



2015 REPORT TO THE COMMUNITY



"I've seen first-hand the positive impact the Nine Network has on our community; Nine helps us work together as a community to solve problems."

Vince Schoemehl, past President and CEO of Grand Center Inc. and former St. Louis Mayor

The Nine Network of Public Media envisions a strong and healthy community working together through public media.



The Nine Network brings significant value to the St. Louis region – on air, online and out in the community.

We present compelling local and national content on a range of platforms, including four on-air channels, multiple websites and social media. We convene community partners to address important local issues. We use our platforms to engage the community in dialogue for the purpose of informing and inspiring positive actions with the goal of strengthening civic life in our region.

In 2015, the Nine Network further strengthened its work in six impact “pillars”: education, health, the environment, the arts, science, and the economy.

These impact areas present challenges as well as opportunities for our region and bring focus to the most vital programs and services we can provide as a public media organization.

Our work in each branded pillar area includes local and national content, community engagement, local partnerships, and the use of on-air, online and social media platforms. We also employ thorough evaluation practices to assure that our initiatives achieve positive community impact.

Education – American Graduate Initiative

We moved hearts and minds to help young people succeed in school and in life.

Arts – Arts Are Alive STL Initiative

We stimulated participation and support of the arts in our region.

Science – Science Matters Initiative

We strengthened awareness, understanding and interest in science.

Health – Our Region’s Health Initiative

We strengthened public understanding of health issues and solutions.

Economy – Ignite Innovation Initiative

We helped spark innovation and entrepreneurship in our region.

Environment – Water Matters Initiative

We strengthened stewardship of our environmental resources.

The Nine Network Strengthens Civic Life in the St. Louis Region and Beyond

In 2015, the Nine Network of Public Media again shaped a strategy for strengthening the St. Louis region and beyond with content and services that reflect the unique and powerful value of public media.

The Nine Network's 61-year history as a trusted and valued nonprofit organization is at the core of the community's support and enthusiasm for partnering and participating in Nine Network initiatives that help strengthen our region.

The Nine Network provides the St. Louis region with the value of unrivaled national content on multiple platforms, including four distinct channels: Nine PBS, Nine World, Nine Create and Nine Kids. In addition, the Nine Network is recognized for award-winning local productions and has become a leader in community impact initiatives that bring local partners together to focus on our region's challenges and opportunities.

Our six pillar areas community impact are education, the arts, science, health, the economy, and the environment. Civic dialogue on important issues was a key principle of our founding in 1954, and we believe it is even more vital today. Our weekly series *Stay Tuned* provides an outstanding forum for bringing experts and the community at large into discussions on topics related to all of our focus areas. Eight additional local series, town halls, specials and the work of community producers trained in our Nine Lab classroom engage our community in dialogue and bring focus, understanding and awareness to our region's challenges and opportunities.

Community Impact

Education

In a region and a nation grappling with how to improve outcomes for our young people, we continued to lead the national and local American Graduate initiative, working with more than 60 local partners, 34 public media organizations nationwide and their more than 1,500 local partners to improve outcomes for all young people. Under Nine Network leadership, American Graduate has enabled public media to bring partners and communities together to collectively align priorities and focus on the ultimate goals of improving high school graduation rates to 90% by 2020 and helping all young people be prepared for school and life.

Three critical themes of our work are early childhood education, youth voice and caring active adults. We continue to provide quality children's programming that is grounded in evidence-based learning principles. We work closely with the St. Louis Early Childhood Commission, and we connect our region's early childhood education leaders to help achieve early education priorities. We developed an internship program for students in area high schools. And, we encouraged adults in our region to participate as mentors and volunteers, highlighting and celebrating their work as American Graduate champions in stories shared on air and online.

Researchers at John Hopkins Universities found that there are three essential steps to improving high school completion: understanding, focus and resources. As a result of the Nine Network's

content on air and online, 84% of our viewers say they understand the impact of the dropout crisis. And, through American Graduate, the Nine Network has brought regional partners together to focus on issues and solutions that affect young people from cradle to career. The American Graduate initiative was also a precursor to the Ready by 21 effort in the St. Louis region. Our regional partners now collaborate in a collective effort, combining their resources to achieve long-term success.

Arts

Recognizing the strength and vitality of the arts in our region, we seized the opportunity to develop content that would expand awareness, participation, support and collaboration in the arts through our overarching initiative *Arts Are Alive STL*.

In 2015, we launched a new weekly series, *Arts America*; a new monthly series *Night at the Symphony*, in partnership with the St. Louis Symphony; developed an expanded arts programming block on Sunday afternoons; continued our Grand Center Arts Collaborative; and held our 5th annual event and broadcast called "Arts Are Alive at Nine," bringing arts leaders together to focus on innovation in the arts. Local *Arts America* segments are also shared with public television stations in 30 markets nationwide.

On air, Nine's local arts programming combines with national PBS arts programming to provide more than 700 hours of arts programming each year in our region. And hundreds of hours of arts programming are available online.

Science

The importance of STEM learning and the strength of scientific developments in our region led to our new weekly series *Science Matters* (SciTech Now in 2016), a 30-minute program that presents content focused on scientific advancements in our region. *Science Matters* also takes our local stories to public television stations across the country in 30 major markets nationwide. This important science series covers St. Louis achievements in medicine, technology and natural sciences.

Science Matters airs on Wednesday nights to build on the strength of national nature and science programming on "Think Wednesdays," which are referred to as the "smartest night in television."

Health

Realizing the negative impact of health illiteracy in our state, we worked with local partner organizations in our initiative called *Our Region's Health* to develop content to improve health literacy. We have focused on issues related to Medicare, the Affordable Care Act, the Heroin epidemic, and the effect of abuse, neglect and addiction on young people.

In conjunction with Ken Burns' documentary *Cancer: The Emperor of All Maladies*, we collaborated with Barnes-Jewish Hospital and the Siteman Cancer Center on two events that included screenings and experts discussing gene sequencing and personalized treatments.

Economy

The strength of entrepreneurship and innovation in our region has been nationally recognized. We partnered with local organizations to develop content that would advance understanding of entrepreneurial opportunities in our region through an overarching initiative called *Ignite Innovation*.

In 2015 we began the weekly broadcast of a local production, *The Domain Tech Report*, which taps the vibrancy of local innovators and entrepreneurs. In addition, we host and webcast 1 Million Cups, a weekly gathering of innovators, entrepreneurs and mentors in our region

Environment

Aware of our region's environmental assets and the importance of environmental stewardship, we partnered with local environmental organizations to identify the strongest common concern as the basis for collaboration. As a result, we developed the *Water Matters* initiative with nearly 30 partners to bring focus to the connection between water and the health of the people, lands and economies of our region. The purpose of the initiative is to raise awareness and understanding that leads to positive action in water stewardship.

We created 26 on-air and web features, participated in 16 community events and inspired viewers to become involved in activities like using rain barrels, removing honeysuckle plants, planting thousands of trees along streams, and volunteering in community gardens.

Local Productions, Specials and Initiatives

The Nine Network leverages every available platform as well as the skills knowledge and resources of our community partners to engage the community in valuable content.

In addition, we strengthen the impact of national programming through local productions that bring regional relevancy to important topics and issues.

American Graduate: Let's Make It Happen

A regional and national movement to improve youth outcomes, improve high school graduation rates and assist youth from cradle to career.

What's Vital to STL

An overarching initiative that brings resources together to engage the community in conversations focused on critical issues such as inequity, racism, poverty, marginalization and social disparities.

Stay Tuned

A weekly series that brings experts and the broad community together in conversations, both on air and online, on topics important to our region.

Science Matters (SciTech Now in 2016)

A weekly broadcast series that showcases scientific, medical and technological achievements in our region and shares these stories with other major markets nationwide.

The Domain Tech Report

A local series that brings focus to the strength of innovations and entrepreneurial activities in the St. Louis region.

Water Matters

A community partner initiative that includes local productions and brings focus to the importance of water to our region's lands, people and economies.

Arts Are Alive STL

An overarching initiative to increase interest, participation and support of the arts in the St. Louis region.

Arts America

A weekly series that showcases our region's art with local productions and shares arts stories with stations in major markets nationwide.

Night at the Symphony

A monthly series of nine broadcast specials that take viewers to orchestral performances of the St. Louis Symphony – the only partnership of its kind the country.

City of Music

A Nine Network documentary showcasing the rich musical heritage of the St. Louis region.

Where the Rivers Run

A Nine Network documentary produced as part of our Water Matters initiative to showcase the history and the value of Missouri River country.

Soul of Ferguson

A Nine Network special filmed during the Soul of Ferguson Community Festival expressing the community's spirit through music.

Brain Works

A special featuring a play performed at our neighboring Sheldon Concert Hall with Washington University School of Medicine neurosurgeons and scientists narrating what happens in the brain when two young people meet, fall in love and experience life's ups and downs.

Suspended Futures: The School Discipline Debate

A town hall broadcast presented in collaboration with St. Louis Public Radio.

Early Childhood: The Foundation of Our Region's Future

A town hall featuring a panel discussion with local leaders in education, business and healthcare.

Ferguson: A Special Report

A Nine Network program reviewing events in Ferguson in the aftermath of the death of Michael Brown.

Living St. Louis

A weekly series featuring diverse aspects of the St. Louis region.

First Fridays

Special features in the Public Media Commons presented the first Friday of every month in collaboration with our Grand Center Arts District neighbors.

Live in the Commons

A series of performances in the Public Media Commons featuring and developed in partnership with St. Louis Symphony musicians.

Artists Showcase

A special event in the Public Media Commons showcasing regional artists working in a range of mediums, including video.

Donnybrook

A weekly series in its 28th year that brings together four local journalists in a discussion of the region's news stories.

Donnybrook Your Turn

A weekly series following *Donnybrook* that invites viewers to call two of the journalists with their own questions and comments.

Feast TV

A weekly series showcasing the rich culinary landscape and distinctive lifestyles of the St. Louis region and beyond.

Indie Lens Pop-Up

A series presented in partnership with the Missouri History Museum and ITVS that brings members of the community together to view and discuss topics explored in independent films.

Building Blocks

A 12-week online series about the steps young people need to take to build toward high school graduation and future success.

Nine LAB

An ongoing program to train community producers in the Nine Network digital classroom and utilize their productions on air, online and in the Public Media Commons to give voice to our community.

Public Media Commons

A unique outdoor media environment between the Nine Network of Public Media and St. Louis Public Radio that is flanked on two sides by two-story screens and serves as a dynamic gathering place for our diverse community to share creative experiences.

Community Events

At the Nine Network, we believe it is important to engage the people of our region in our content and initiatives through events in our building, in the Public Media Commons and out in the community. Our events make important connections to national content as well as the needs and interests of our region. Many of our events have become annual reflections of our identity in the community.

From our fifth annual Dr. Seuss Birthday Bash for children presented in conjunction with Read Across America, which was attended by approximately 7,000 children and adults, to a screening and panel discussion of *Raising of America* focusing on early childhood, many of our events out in the community are focused on young children. Our fourth annual collaboration with the Fox Theatre, "Teen Talent Showcase," told the stories from rehearsal to performance of talented young people in our region.

Our fifth annual Trash or Treasure event modeled on *Antiques Roadshow* attracted more than 1,000 people. Our screening of the first episode of the final season of *Downton Abbey* was attended by more than 900 people, most dressed in period attire. Our screening and discussion of *American Experience: Last Days in Vietnam* drew members of our Vietnamese community and veterans alike into important conversations.

Our fifth annual Arts Are Alive event attracted regional arts leaders to a panel discussion focused on innovation in the arts. Our annual Pioneer Spirit Award event with guest speaker Rebecca Eaton, executive producer of the popular *Masterpiece* series, honored the James S. McDonnell family for their pioneering work and their philanthropic contributions to our region and beyond.

Awards and Recognition

In 2015 the Nine Network received regional Emmy Awards for *Science Matters* features on the development of cancer goggles at Washington University School of Medicine and on important research by the St. Louis Zoo involving hellbender salamanders. We also received Emmy Awards for "Ferguson: A Special Report" and our *City of Music* documentary.

Nine Network President and CEO Jack Galmiche was recognized by the Missouri National Education Association for dedication to community education with the Horace Mann Friend of

Education Award in Television Journalism. And Maxine Clark, chair of the Nine Network Board of Directors was elected as a General Director on the 27-member national PBS Board of Directors. Jack Galmiche retired from the PBS Board as the Professional Vice Chair after six years of service.

The Public Media Commons received a national Landscape Architecture Design award, the 2015 Merit Award from the American Institute of Architects St. Louis Chapter, and the 2015 Honor Award from the American Society of Landscape Architects. The Public Media Commons was also the cover feature of the November 2015 issue of *Landscape Architecture Magazine* with a ten-page feature and a pull-out quote by Jack Galmiche prominently featured on the contents page.

The Public Media Commons was also recognized by *Alive Magazine* in its We Heart STL Best of the City Award as “Best New Arts Destination,” and St. Louis Magazine featured the Public Media Commons twice in its A-List Awards, both as a top public space and for its role in presenting a performance by Alarm Will Sound of John Luther Adams’ *Ten Thousand Birds*. In a Phillips 66 campaign, the Public Media Commons was named one of the “66 reasons to love St. Louis.”

St. Louis American Graduate Champion Charles Bean, dropout recruiter for the St. Louis Public Schools, and Malik Avery, one of the students he mentored, were honored by the Association of Public Television Stations at its annual summit in Washington, D.C.

American Graduate

The Nine Network and its 60 community partners have continued the work begun in 2011 to achieve a high school graduation rate of 90% by 2020. This important initiative reflects a long-term commitment of the Nine Network and its community partners not only to improve high school graduation rates, but to identify and address issues that negatively impact the ability of young people to succeed. From cradle to career many young people face challenges that only the collective efforts of our community can address.

The Nine Network and its partners continue to raise awareness and understanding of the issues among young people and adults through on-air and online content and to build a force of American Graduate champions who mentor and volunteer to help young people succeed.



Arts

One of the many strengths of the St. Louis region is its vitality in the arts. We believe that by combining the strength of PBS programming in the arts and our own local arts productions and initiatives we can help advance participation, awareness and support of the arts in our region.

On air, PBS arts programming and Nine Network productions provide more than 700 hours of quality arts content every year. In addition, we have engaged arts organizations in our Grand Center Arts District neighborhood in an ongoing initiative to increase collaboration and visibility for the arts. Nine Network productions include a weekly series *Arts America*; a monthly series *Night at the Symphony* in collaboration with the St. Louis Symphony; several arts series in the Public Media Commons, including "Live in the Commons" featuring Symphony musicians; a Sunday afternoon block of arts programming on Nine PBS; and our annual Arts Are Alive event and broadcast featuring regional arts leaders on a current arts topic.



What's Vital to STL

In the aftermath of the death of Michael Brown in the St. Louis neighborhood of Ferguson, the Nine Network has engaged people of the St. Louis region in dialogue on issues that have threatened to divide our community. Many of the issues related to inequity, racism, poverty, marginalization and social disparities are also being addressed in the American Graduate initiative as they relate to the lives of young people in our region.

The Nine Network has brought the issues together in an overarching initiative What's Vital to STL and has worked to focus the community on lasting solutions that can positively affect civic life in our region. Through town halls, specials, on-air and online content, and through our weekly *Stay Tuned* series we have brought civic leaders and the community-at-large together for important discussions.

The Nine Network of Public Media has made an impact in raising important regional awareness and understanding of the issues referred to as "Ferguson." Our ongoing work, called What's Vital to STL, addresses the critical and complex, yet fundamental, issues facing our region – from race and class, to inequity, injustice, poverty, social disparities and marginalization – and what we as a community must do to address those issues.

Since 2011, the Nine Network has worked to address education issues through the American Graduate initiative. That work has served as the gateway to our What's Vital to STL efforts. What we have learned is that many regional collaborations lack the ability to engage the larger community at scale on an ongoing basis. With the Nine Network's on-air reach of more than 2 million viewers each month and the reach and engagement value of our online and social media platforms, we have been able to provide that scale. We estimate that in 2015 Nine Network on-air content generated close to 20 million impressions and that we connected with tens of thousands online and through social media.

In addition, our trusted position in the community and the relationships we have built over the years have served to establish the Nine Network as a valuable convener of individuals and organizations committed to the welfare of our community.



"The Ferguson Commission report encourages organizations to follow a process of community engagement – much like the process used by the Nine Network in their American Graduate initiative."

Reverend Starsky Wilson, President and CEP, the Deaconess Foundation



“The Nine Network has paired its media capabilities with the expertise of many partner organizations — all focused on supporting the St. Louis region.”

Maxine Clark, CEO, The Clark-Fox Family Foundation

The Nine Network of Public Media was founded in 1954 as a community-supported nonprofit organization for the purpose of strengthening civic life in the St. Louis region. In 1954 the medium was black and white television. It served as means of providing learning opportunities for the broad community and as a platform for civic dialogue.

In 2015 the Nine Network utilized its expanded on-air, online and social media platforms, its valuable community partnerships, and its trusted position in the community to address our region’s challenges, seize its opportunities and celebrate its achievements.

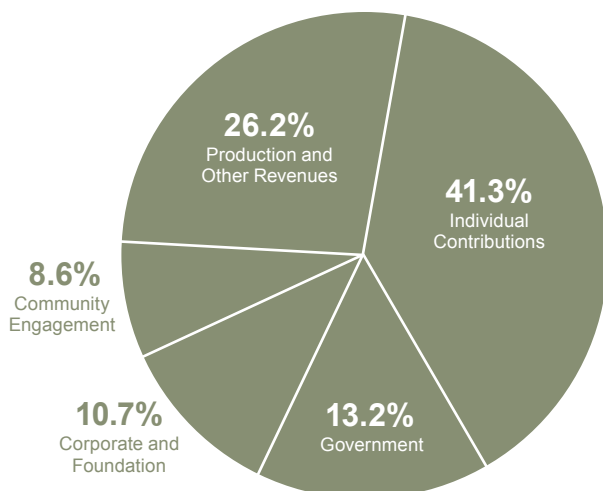


The Nine Network daily realizes its vision of a proud and confident community ignited by the spirit of possibility through public media.

Revenues and Support

Year Ending June 30, 2015

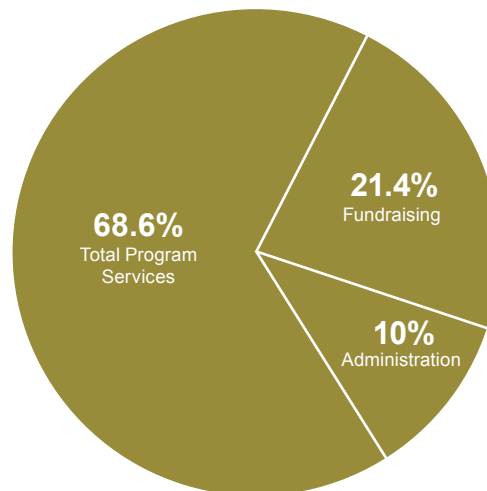
\$9,912,400



Expenses

Year Ending June 30, 2015

\$11,567,899



ST. LOUIS REGIONAL PUBLIC MEDIA, INC.

CONSOLIDATED STATEMENT OF ACTIVITIES

For The Year Ended June 30, 2015

(With Summarized Financial Information For The Year Ended June 30, 2014)

	2015			2014	
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
Revenues And Support					
Individual contributions	\$ 3,222,595	\$ 874,395	\$ —	\$ 4,096,990	\$ 4,078,827
Government support (Note 13)	1,308,573	—	—	1,308,573	1,405,275
Corporate and foundation support	(7,367)	1,069,671	—	1,062,304	2,136,615
Community engagement revenue (Note 13)	172,333	674,640	—	846,973	4,093,693
Production and other revenues (Notes 5, 11 and 15)	2,596,290	1,270	—	2,597,560	2,523,046
Net assets released from restrictions (Note 12)	4,339,262	(4,339,262)	—	—	—
Total Revenues And Support	11,631,686	(1,719,286)	—	9,912,400	14,237,456
Expenses					
Program Services:					
Broadcasting (Note 14)	2,691,826	—	—	2,691,826	2,798,478
Production	2,012,773	—	—	2,012,773	1,763,083
Community engagement and education	2,100,838	—	—	2,100,838	1,405,424
Public information	1,129,975	—	—	1,129,975	1,175,783
Total Program Services	7,935,412	—	—	7,935,412	7,142,768
Supporting Activities:					
Development	2,477,046	—	—	2,477,046	2,432,591
Administration	1,155,441	—	—	1,155,441	1,024,416
Total Expenses	11,567,899	—	—	11,567,899	10,599,775
Increase (Decrease) In Net Assets	63,787	(1,719,286)	—	(1,655,499)	3,637,681
Net Assets - Beginning Of Year	10,037,033	6,448,136	436,923	16,922,092	13,284,411
Net Assets - End Of Year	\$ 10,100,820	\$ 4,728,850	\$ 436,923	\$ 15,266,593	\$ 16,922,092



MISSION

Bringing St. Louis together as we connect our region to the world and the world to St. Louis.

VISION

We envision a confident and proud community ignited by the spirit of possibility and connected through public media.

VALUES

Integrity

Honoring editorial independence and diverse perspectives.

Trust

Providing a trustworthy media voice on air, online, in print and in the community.

Respect

Demonstrating authentic regard for others, their intelligence and their ability to draw their own conclusions.

Quality

Elevating the quality of life in our community.

Responsibility

Reliable and dependable community resource.

Innovation

Strengthening civic life through transformative public media.

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