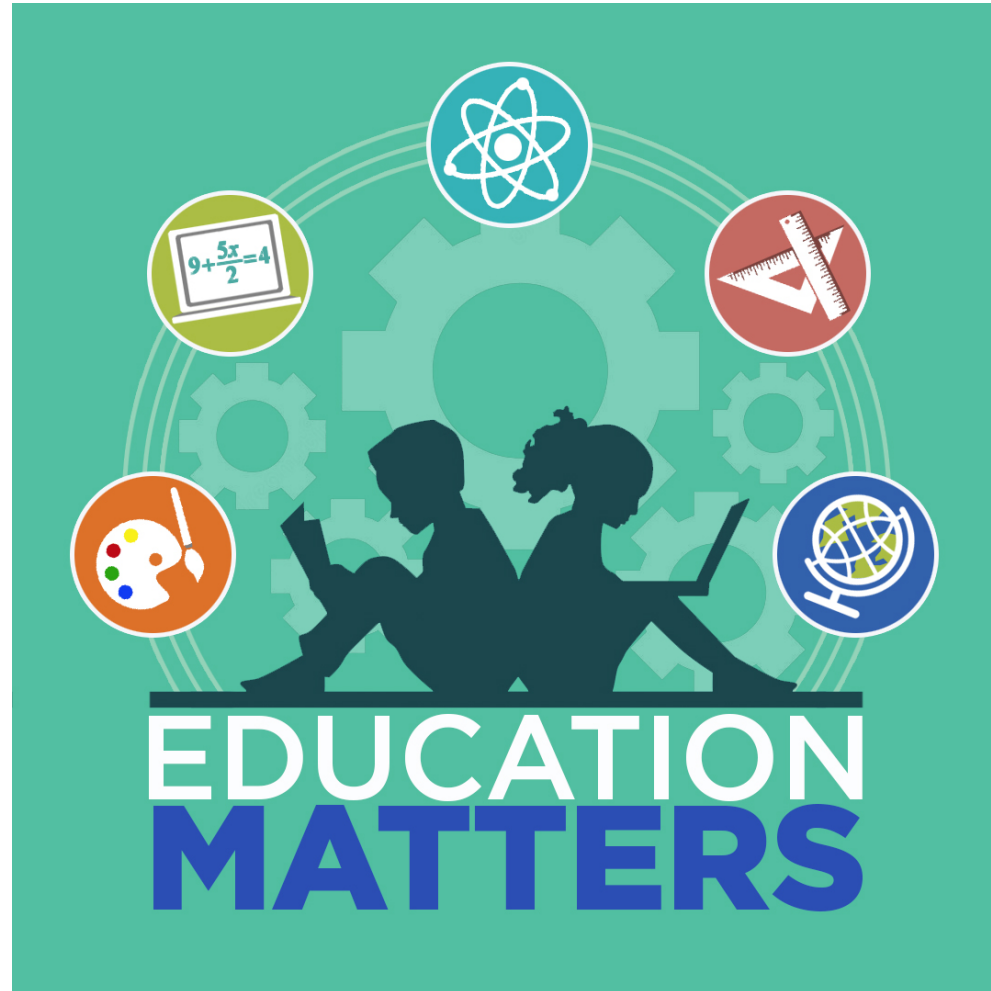




COVERAGE
YOU CAN
COUNT ON



North Carolina's only weekly statewide TV show focused on
education.

WRAL-TV, FOX 50 and UNC-TV 's North Carolina Channel





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Why Education Matters?

Education Matters was created by the Public School Forum of North Carolina to provide the public with the real facts about the state of public education in North Carolina. This weekly television show explores everything from the history of public education to the impact of legislation and policy decisions on our public schools.

Education Matters gets away from a traditional he said/she said format, having two pundits on either side of an issue debate a policy. Instead, the goal is to help the public understand how a policy plays out on the ground, in our schools, and what kinds of impact these policies are having on our students and teachers.

Education Matters does not just provide data and facts, but also context. What do the numbers mean? What do they tell us? And how do they compare to other states and other countries.





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Advertising and Sponsorships

Education Matters

- Saturday 7:30 PM on WRAL-TV. The program follows established WRAL franchise *On the Record* with David Crabtree. Sunday 8:00 AM FOX 50. Sunday 6:30 AM/Wednesday 9:30 AM on UNC-TV's NC Channel
- New episode air about 42 times each year (due to sports/NBC special programming preemptions). Encore episodes typically aired on FOX 50 and UNC-TV those weeks.
- Average rating since premiere is 1.4/16,000 Households in Raleigh market, but is trending upward to closer to 2.2 rating. By comparison NC SPIN averaged 1.3 rating on WRAL in 2017.
- March, 10 2018 episode focused on mass shootings and school safety was **the highest rated episode** to date, pulling in a (4/8 = 45,000 households) and won the 7:30 time slot across the WRAL footprint.
- **\$100 per :30 commercial within the program**
- **Sponsorship of regular program segments available:**
"Leadership Spotlight" and "EdLines" - **\$500 per episode**





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In-Show Segment Sponsors

- Weekly Leadership Spotlight and EdLines Segments
- Custom animated graphic and voice over
- \$500 per episode
- In-show segment sponsors are also seen online and statewide on UNC-TV's NC Channel.

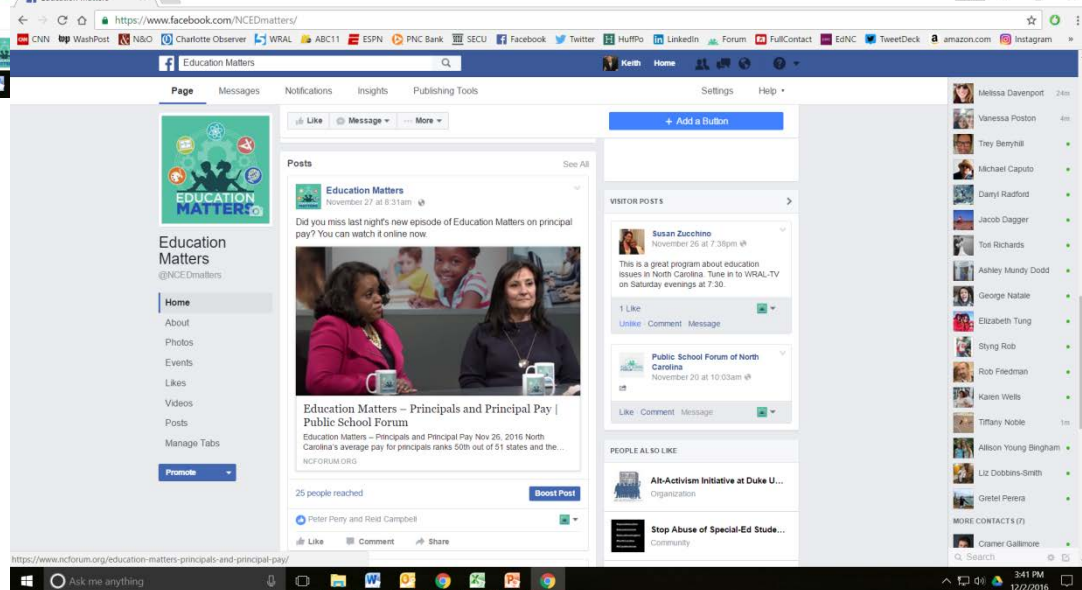
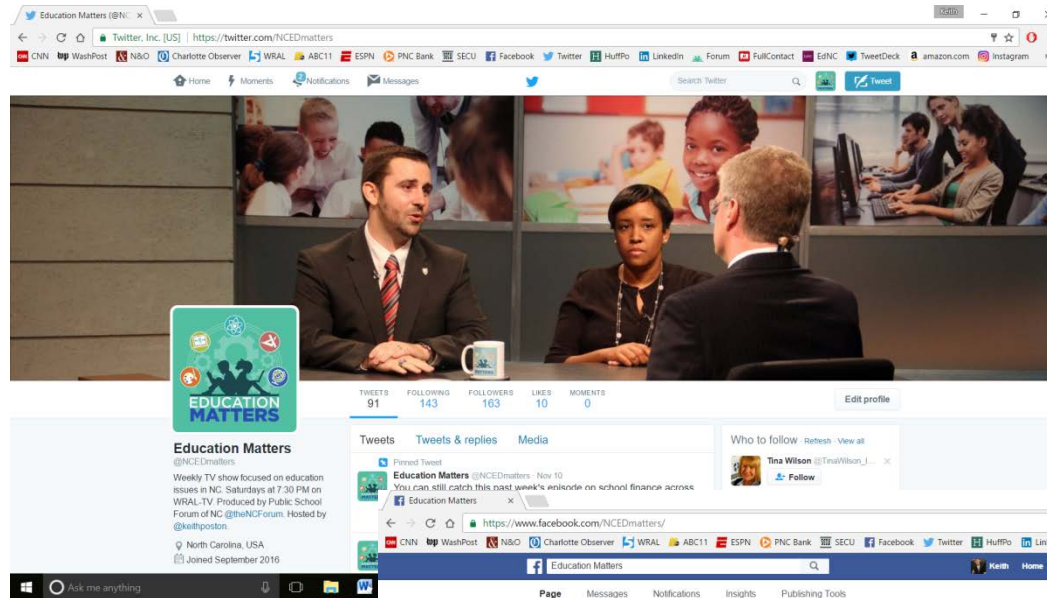




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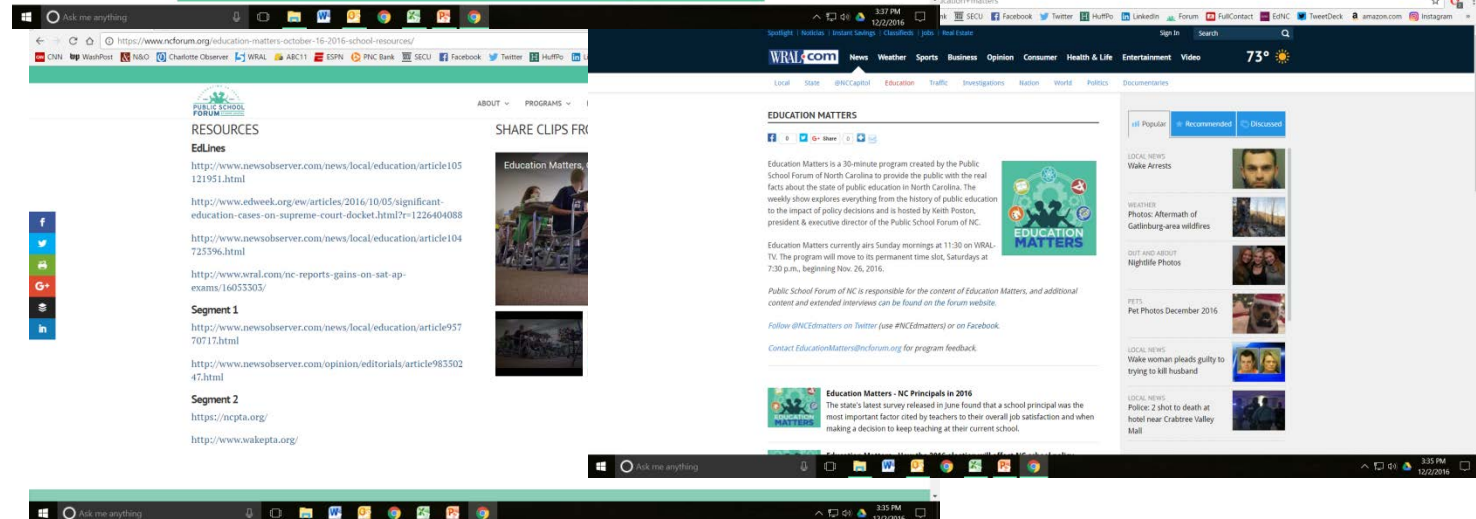


Social Media Promotion





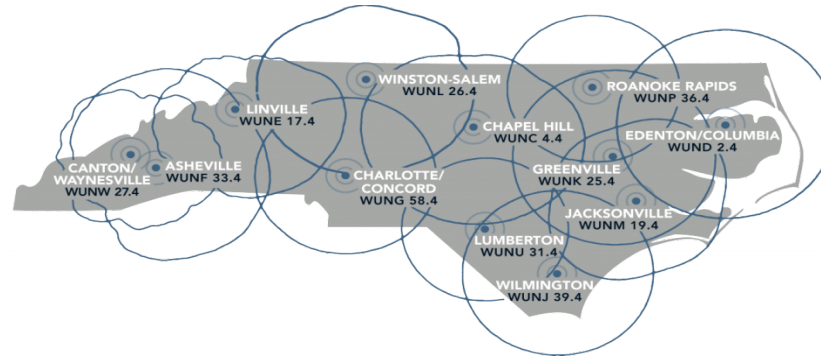
Dynamic Web Presence





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- Education Matters airs statewide on UNC-TV's North Carolina Channel.
- Sundays at 6:30 AM and Wednesdays at 9:30 AM.
- The North Carolina Channel can be viewed on Spectrum/Time Warner Cable channel 1276 and over-the-air on the following channels:



| | | |
|-------------------------------------|---------------------------|-------------------------|
| Asheville 33.4/25.4 | Edenton/Columbia 2.4/20.4 | Lumberton 31.4 |
| Canton/Waynesville 27.4 | Greenville 25.4/23.4 | Roanoke Rapids 36.4 |
| Raleigh/Durham/Chapel Hill 4.4/25.4 | Jacksonville 19.4 | Wilmington 39.4/29.4 |
| Charlotte/Concord 58.4/44.4 | Linville 17.4 | Winston-Salem 26.4/32.4 |

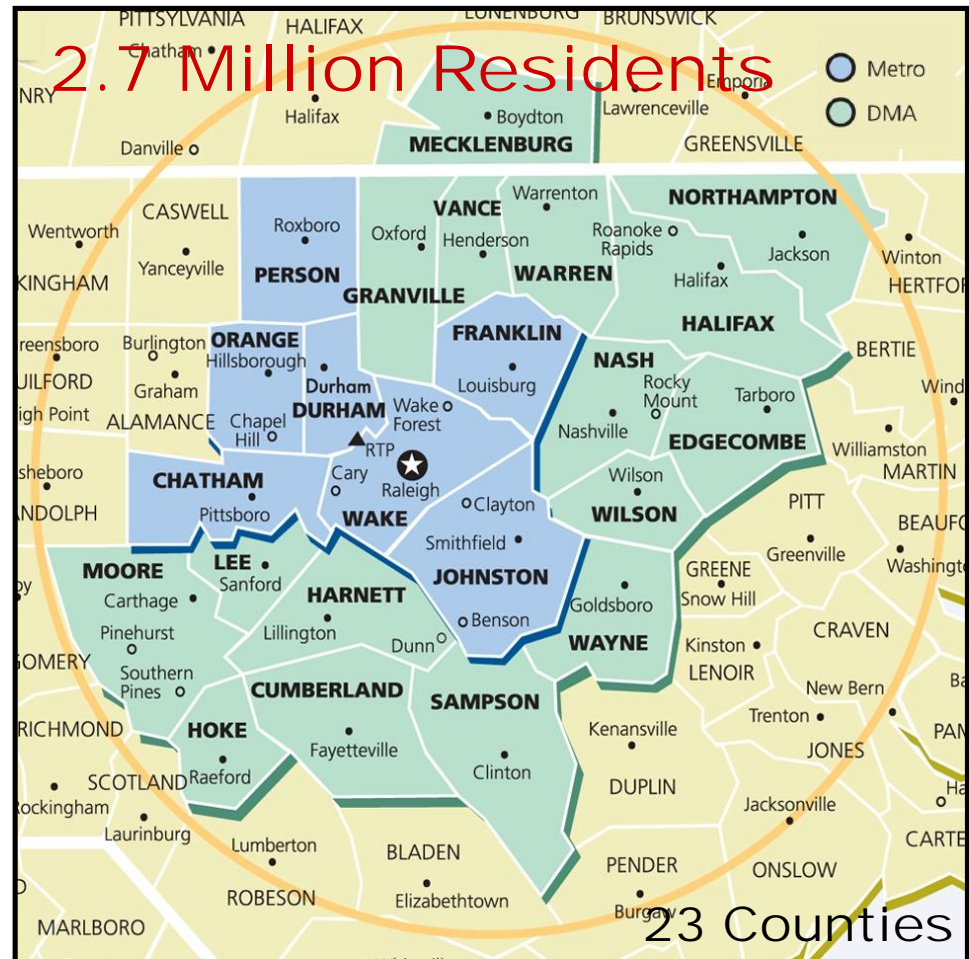




The Raleigh-Durham DMA

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- Raleigh-Durham is the **25th largest DMA** in the nation.
- Raleigh-Durham is the **2nd largest DMA** in North Carolina.
- Raleigh-Durham is home to over **2.7 million residents** and more than 1.1 million TV households.

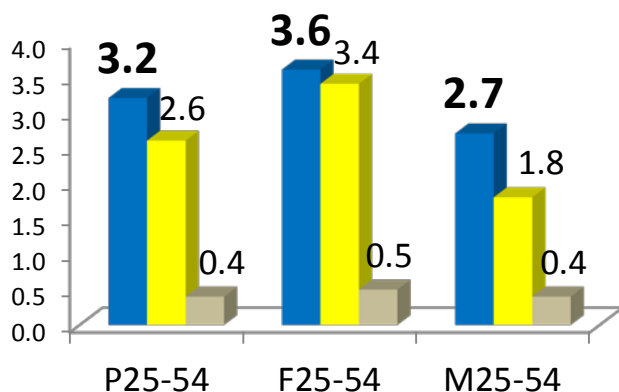




#1 News Ratings All Day Long!

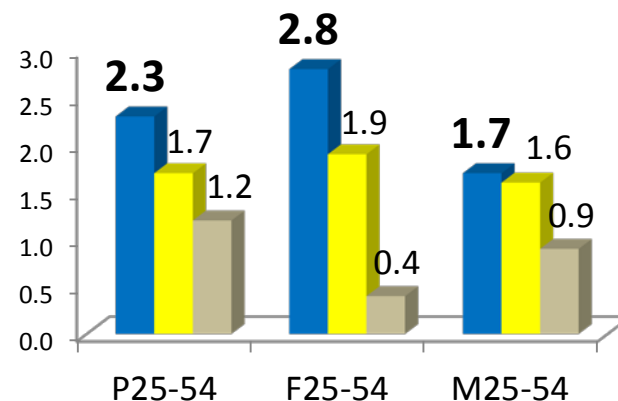
6A News

■ WRAL ■ WTVD ■ WNCN



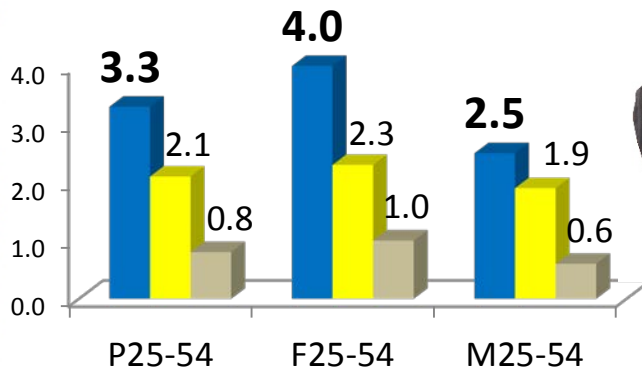
5P News

■ WRAL ■ WTVD ■ WNCN



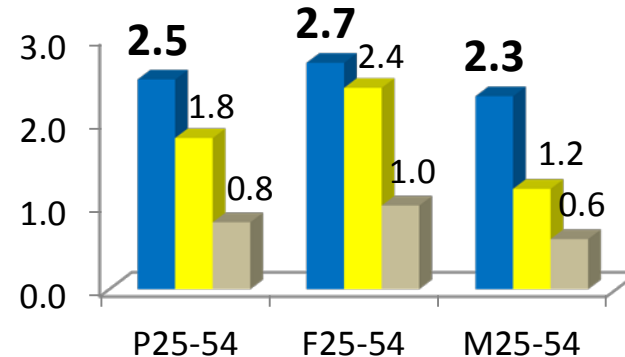
6P News

■ WRAL ■ WTVD ■ WNCN



11P News

■ WRAL ■ WTVD ■ WNCN



Source: NSI May16



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WRAL News Profile



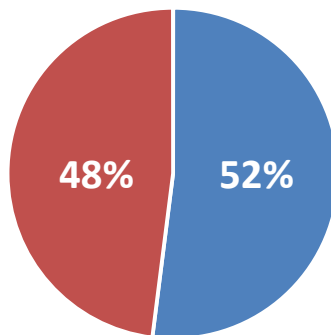
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AVERAGE AGE

52

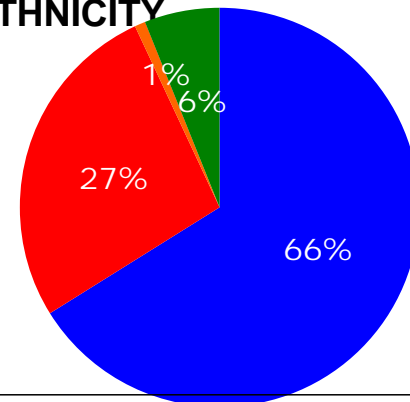
Years

GENDER



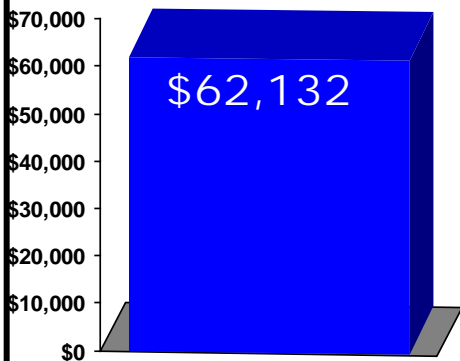
Male Female

ETHNICITY



White Af. Amer
Hispanic Asian/Other

AVG. HH INCOME



SOCIO-ECONOMIC

- ✓ 72% Home Ownership
- ✓ 80% HH Size 2+
- ✓ 90% Have Health Insurance
- ✓ 89% Are Registered Voters
- ✓ 60% Some College+
- ✓ 58% Have Investments

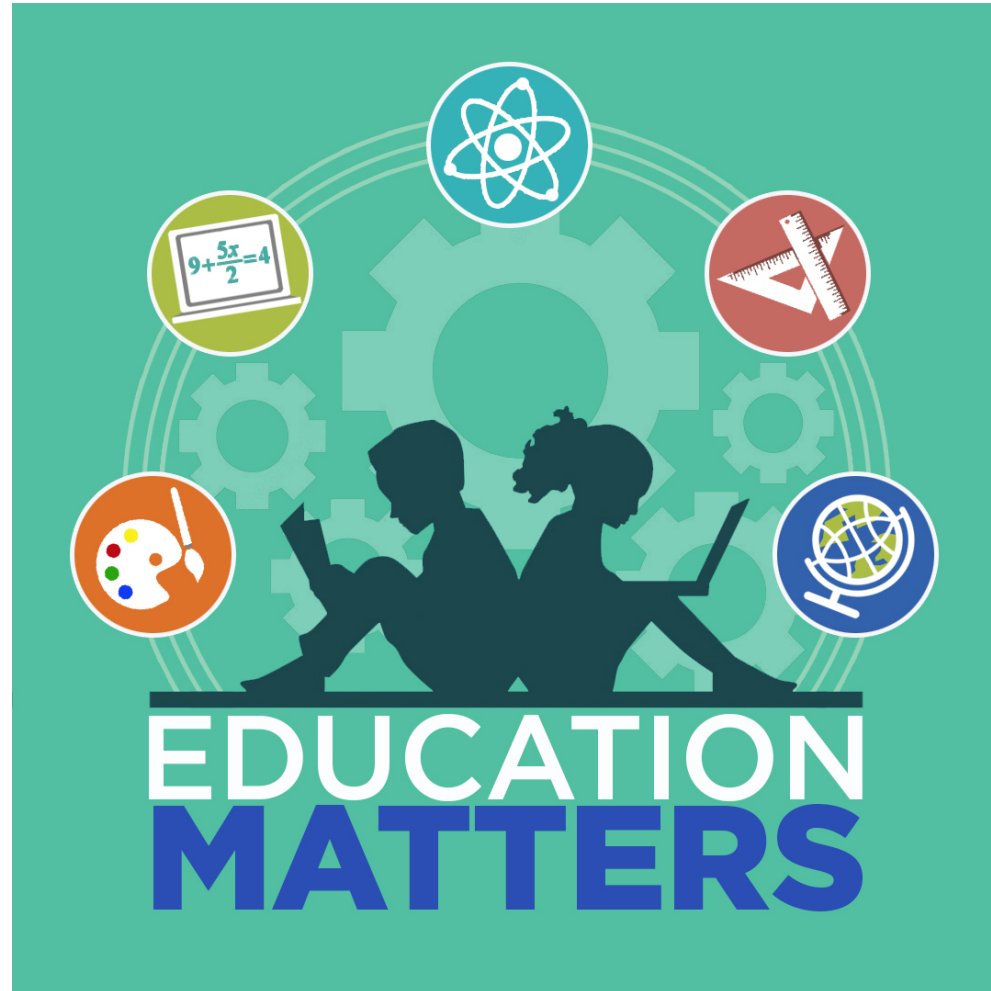
SPENDING POWER

- ✓ \$1.3 billion in new car sales within the next 12 months.
- ✓ \$378 million spent on internet purchases in the last 12 months.
- ✓ \$92 million spent on groceries in a typical week.





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A weekly look at the real stories and real people in education across
North Carolina

