

**UNC-TV, North Carolina**  
**MISSION**

*Television has the power to change lives. Public television has the responsibility to change lives for the better: a child far from urban resources is inspired to become a scientist, a high school dropout earns a GED, a homebound senior citizen remains connected to the world of arts and culture, the family of an Alzheimer's patient finds strength and support. UNC-TV's unique programs and services provide people of all ages with enriching, life-changing television.*

**UNC-TV, North Carolina**  
**VISION**

*UNC-TV's digital technology enhances our ability to share knowledge that enriches the mind and creativity that inspires the spirit. We will enable North Carolinians to learn from original content that is distinct, essential, and culturally diverse. We will be a catalyst to effect change and address the critical needs of North Carolinians by uniting with partners to solve educational and social problems. We will thereby make a difference in people's lives and improve the quality of life in our state. The power of these partnerships will create better-informed, better-educated, and more prosperous people. Our unique, easily accessible programs and services will be used and treasured by citizens, educational institutions, public service organizations, and state government for helping them achieve their goals. Our realized vision will demonstrate that through UNC-TV, knowledge translates into economic, social, cultural, and historical value.*