



## 2014 REPORT TO THE COMMUNITY, BOARD AND CORPORATION FOR PUBLIC BROADCASTING



*"I can only hope that we continue sharing many more seats at many more tables with this incredible gift of a thought-generator and media source for the city of St Louis."*

Em Piro  
Director, St. Lou Fringe

**The Nine Network of Public Media envisions a proud and confident community ignited by the spirit of possibility through public media.**



The Nine Network brings significant value to the St. Louis region.

We present compelling content on four digital channels; we partner with the community to raise awareness and understanding of important issues; we inspire individuals to take positive action; and we measure outcomes.

We reach more than 2 million viewers a month in 100 Missouri and Illinois counties, provide content and resources on multiple websites; and engage the community through social media.

In 2014, the Nine Network identified six impact "pillars" as the focus of our most vital services: education, health, the environment, the arts, science, and the economy.

Each impact pillar was identified by our community as an area that presents both challenges and opportunities to the health and welfare of our region.

For each pillar, we developed an overarching initiative that includes local and national content; community engagement; local partnerships; use of on-air, online and social media platforms; and measurement and the evaluation of outcomes.

**Education – American Graduate Initiative**  
We moved hearts and minds to help young people succeed in school and in life.

**Health – Our Region's Health Initiative**  
We strengthened public understanding of health issues and solutions.

**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.

**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 of Public Media Celebrates 60 Years of Service to the St. Louis Community**

In 2014, the Nine Network began its 60<sup>th</sup> anniversary year with an event that symbolized the strength and continuity of our service to the St. Louis region.

In one weekend, during our annual Pioneer Spirit Award event and the opening of our new Public media Commons, we celebrated our commitment to the innovative spirit of our founders and the purpose of public media. From the earliest days of educational television to our current expansive media platforms and community impact initiatives, we have engaged our community in compelling content and provided services that have strengthened civic life in our region.

We presented our 2014 Pioneer Spirit Award to civic leaders, supporters of the Nine Network and community philanthropists who contributed to the Public Media Commons and who encourage innovation and participation in all things that benefit our community. Paula Kerger joined us for the celebration, speaking on the significant contribution of PBS and the Corporation of Public Broadcasting in support of public media. The public celebration that weekend was at capacity with nearly 1,000 in attendance, launching our 60<sup>th</sup> year with a symbol of the vision that guides us: *A proud and confident community, ignited by the spirit of possibility through public media.*

The Public Media Commons was designed as an innovative gathering place for the community, where the arts, creative ideas and diverse perspectives can come together as shared experiences. The 9,000-square-foot, outdoor multi-media environment is flanked by two dynamic two-story screens and includes four large interactive screens at human scale. The Public Media Commons lies between the Nine Network of Public Media and our partners, St. Louis Public Radio/UMSL, in the heart of the Grand Center Arts District. Already, the Public Media Commons has brought our community together to create and share innovative experiences in the visual and performing arts and it even served as a safe platform for public expression on current issues related to Ferguson.

Throughout our history, we have embraced our important role as a public media organization in our community and the responsibility of our mission of *bringing St. Louis together as we connect our region with the world and the world to St. Louis.* Now we have taken our mission further to engage our community in ways that will achieve positive impact.

### **Community Impact**

The national content we present is a significant value to the people of our region, and we believe that our responsibility and our opportunity extends beyond the presentation of national content to include active engagement in content that will help us work together to meet our challenges and seize our opportunities.

We regularly bring our community together – on air, online and through social media – to join us in constructive dialogue on topics of interest and concern to our region. We invite thought leaders, the disenfranchised, and community organizations to join us in conversations that help us identify the most critical issues and most actionable steps to solutions for positive change. And, we use our media platforms to bring the community-at-large into the conversations.

Through community dialogue, we have identified six “pillar” impact areas through which we believe we can help make a positive difference in our community: education, health, the arts, science, the economy, and the environment. And, we have partnered with community organizations working in these areas to contribute insight and resources as well as “boots-on-the-ground” support. We know we can’t solve every issue, but we know that by working together we can affect positive change.

In each of our initiatives, we work with our community partners to reach consensus on the most important, actionable and measurable outcomes we believe we can achieve together. We also reach consensus on the kinds of stories and information that will create awareness, build understanding, and inspire positive action. We create an effective brand identity for each initiative with clear and consistent messages. We produce compelling content. And we present it with high frequency on multiple platforms—our own and those of our partners—to reach and engage the largest possible audience. Then we survey our audiences to measure the results.

Our locally produced content in these initiatives is robust and is presented on air in video vignettes, specials and dynamic new weekly series like *Stay Tuned* and *Arts America*. Local content is also available online and in our longstanding series *Living St. Louis*. Two new series debut in 2015: *Science Matters* and *Night at the Symphony*, a unique partnership with the Grammy-winning St. Louis Symphony, one of the nation’s leading orchestras.

Our six community impact pillars and overarching initiatives are education (American Graduate: Let’s Make It Happen initiative), health (Our Region’s Health initiative), science (Science Matters initiative), the environment (Water Matters initiative), Arts (Arts Are Alive STL initiative), the economy (Ignite Innovation initiative).

The scope and structure of our impact pillar initiatives vary and are adapted to our community’s needs, resources and imperatives. American Graduate is our most comprehensive initiative, with more than 60 local partners, and serves as a model for the national initiative. Our Region’s Health has involved numerous partners, including the Missouri Foundation for Health, and has addressed a range of critical health issues. Our Science Matters initiative will see further fruition in 2015 with the launch of a weekly local science program. Our Water Matters initiative with more than 20 partners represents a unique and powerful collaboration of diverse environmental groups all focused on the importance of water. And our Ignite Innovation initiative has helped stimulate the surge of entrepreneurship and start-ups in our region.

For each initiative in 2014, we produced video vignettes and full-length programs that told stories of our region's challenges, opportunities and achievements, encouraging the public to become engaged in positive action. We also engaged the community through social media, and expanded our messaging through nightly "hosted breaks," articles in our bi-monthly *nineMagazine* to 30,000 households, through our Monthly Highlights eblast to 22,000 households, through the distribution of a range of printed cards and flyers, and through more than 30 community events.

We also made our content and community resources available on our primary website, [nineNet.org](http://nineNet.org), and on websites dedicated to each of our pillar impact initiatives: [nineNet.org/AmericanGraduate](http://nineNet.org/AmericanGraduate), [nineNet.org/OurRegion'sHealth](http://nineNet.org/OurRegion'sHealth), [nineNet.org/ArtsAreAliveSTL](http://nineNet.org/ArtsAreAliveSTL), [nineNet.org/IgniteInnovation](http://nineNet.org/IgniteInnovation), [nineNet.org/WaterMatters](http://nineNet.org/WaterMatters), and new in 2015 [nineNet.org/ScienceMatters](http://nineNet.org/ScienceMatters). We also make information and resources available on two additional dedicated websites: [nineNet.org/StayTuned](http://nineNet.org/StayTuned) and [PublicMediaCommons.org](http://PublicMediaCommons.org).

We support our impact initiatives by seeking funding from those in our community and beyond who understand and value the integrity of our content, our purpose, and the trusted, independent, non-commercial platforms we provide. Our viewers and funders also recognize the value of outstanding national programming that complements and enhances their understanding of local issues in a global perspective.

### **Compelling Content – Local and National**

Our national programming serves an important additional aspect of our mission of *connecting our region with the world*. Our national programs provide a global context for our region's challenges and opportunities, and we create and schedule local content in conjunction with relevant national content to strengthen the effectiveness of both.

Our weekly *Stay Tuned* public engagement series brought the community together for discussions of local issues as well as national events with local implications. *Stay Tuned* not only serves as a public forum on current issues, like events and issues related to Ferguson, but also provides a platform for community discussions on topics related to our six community impact pillars. Our dedicated website, [nineNet.org/StayTuned](http://nineNet.org/StayTuned), makes the program's content and relevant resources easily accessible to the public. In 2014, *StayTuned* was recognized by the editors of *St. Louis Magazine* as their A-List selection for Best News Program.

In addition to *Stay Tuned*, we engage our community on local issues through our weekly *Donnybrook* series featuring local journalists discussing current regional issues. *Donnybrook* is one of the longest-running, locally produced public affairs programs in public television and is now in its 27th year. The program is followed by *Donnybrook Your Turn*, a call-in show providing viewers the opportunity to express their perspectives.

Our local arts programming, seen in our weekly *Arts America* and *Living St. Louis* series, compliments our national arts programming to provide more than 600 total hours of arts programming in 2014. Our involvement in the arts also extends beyond media to include facilitation of discussions among arts leaders and arts organizations for the purpose of stimulating and elevating the vibrancy of arts in our region. In 2014, we held our fourth annual Arts Are Alive event with arts leaders to discuss the topic of innovation in the arts for a televised program we shared with the community. We regularly engage arts organizations to encourage collaboration, innovation and community participation in the arts. And, we regularly conduct surveys to measure our effectiveness.

Our weekly *Living St. Louis* series celebrated its 10th year in 2014. The program continues to serve as a forum for showcasing our region's diversity and achievements and provides an opportunity to feature content related to American Graduate, the arts, and our other community impact pillars.

The strength of scientific development in St. Louis has provided many opportunities to feature science stories, and we have built strong relationships with organizations working in various aspects of science—from biology and zoology to medicine. In 2014, we realized the need for a local program devoted to science. We developed a series, *Science Matters*, and a partnership with public television stations in more than 30 of the top markets across the country to share science stories nationwide. The weekly series begins in early 2015 and airs on Wednesday evenings in conjunction national science programming as well as on Sunday mornings.

As part of our community impact pillar focused on the economy we are building the foundation for our Ignite Innovation initiative. Currently, we host weekly gatherings of local entrepreneurs and mentors through the ITENS One Million Cups program. In addition, in 2014 we partnered with two organizations presenting Ted Talks, primarily on the topic of innovation.

In 2014, as part of our health initiative, Our Region's Health, we worked with local partner organizations to provide a public forum for information related to the Affordable Care Act. In a televised town hall discussion, "Health Insurance Marketplace: A Community Conversation," local experts provided information, engaged in dialogue with our studio audience, and fielded questions sent via social media. We also provided information and resources on our dedicated website.

In 2014, we seized numerous other opportunities to engage our community through national content and on topics related to our impact initiatives. We hosted a Downton Abbey screening event for guests in period costumes and collaborated with *Genealogy Roadshow* producers and genealogists to mount successful events in support of two St. Louis episodes for the 2015 season.

Our annual Trash or Treasure event attracted thousands of loyal *Antiques Roadshow* viewers in our region to have their items evaluated by regional antique appraisers. We broadcast an annual local event –Teen Talent Showcase – that encourages young people to develop their talents by providing a stage and a broadcast media platform to showcase their achievements. Our annual Dr. Seuss Birthday Bash at our local children’s Magic House attracted more than 7,000 children and adults to the two-day event and acquired thousands of books for children in need.

Our highly successful Community Cinema Series held in partnership with the Missouri History Museum continued to draw diverse audiences for panel discussion stimulated by the *Independent Lens* film series. These shared community experiences attracted audiences ranging from 200 to 400 people each month.

In addition, we provided ongoing classes in video storytelling in our Nine Lab (formerly Nine Academy) to enrich our region with community producers. Their training at the Nine Network enables them to tell and share our community’s stories from their diverse perspectives with a wide and diverse audience.

Also, with more than 4,000 teachers and caregivers utilizing PBS Learning Media in Missouri, we were proud to learn that one of the nation’s top 16 Digital Media Innovators in 2014 was St. Louis educator Don Goble. A teacher at Ladue Horton Watkins High School, he was recognized for innovative use of digital media in the classroom.

### **Resources and Sustainability**

The Nine Network’s ability to achieve its mission and realize its vision for the St. Louis region requires strong community support, an effective business model, and sound stewardship of resources. In 2014, we culminated the first capacity-building campaign in the organization’s history – our Igniting the Spirit of Possibility campaign – raising more than \$26 million to support our production and engagement work, the Public Media Commons, and our Future Fund.



## Nine Network Expands Participation and Support for the Arts

Our involvement in the arts extends beyond broadcast to include facilitation of discussions among arts leaders and arts organizations for the purpose of advancing arts in our region. In 2014, we held our fourth annual Arts Are Alive event with arts leaders to discuss arts innovation for a broadcast special.

Our surveys indicate that a significant percentage of our viewers say we are exposing them to new arts content they otherwise would not have seen.



## Nine Network Provides Trusted Platforms for Community Conversations on Issues like Ferguson

The Nine Network's trusted position in the community and its unbiased approach to content has resulted in strong relationships with individuals and organizations on the frontlines of critical issues. The success of programs like *Stay Tuned* and the PBS *NewsHour After Ferguson* Town Hall in St. Louis in August of 2014 demonstrate the strength of our community's trust and the relationships we have built.



## Nine Network and Community Partners Inspire Water Stewardship

The Nine Network and more than 20 organizations committed to the environment have partnered to encourage people in our region to become better stewards of our water resources.

Our Water Matters initiative uses stories and targeted messages to stress the importance of water to the health of our region's lands, people and economies. Our surveys indicate that Water Matters has raised awareness, understanding and positive action in water stewardship.



## American Graduate: Let's Make It Happen

As the local and national leader of American Graduate: Let's Make It Happen, we are working with 35 public media organizations and 1400 community partners across the country to improve outcomes for children across America.

The initiative identified the prevailing need of every child for a caring, consistent adult. An important aspect of the initiative now focuses on enlisting adults to become champions of children everywhere – American Graduate Champions.



### Reach in the Community:

In St. Louis the American Graduate initiative has involved more than 50 community partners, working together since 2011 to address local issues that will help children succeed in school and in life. The ultimate goal is to improve high school graduation rates.

### Partnerships:

We have formed partnerships with school districts, colleges and universities, and organizations that are working on the ground with children and parents in need to identify the most prevalent and critical issues and work toward solutions.

### Impact and Community Feedback:

About 10 days ago, we received a check for \$10,000 and with it came a note: "Education is the solution. I want to be part of the solution."

The check came from someone who had never given before, someone we don't know. In fact, we could not track down her phone number. I wrote her a letter, of gratitude and of curiosity. What inspired her to give? What is her educational journey?

She just called today and we talked. The short version is that she has a foundation, with a long-held interest in education. Her second husband was a banker who used to pay the college bills for a number of young people without anyone ever knowing. She likes to keep a low profile.

She has watched the turmoil and all of the pain and needs revealed in the last month. She asked herself, "What can an elderly white woman from South County do?" She was watching Stay Tuned on Nine, saw me, and said, "That's it."

Thank you—both for the chance to be on the show but, more importantly, for what clearly is the kind of dialogue that connects our community.

Faith Sandler, Executive Director  
The Scholarship Foundation of St. Louis

Since American Graduate began, there has been a significant and positive trend in high school graduation rates, both nationwide and in St. Louis. One encouraging example is at St. Louis Public Schools:

St. Louis Public Schools	2011-12	2012-13	2013-14
Four-Year Graduation Rate	62.2%	67.6%	71.1%
Five-Year Graduation Rate	57.9%	66.8%	71.2%

Source: DESE website: <http://on.mo.gov/18RUQIM>

Almost 90 percent of Nine Network viewers are more aware of the dropout crisis—a 41 percent increase since January 2014.



While 93 percent of viewers better understand how the dropout crisis impacts their community—up almost 10 percent in less than a year.



And 85 percent of viewers believe that young people are our greatest resource—an increase of 17 percent since January 2014.







## **An American Graduate Champion Speaks Out**

“The energy was aligned with one common goal, which is to help young people, and that’s exactly what we need to make a big difference.”

### **Koran Bolden**

Owner of a leadership-focused recording studio called Street Dreamz and an American Graduate Champion

**One of our Water Matters partners expressed the spirit of the Nine Network’s community impact work.**

“Aligning around a common strategy requires influential leadership and a sense of urgency. What I’m impressed by is the Nine Network orientation--a vision for the role of media, creating an informed atmosphere and activity around important public issues. I think that’s great. The public can see that change and good outcomes are possible with citizen involvement.

Bob Sears,  
League of Conservation Voters



---

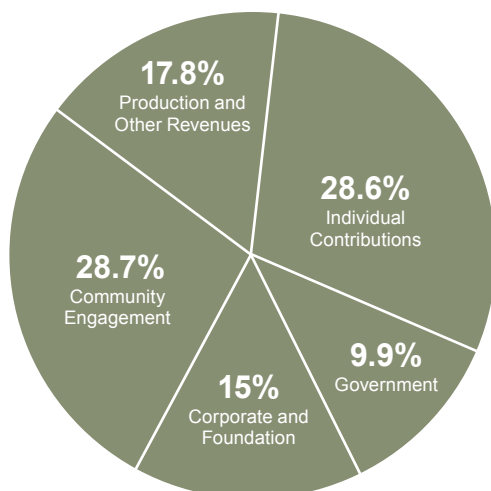
**The Nine Network has fulfilled its mission—it’s promise to the community—to bring St. Louis together as it connects our region with the world and the world to St. Louis. The Nine Network daily sees the realization of its vision of a proud and confident community ignited by the spirit of possibility through public media.**

---

## Revenues and Support

Year Ending June 30, 2014

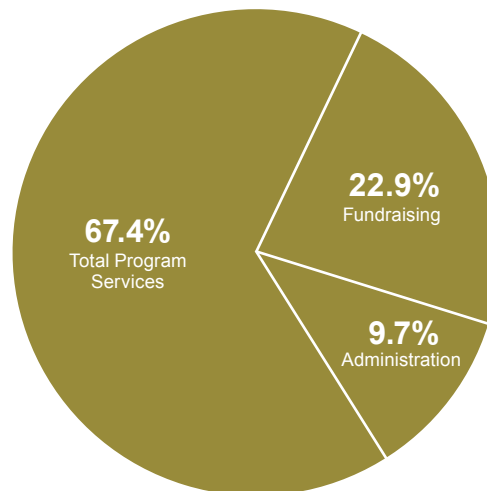
**\$14,237,456**



## Expenses

Year Ending June 30, 2014

**\$10,599,775**



## ST. LOUIS REGIONAL PUBLIC MEDIA, INC.

### CONSOLIDATED STATEMENT OF ACTIVITIES

For The Year Ended June 30, 2014

(With Summarized Financial Information For The Year Ended June 30, 2013)

	2014			2013	
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
<b>Revenues And Support</b>					
Individual contributions	\$ 3,329,155	\$ 749,672	\$ —	\$ 4,078,827	\$ 4,213,148
Government support (Note 13)	1,405,275	—	—	1,405,275	1,498,294
Corporate and foundation support	44,417	2,092,198	—	2,136,615	1,867,809
Community engagement revenue (Note 13)	237,792	3,855,901	—	4,093,693	604,008
Production and other revenues (Notes 5, 11 and 15)	2,523,046	—	—	2,523,046	2,472,908
Net assets released from restrictions (Note 12)	4,229,682	(4,229,682)	—	—	—
<b>Total Revenues And Support</b>	<b>11,769,367</b>	<b>2,468,089</b>	<b>—</b>	<b>14,237,456</b>	<b>10,656,167</b>
<b>Expenses</b>					
<b>Program Services:</b>					
Broadcasting (Note 14)	2,798,478	—	—	2,798,478	2,864,999
Production	1,763,083	—	—	1,763,083	1,672,864
Community engagement and education	1,405,424	—	—	1,405,424	1,563,451
Public information	1,175,783	—	—	1,175,783	998,874
<b>Total Program Services</b>	<b>7,142,768</b>	<b>—</b>	<b>—</b>	<b>7,142,768</b>	<b>7,100,188</b>
<b>Supporting Activities:</b>					
Development	2,432,591	—	—	2,432,591	2,367,317
Administration	1,024,416	—	—	1,024,416	1,033,368
<b>Total Expenses</b>	<b>10,599,775</b>	<b>—</b>	<b>—</b>	<b>10,599,775</b>	<b>10,500,873</b>
<b>Increase In Net Assets</b>	<b>1,169,592</b>	<b>2,468,089</b>	<b>—</b>	<b>3,637,681</b>	<b>155,294</b>
<b>Net Assets - Beginning Of Year</b>	<b>8,867,441</b>	<b>3,980,047</b>	<b>436,923</b>	<b>13,284,411</b>	<b>13,129,117</b>
<b>Net Assets - End Of Year</b>	<b>\$ 10,037,033</b>	<b>\$ 6,448,136</b>	<b>\$ 436,923</b>	<b>\$ 16,922,092</b>	<b>\$ 13,284,411</b>



## 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.

## BOARD OF DIRECTORS

Kathy Barney  
Spencer Burke  
Dan Burkhardt  
Maxine Clark (Chair)  
Marianna Deal  
Michael A. DeHaven  
Pepe Prince Finn (Treasurer)  
Steven Frank (Vice Chair)  
Jeffrey Hall  
Harvey A. Harris  
Juanita Hinshaw  
Janet M. Holloway  
Edward Koplar  
Ken Kranzberg  
Dennis Lower  
Eugene J. Mackey III  
Jeffrey McDonnell  
Kim Olson  
Randy Schilling  
Jack Schreiber  
Hugh Scott III  
Thad Simons  
Patrick Sly  
Chad Stiening  
David Steward II (Secretary)  
Dr. Donald Suggs  
Milton P. Wilkins Jr.

## EXECUTIVE STAFF

### President and CEO

Jack Galmiche

### Senior Vice President, COO and CFO

Richard E. Skalski

### Senior Vice President of Community Engagement

Amy Shaw

### Vice President of Engineering and Operations

Chrys Marlow

### Vice President of Marketing and Communications

Kay Porter

### Vice President of Production

Patrick Murphy

### Vice President of Programming

Patti Kistler