



Dancing
**IN THE
COMMONS**

IMPACT REPORT 2018

In partnership with
St. Louis Public Radio
90.7 KWMU

Supported by
AARP Real Possibilities
St. Louis

Dance instruction by
Body & Dance convergence

DANCING IN THE COMMONS

Nine Network kicked off its outdoor event season in 2018 with the first annual Dancing in the Commons in the Public Media Commons, a world-class urban space for public engagement.

The three-event series included tango, swing and salsa dance lessons with professional instructors from Convergence Dance and Body Center in St. Louis. Local musicians and DJs provided the soundtrack, while attendees danced and enjoyed the festive atmosphere.

Dancers of all ages, backgrounds, and experiences attended, making these sold-out events a special night to remember.

LEARN | DISCOVER | EXPERIENCE

Dancing in the Commons underscores the important role that public media plays in shining a light on the things that make us St. Louisans. We are a trusted convener and are uniquely positioned to bring the community together to celebrate arts and culture. Our work raises awareness, increases understanding and moves our community to action.



THE ARTS AND CULTURE ARE THE HEART OF EVERY CITY.



The arts inspire as much as inform. The Public Media Commons is a perfect stage to present and celebrate art and culture in all forms.

"I loved being outdoors on a beautiful Friday night. All instructors were helpful by roaming and offering help and encouragement. I especially liked the diversity of age, gender, race, and ability of the crowd that attended. Everyone could feel they were welcomed and belonged."

MORE THAN

550

GUESTS attended in summer 2018.

Attendees ranged in age from **18-75+**

97%

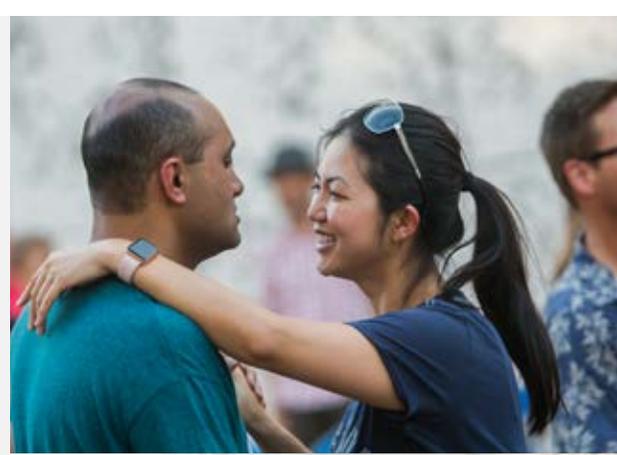
rated the 2018 events **GOOD, VERY GOOD, OR EXCELLENT.**

“A beautiful setting, and it was so much fun to have a lesson and dance outdoors. The screen and live video was amazing too!”

66%

of attendees were **FIRST-TIME PUBLIC MEDIA COMMONS** guests.

“The Public Media Commons is the perfect setting for an event like [this one].”



REACH

5 MILLION

IMPRESSIONS
on-air, online,
& at the events.





Nine Network of Public Media stands for a strong, vibrant, thriving St. Louis region and contributes to that reality by creating opportunities for citizens to learn, connect and grow.

WITH YOUR SUPPORT, WE CAN

- Provide quality content that strengthens civic life
- Engage our community in issues that matter
- Make our content easily accessible, because the more people we engage, the greater our value becomes
- Connect our citizens with one another because we believe it is important to bring St. Louis together
- Remain independent because we believe it is the basis of trust

We exist to ignite the spirit of possibility through public media.

We offer more than 700 HOURS of arts and cultural programming each year.

“Your support means that Nine will be here for you and future generations as a trusted voice that informs, educates and enriches the lives of this community every day.”

—Kim Olson, *Nine Network Board member, 2018 Pioneer Spirit Award recipient*

2 MILLION VIEWERS every month; Nine serves 100 counties in Missouri and Illinois.

OFTEN #1 IN VIEWERSHIP; per capita Nine is one of the most-watched public television stations in the country.

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