THE NINE NETWORK IS ABLE TO ACHIEVE COMMUNITY IMPACT THROUGH THE POWER OF PUBLIC MEDIA.

The scale of Nine’s reach across the region is a distinctively unique asset. We are a trusted convener and storyteller around issues affecting our region. The result of our work raises awareness, increases understanding, and moves our community to action.
THREE MEDIA ORGANIZATIONS PARTNERED ACROSS BROADCAST MEDIUMS AND FORMATS TO BRING TOGETHER THE CANDIDATES FROM ONE OF THE MOST-WATCHED POLITICAL RACES IN THE COUNTRY.

Nine Network of Public Media hosted the debate between Republican Josh Hawley and Democrat Claire McCaskill, candidates for U.S. Senate, with its partners, St. Louis Public Radio and 5 on Your Side.

NPR- and PBS-member stations and NBC affiliates throughout Missouri carried the live broadcast. Nine Network aired the debate and post-show live on October 18, with an encore on October 21.


Journalists from the three participating organizations developed debate topics and questions for the candidates. The debate was moderated by PBS NewsHour’s Judy Woodruff, with prepared questions asked by Mike Bush, 5 on Your Side, and Jo Mannies, St. Louis Public Radio. Nine Network’s Ruth Ezell fielded questions from the audience.

73% OF RESPONDENTS STRONGLY AGREED OR AGREED THAT THE DEBATE HELPED THEM DECIDE HOW THEY WILL VOTE IN THE MISSOURI SENATORIAL ELECTION.

“I FELT LUCKY TO BE PART OF THE LIVE AUDIENCE. THANK YOU FOR THAT OPPORTUNITY. IT WAS INTERESTING TO SEE THE CANDIDATES IN PERSON.”
“I HAVE BEEN RATHER IGNORANT ABOUT MISSOURI ISSUES. THIS EVENT GAVE ME A CLEAR PICTURE WHERE EACH OF THE PARTIES STOOD ON ISSUES.”

ENGAGEMENT

24.7 MILLION IMPRESSIONS
(includes earned media from traditional publications, on-air, online, and email)

370,000 VIEWS
OF DEBATE-RELATED VIDEO

LIVE AUDIENCE

The debate took place in front of a live studio audience of 100 Missourians. The group was chosen to represent various locations, political leanings, gender, and race from across the state. Select audience members asked the candidates questions. Some of the subjects covered included taxes and tariffs, gun violence, healthcare, and law enforcement relations.

WATCH PARTY

A public watch party, held adjacent to the Nine Network in the Public Media Commons, was attended by approximately 250 people. 5 on Your Side’s Casey Nolen hosted a post-debate analysis show with Kansas City journalists and political commentators. St. Louis Public Radio’s Jason Rosenbaum added real-time audience perspective to the show.
CREDO

We engage our community through quality content because it strengthens civic life. We remain independent because we believe it is the basis of trust. We are committed to engagement because it fosters a healthy community. We believe in making our content easily accessible, because the more people we engage, the greater our value becomes. We want to create sound business models, because we want to continue our good work. We want to connect our citizens with one another because we believe it is important to bring St. Louis together. We believe that when we succeed in our mission we ignite the spirit of possibility in St. Louis.

MISSION

Igniting the spirit of possibility.

VISION

We envision a strong and healthy community working together through public media.

“THE EVENT WAS VERY WELL PUT TOGETHER AND INFORMATIVE. I APPRECIATED AN EVENT SUCH AS THIS TO HELP INFORM MY FUTURE VOTE.”