



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"The Nine Network is a crown jewel in our community that we want to grow and sustain for our grandchildren and their grandchildren."

Harvey Harris, Attorney-at-Law

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



The Nine Network provides unique and significant value as a nonprofit organization, fulfilling its mission of igniting the spirit of possibility in the St. Louis region.

We extend the value of our outstanding local and national content by making it available anytime and anywhere on multiple platforms, by engaging the community in services and initiatives that strengthen civic life, and by hosting events that bring the diverse people of our region together for shared experiences.

Throughout its 62-year history, the Nine Network has been community supported and receives only 10% of its funding from the federal government.

The Nine Network has become a hub of community dialogue on important issues, working in partnership with individuals and organizations throughout our region. In 2016, we expanded our services to the St. Louis community in six key areas of ongoing focus: education, arts, science, health, the economy and the environment.

In each area of focus, we produced local content, connected it to related national content; and engaged the community in dialogue on air, online, through social media, and at events.

The Nine Network is truly a network of individuals and organizations working together through public media to strengthen civic life in St. Louis.

Our impact in the St. Louis region is the result of engaging the community to identify challenges and opportunities we can address together through our content, initiatives, services, programs and events.

We regularly measure our impact and effectiveness by conducting surveys of our viewers and those who engage with us to determine if we are increasing understanding, participation, and positive action as a result of their experiences with us.

Our American Graduate and What's Vital 2 STL initiatives exemplify the positive impact of our work to help young people succeed and address local issues that affect people of all ages.

The Nine Network of Public Media Serves the St. Louis Region and Beyond

Our Distinct Value is Our Positive Impact in the Community

In 2016, the Nine Network of Public Media expanded its work in keeping with an overall strategy for strengthening civic life in the St. Louis region. Our distinct value is that we are a nonprofit media organization guided solely by our mission of community service and imbued with the capability and responsibility of reaching vast numbers of people with valuable content and experiences. We utilize all of our platforms – on air, online and out in the community — in service to important initiatives intended to advance our region's progress and achievements.

Our mission of strengthening civic life means that we measure our success by the successes of our region. Therefore, it is critical that we evaluate the results of our content and services. We determine our impact and the effectiveness of our work by conducting surveys of our viewers and those who engage with us to measure increased levels of understanding, participation and positive action as a result of their experiences with us. Our research tells us that we are moving the needle forward in many important areas.

The Nine Network brings the St. Louis region unrivaled local and national content on multiple platforms. Our four channels — Nine PBS, Nine Kids, Nine World and Nine Create — are relied on by more than 2 million viewers a month for trusted news, information and children's programming, as well as the most compelling content available in education, the arts, science, technology, health, nature, history, drama and creative living. Ours is one of the largest per capita audiences in public television.

The Nine Network is one of public television's leading producers of local content with nine local series in 2016: *Donnybrook*, *Donnybrook...Your Turn*, *Living St. Louis*, *Arts America*, *SciTech Now*, *Stay Tuned*, *Feast TV*, *The Domain Tech Report*, and *Night at the Symphony*. Our local programs showcase our region's achievements, address its challenges, bring focus to new opportunities, and stimulate participation in community life. Our local series, documentaries and specials also provide a valuable forum for our community service initiatives: American Graduate, What's Vital 2 STL, Arts Are Alive STL, Water Matters, Our Region's Health, Ignite Innovation, and Science Matters.

Our primary website, nineNet.org, makes our content available on devices anytime, anywhere and provides access to a wealth of resources. In addition, each of our community initiatives is enhanced by a dedicated website for in-depth information and resources. There are 146.2 thousand users of PBS KIDS content in Missouri alone. And educators throughout our region are actively utilizing more than 100,000 free, curriculum-based resources available at PBSLearningMedia.org.

Our most unique platform is the award-winning Public Media Commons, a dynamic outdoor space flanked by two, two-story video screens. Located between the Nine Network and St. Louis Public Radio, the Public Media Commons has become what it was intended to be: a gathering place where the community shares creative and informative experiences on a range of topics and issues. From symphony and jazz performances to events for children and celebrations of our region's culinary arts, activities in this venue attract and engage a diverse audience of all ages.

In addition, the Nine Network actively hosts and participates in numerous events throughout the St. Louis area that connect people with our region's assets and the programs, content, initiatives and services we provide. In 2016, we hosted more than 80 events that engaged people of all ages.

The mission and accomplishments of the Nine Network are grounded in the trust and support of the people of the St. Louis region. In 2016, and throughout the organization's 62-year history, Nine has followed the spirit of its innovative founders, who were true pioneers of the concept and reality of public television across America.

Nine Network Community Service Initiatives Engage the People of Our Region in Actions that Strengthen Civic Life

The Nine Network leverages every available platform as well as the skills, knowledge and resources of community members, foundations, businesses and partner organizations to engage the community in valuable content.

Initiatives are strengthened by related national content as well as local productions that bring regional relevancy to important topics and issues. In addition to our focus on education, the arts, science, health, the environment and the economy, we are addressing interrelated issues that affect the overall health and welfare of our community.

EDUCATION

American Graduate: Let's Make It Happen

A regional and national movement under the leadership of the Nine Network that is improving outcomes for young people across the country in school and in life.

Outcomes for the youth of our region and all across America have long been in need of additional community resources and support to address myriad issues that negatively affect the ability of young people to succeed. Our unique media and production capabilities enable us to create and share content that illuminates the obstacles our youth face every day and the local solutions that work.

Since 2011, the Nine Network has been leading the local and national American Graduate: Let's Make it Happen initiative, public media's commitment to supporting community-based solutions to help keep youth on the track to a high school diploma and beyond. Supported by the Corporation for Public Broadcasting (CPB), more than 128 public radio and television stations have joined forces with more than 1,700 partners and at-risk schools across 48 states and one territory. By 2016, the national graduate rate had increased to 82.3% and the Missouri rate had increased to 87.8%.

Three critical themes of our work in the St. Louis region are early childhood education, youth voice and the active involvement of caring 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. The American Graduate initiative was a precursor to the Ready by 21 effort in the St. Louis region. Our regional partners now collaborate in a collective effort to combine their resources to achieve long-term success.

Our free Storytime in the Commons events, in partnership with St. Louis Public Library, brought families together in our Public Media Commons for innovative learning experiences through stories and activities. The events were attended by thousands of children and parents.

We also continue our internship program for students in area high schools. And, we have expanded the number of adults in our region who participate as mentors and volunteers, highlighting and celebrating their work as American Graduate champions in stories shared on air and online. In October, a program in our weekly *Stay Tuned* series featured local mentors discussing how mentoring can mean the difference between dropping out and graduating. And the Nine Network's fall interns produced an online video series, "Step to Success," highlighting the challenges young people face as they work to graduate from high school and succeed in college and careers.

In 2016, the Nine Network produced and broadcast two documentaries telling the stories of area students and the adults who are helping them succeed. Our Emmy-winning *Works in Progress* weaves together the lives of five young people in the St. Louis metro area facing the issues of economic and educational disparity, often tied to race and class. And *Gentlemen of Vision* tells the story of high school boys changing the course of their lives through competitive step. *Gentlemen of Vision* debuted to a national audience on the World Channel, received millions of impressions and was screened at the St. Louis International Film Festival.

Also in 2016, as part of the PBS Spotlight on Education and national American Graduate Day, we recognized three local American Graduate Champions. Their stories are available at nineNet.org. And, *PBS Weekend NewsHour*, hosted by Hari Sreenivasan, was broadcast from the Nine Network. Sreenivasan also appeared on *Stay Tuned*, Nine's weekly public affairs series.

These are among the many ways the Nine Network tells important regional stories and brings positive national attention to St. Louis.

Our surveys showed that among a significant sample of our viewers and community members, 94% understand how mentoring provides valuable support for disadvantaged youth and how a caring, consistent adult or mentor can contribute to the long-term success of a young person.

What's Vital 2 STL

An overarching initiative that engages the community in conversations on critical issues such as inequity, racism, poverty, marginalization and social disparities.

In 2016, the Nine Network developed a new initiative to help address some of the issues that negatively affect the health and welfare of the St. Louis region. Many of the issues that drew worldwide attention following the shooting death of Michael Brown in 2014 are interrelated and profoundly impact the lives of young people and adults in our community. Through What's Vital 2 STL, the Nine Network applied its media resources to stimulate discussion and highlight progress that is mitigating some of our region's challenges.

ARTS

Arts Are Alive STL

An overarching initiative that increases interest, participation and support of the arts in our region and beyond.

The Nine Network has made a significant contribution to the vitality of the arts in the St. Louis region with more than 700 hours of arts and cultural programming each year. These include our local weekly series *Arts America*; our monthly series *Night at the Symphony*; our televised annual "Arts Are Alive at Nine" event featuring local arts leaders, this year on the topic of STEM to STEAM; and our arts specials including the regional Teen Talent Competition and the St. Louis Literary Award.

In the last quarter of 2016 alone, we broadcast an average of 15 local arts stories a month and generated more than 4.2 million views for our local arts stories on topics ranging from local sculptors, dancers, arts innovators, and musicians to a graffiti artist and a radiologist using medical imagery. Among our 2016 regional Emmys was one for *BrainWorks*, our broadcast of a play written and produced by Washington University School of Medicine physicians.

In addition, Nine goes beyond broadcast to host events that showcase local and national arts and artists, particularly in the Public Media Commons, which has become an exciting arts venue in St. Louis.

In 2016, we hosted our first Student Digital Art Invitational Exhibition in the Public Media Commons for area college and university students. We screened *A Streetcar Named Desire* as part of the Tennessee Williams Festival. We hosted our Feast TV Taste & See event series celebrating the culinary arts in our region. We featured arts videos on the big screens as part of First Fridays in Grand Center. We launched our own craft beer, "Cloud 9," in partnership with a local craft brewery to celebrate the art and tradition of beer-making in St. Louis. In the fall we kicked off the PBS Fall Arts Festival by inviting the community to gather in the Public Media Commons for a screening of *Hamilton's America*, a look behind the curtain of Broadway's newest hit, "Hamilton."

We also hosted booths at three outdoor festivals: The Saint Louis Art Fair, Art on the Square and the Murmuration Festival, a three-day event focused on the convergence of art, science and technology.

The Nine Network's location in the Grand Center Arts District has also provided a unique opportunity to collaborate with many of the neighborhood arts organizations. Our Grand Center Arts Festival in the fall was a shining example of how public media was able to bring greater attention to the arts. Since the fall of 2013, Nine has produced 69 stories featuring Grand Center arts alone, generating 20 million impressions across all of our platforms.

The Public Media Commons also features digital video art every day by students and professional video artists from St. Louis and around the world. Thematic video content is on view from 7:00 a.m. to 11:00 p.m. daily, with a schedule of topics posted on publicmediacommons.org.

We do all of this to enhance our community's awareness, understanding and involvement in the arts. And our viewers report that our arts productions and events are making a difference, with 77% indicating they feel more aware of the arts as a result of our local programs.

SCIENCE

Science Matters

An overarching initiative that brings focus to our region's achievements in science and technology.

In 2016, the Nine Network's Emmy Award-winning series *Science Matters* was retitled *SciTech Now* and became part of a national collaborative series with 30 major market stations. Hosted locally by Jim Kirchherr and nationally by Hari Sreenivasan, the series takes St. Louis stories across the country to a national audience, showcasing our region's latest scientific and technological developments, research, innovations and inventions. Nine's social media posts on science generated approximately 40,00 impressions over the last five months of 2016 alone.

Among the local institutions and organizations featured in our *SciTech Now* series were the Donald Danforth Plant Science Center, the Saint Louis Zoo, Saint Louis University, Southern Illinois University, Washington University and the Washington University School of Medicine, the Jefferson Barracks Telephone Museum, Cahokia Mounds, and the St. Louis Science Center.

In the fall, the Nine Network participated in the St. Louis Murmuration Festival, a three-day event bringing high visibility to local innovators in science, technology, music and the arts. Nine also took viewers behind the scenes with one of the event co-founders in an episode of the weekly *Stay Tuned* series and engaged with budding innovators and families at the event through storytelling and activities in the Future Innovators Zone.

In November, an episode of *SciTech Now* featured public radio's *Science Friday* host Ira Flatow for a lively conversation on how "smart is the new sexy" and the ways science and politics overlap.

Our survey results show that more than half (55%) of those polled consider St. Louis a hub of scientific innovation, while two thirds (67%) of those who watch *SciTech Now* realize the stature of St. Louis in scientific innovation. In addition, 83% of those polled said they were more knowledgeable about the latest scientific research and innovations and 73% said they felt better informed about scientific developments in the region.

A 2015 *SciTech Now* feature examining stains on the Gateway Arch received a 2016 Mid-America Emmy Award.

ENVIRONMENT

Water Matters

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

The Nine Network's ongoing initiative with local environmental partners included Nine's documentary *Where the Rivers Run* on life in Missouri river country, on-air and online features and information, and events like the screening in the Public Media Commons of the award-winning documentary *Jens Jensen The Living Green* documentary in partnership with the Missouri Prairie Foundation.

All of the Nine Network's environmental activities honor the initiative's purpose of raising awareness and understanding, leading to positive action in water stewardship.

ECONOMY

Ignite Innovation

A Nine Network initiative that brings focus and encouragement to entrepreneurship and innovation in the St. Louis region.

The St. Louis region is nationally recognized for entrepreneurship and innovation, offering opportunities for support and mentorship that help stimulate our local economy. The Nine Network has partnered with local groups to share information about entrepreneurial opportunities and encourage innovation by featuring stories on local innovations in science, medicine, technology and other areas.

At the Nine Network, we aspire to elevate the innovation and entrepreneurial spirit that surrounds us every day by producing and distributing stories that showcase the strength of our entrepreneurial community. Our intention is to increase the visibility of the St. Louis region as an epicenter for innovation.

We meet regularly with a working group of leaders from Cortex, Kypha, LaunchCode and others to identify the topics, organizations and individuals that deserve stronger and more in-depth media coverage. In addition, we hosted 1 Million Cups, a weekly gathering of innovators, entrepreneurs and mentors in our region.

In 2016, we continued to broadcast the local series *The Domain Tech Report*, which taps the vibrancy of local innovators and entrepreneurs. We also featured stories on local innovations on our weekly series *SciTech Now*, *Stay Tuned* and *Living St. Louis* as well as in documentaries like *BrainWorks*, produced in partnership with Washington University School of Medicine and featuring a play that combined the science of the brain with the art of storytelling. We also invited local brewers and others to appear on an episode of *Stay Tuned* to discuss why and how St. Louis has become a center for the growth of craft beer. And a 2015 *SciTech Now* story on stains on the Gateway Arch won a 2016 regional Emmy.

Since the spring of 2016 we broadcast 35 stories featuring innovations in the St. Louis region; our innovation stories achieved nearly 130,000 views on air and online. We also partnered with the Cortex innovation district on the first-ever Murmuration Festival, a community event merging art, technology, science and music. We also brought viewers behind the scenes with one of the event's co-founders in an episode of our weekly *Stay Tuned* series and engaged budding innovators and families at the event through storytelling and activities in the Future Innovators Zone.

We also consider the Public Media Commons (PMC) a contribution to innovations in St. Louis. This unique venue, a collaboration with St. Louis Public Radio and the University of Missouri-St. Louis, has provided a platform for artists and innovators to share their work and engage the community in many creative ways. The PMC was recognized with the 2016 Outstanding Local Government Achievement Award for Leadership in Planning and Design Innovation by the East-West Gateway Council of Governments. It is a demonstration of how partnerships can create extraordinary things.

We were encouraged by the results of our October 2016 viewer survey indicating that 70% believe St. Louis is a supportive city for start-ups. This level of awareness contributes to the strength and confidence of our region.

HEALTH

Our Region's Health

An overarching initiative that raises awareness and stimulates engagement in critical regional health issues.

The Nine Network engaged our community and worked with local agencies to identify health issues that particularly affect our region, including health illiteracy, Medicare, the Affordable Care Act, the heroin epidemic, and the effect on young people of abuse, neglect and addiction. Our weekly series *Stay Tuned* and *Donnybrook* provide forums for discussing regional health issues.

Improving health outcomes in the St. Louis region continues to be an area that needs consistent, informative media attention. The Nine Network strives to fill that gap on multiple media platforms.

We continue to meet on a regular basis with 13 local health leaders from the United Way of Greater St. Louis, Casa de Salud, Saint Louis University School of Public Health and more. Our relationships and conversations with health leaders have enabled us to produce content that addresses specific needs of our region and connects people of our region to the resources they need. From August to October alone, we produced five health-related episodes on our local series *Stay Tuned* and featured seven health-related stories from St. Louis on our local science series *SciTech Now*.

Our *Stay Tuned* series features discussions with local experts, providing the conversations and resources our community is unlikely to get anywhere else. One of the important and often neglected topics discussed on *Stay Tuned* in 2016 was about resources related to aging and death. The discussion complemented a *POV* program in October, "Thank You For Playing," featuring a St. Louis family that created a video game to chronicle their journey after their young son, Joel, was diagnosed with cancer.

We also feature health stories on our weekly *SciTech Now* series. For example, our feature on the St. Louis Science Center's GROW exhibit brought the exhibit to an even larger audience and helped the Science Center ignite our community's interest in the health of our foods, our region's farming communities, and how our food is grown and transported.

Nine Network Local Productions Enlighten and Inspire the People of Our Region, Encouraging Participation in Civic Life

The Nine Network is recognized for its local productions. In 2016, our series brought attention to the strengths of the St. Louis region and also stimulated discussion and positive action related to our region's challenges. In addition, our documentaries and specials brought in-depth understanding and appreciation to some diverse topics.

2016 NINE NETWORK SERIES

Stay Tuned

A weekly series that brings experts and the broad community together in conversations on topics important to our region. The series touches on all of the Nine Network's focus areas and includes discussions of timely issues.

Arts America

A weekly broadcast series that showcases the vibrant arts of our region and shares our arts stories with stations in major markets nationwide. The series has provided a forum for arts organizations and individual artists alike.

Night at the Symphony

A monthly series of broadcast specials that take viewers inside Powell Hall for performances of the St. Louis Symphony, the second oldest symphony orchestra in the United States. It is the only series of its kind in the country.

Living St. Louis

A weekly broadcast series that tells our region's stories and showcases its achievements on a range of diverse topics. The series premiered in 2003 and continues to be one of the most popular series in St. Louis.

SciTech Now

A weekly broadcast series that showcases scientific, medical and technological achievements in our region and shares stories with stations in 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. The series complements Nine's other many activities as part of its Ignite Innovation initiative.

Donnybrook

A weekly broadcast series that brings together a panel of local journalists to discuss the region's top news stories. The series is complemented by an annual live broadcast from the Sheldon Concert Hall. In 2017, the series marks its 30th year.

Donnybrook Your Turn

A weekly broadcast series following Donnybrook in which viewers have the opportunity to pose their own questions and comments to two of the journalists. The series receives calls from throughout the region.

Feast TV

A weekly series showcasing the rich culinary landscape of the St. Louis region and beyond. The series is complemented by Feast TV Taste & See, a series of public events in the Public Media Commons.

2016 NINE NETWORK DOCUMENTARIES AND SPECIALS

In 2016, the Nine Network produced and broadcast two documentaries telling the stories of area students and the adults who are helping them succeed. Our Emmy-winning *Works in Progress* weaves together the lives of five young people in the St. Louis metro area facing the issues of economic and educational disparity often tied to race and class. And our *Gentlemen of Vision* documentary tells the story of high school boys who are changing the course of their lives through competitive step. *Gentlemen of Vision* debuted to a national audience on the World Channel, received millions of impressions and a director's cut screened at the St. Louis International Film Festival.

Also in 2016, the Nine Network produced its annual special on the St. Louis Teen Talent Competition, which involves more than 150 young people. The special features behind-the-scenes segments on individual competitors during weeks of preparation and competition, plus the finale event at the Fox Theatre in Grand Center. The special helps generate broad awareness of the exciting diversity of talents among young people in the St. Louis region.

Nine's 2016 special on the St. Louis Literary Awards from the stage of the Sheldon Concert Hall featured Israeli-born, St. Louis native David Grossman in an intimate discussion of his work. And the Nine Network's annual Arts Are Alive at Nine event was the basis for a broadcast special, featuring local arts leaders in a discussion of the importance of arts in the curricula of elementary and secondary schools. Titled STEM to STEAM, the special was an important contribution to Nine's focus on the arts.

2016 NINE NETWORK EVENTS

The Nine Network hosts numerous events onsite and in the community as part of its mission to serve, engage and connect with people throughout the St. Louis region. The range of our events relates to our pillar focus areas – education, the arts, science, health, the environment and the economy — as well as to our local and national content and our community initiatives.

Several Nine Network events in 2016 engaged the community in activities related to our American Graduate and What's Vital 2 STL initiatives. We held a marathon simulcast on air and in the Public Media Commons of *Eyes on the Prize*, the 14-hour documentary produced by St. Louis native and Washington University graduate Henry Hampton with live performances by local choirs and an interview with Hampton's sister on a special edition of our weekly series *Stay Tuned* in the Public Media Commons.

As part of our American Graduate initiative, in partnership with the St. Louis Public Library, we created a Saturday morning series, Storytime in the Commons, which drew thousands of children and families for stories, videos on the two-story screens, PBS characters and an array of crafts and learning activities. We also hosted a special event, Connecting the Dots on Education in St. Louis, with special guest Michael L. Lomax, Ph.D., president and CEO of the United Negro College Fund. And we hosted an American Graduate Breakfast of Champions, a special event honoring local adults who actively support and encourage the success of young people in our region. We also partnered with Ballpark Village in St. Louis to host a special, free community screening of Ken Burns' documentary *Jackie Robinson*.

We continued to present our ongoing series, Indie Lens Pop-Up (formerly Community Cinema), in partnership with the Missouri History Museum and ITVS, bringing the community together to view and discuss topics explored in independent films. The Nine Network collaborates with individuals and organizations in the region to present discussion following each film and has garnered one of the nation's largest audiences for the series.

Many of our events in 2016 celebrated the arts and culture of our region, including the culinary arts. We held our sixth annual Arts Are Alive at Nine event featuring area arts leaders discussing the topic of STEAM, arguing the importance of the arts in elementary and secondary school curricula. We participated in the Murmuration Festival, a three-day event focused on the convergence of art, science, technology and music held at Cortex, a premier innovation hub of bioscience and technology research anchoring St. Louis' growing ecosystem for innovative startup programs. We also collaborated with the St. Louis Symphony on a special "Nine Night at the Symphony" for our members. And we hosted booths at our region's two premier outdoor art fairs, Belleville Art on the Square and Saint Louis Art Fair.

The Public Media Commons is an important platform and venue for events at the Nine Network. In 2016, we participated in the Grand Center celebration of Tennessee Williams' St. Louis years with a screening of *Streetcar Named Desire* on the big screens. We also hosted events and showed special videos on the big screens in conjunction with First Fridays in Grand Center, during which the neighborhood's many arts venues held special activities the first Friday of every month.

The Public Media Commons was the site of our "Feast TV Taste & See" series of five events featuring tastes of regional foods and beverages with demonstrations and videos on the big screens. And, we celebrated our region's brewing heritage with an event launching our own Nine Network beer, named "Cloud 9," which was created by Nine Network members at a local craft brewery and named in a social media campaign. We also created a special event featuring the works of area college and university students for our first Student Digital Art Invitational Exhibition. And we hosted the Grand Center Arts Festival celebrating the rich diversity of the arts in our neighborhood.

Additional events helped connect members of our community with our national programming. Our *Downton Abbey* fashion show at Nine, in partnership with the Missouri History Museum and Saks Fifth Avenue, as well as our *Downton Abbey* finale screening event at the nearby Moolah Theatre, gave us an opportunity to celebrate one of the most successful series in television. And in October, in the Public Media Commons, we hosted a fall event to kick off the PBS Arts Fall Festival with a special preview screening of *Hamilton's America*.

We partnered with the St. Louis Public Library to host several events at the grand Central Library featuring Chris Kimball and Bridget Lancaster of *America's Test Kitchen* and *Cook's Country*. We hosted our seventh annual Trash or Treasure event — our local take on Antiques Roadshow — in nearby Collinsville, Illinois, where we attracted nearly 1,000 of our members from both sides of the Mississippi River. We held our annual Dr. Seuss Birthday Bash for approximately 7,000 children and their adult companions at the Magic House, a unique and popular St. Louis attraction. And, as we do each year, we kicked off the next season of national programming with our Fall Preview event for members who have supported us for 20 years or more.

Another special annual event is "DonnyBash," a broadcast with a live audience of our popular *Donnybrook* series featuring a panel of local journalists discussing current issues. The series is one of the longest-running, locally produced public affairs series in public television; and the "DonnyBash" event draws a nearly full-house audience of 750 at our neighboring Sheldon Concert Hall every year.

In 2016 our annual Pioneer Spirit Awards event featured guest speaker Hari Sreenivasan and recognized St. Louis philanthropist Emily Rauh Pulitzer with the Pioneer Spirit Award. The event also recognized Marlon Wharton, mentor and leader of the Gentlemen of Vision step team, for his achievements in inspiring young people to succeed in school and in life. The annual event honors Nine Network founders for their pioneering spirit in creating KETC as one of the first public television stations in the country and helping to inspire the development of public television nationwide.

2016 RECOGNITION FOR THE NINE NETWORK

Emmy® Awards

The Nine Network was recognized with several Emmy® nominations and four wins from the regional chapter of the National Academy of Television Arts and Sciences. We believe the awards demonstrate the power of our storytelling to bring attention to the issues and topics relevant to our community.

We received the Community Service Award for our work as a local and national leader of the American Graduate initiative, public media's long-term commitment to help young people achieve success in school and in life. We also received Emmy® awards for our *Works in Progress* documentary, produced as part of the American Graduate initiative; our *BrainWorks* documentary, produced in collaboration with Washington University School of Medicine neurosurgeons; and our *SciTech Now* episode, "Arch Stains," on inspecting and testing stains on the Gateway Arch.

Public Media Commons

In 2016, the Public Media commons received the Outstanding Local Government Achievement Award for Leadership in Planning and Design Innovation from the East-West Gateway Council of Governments. The Council said that the Public Media Commons underscored the importance of using an innovative, interactive approach when designing public spaces.

Created in partnership with St. Louis Public Radio and the University of Missouri-St. Louis, the Public Media Commons was conceived as a dynamic, outdoor multimedia environment that would serve as a community gathering place for creative experiences. Exceeding even our highest expectations, the Public Media Commons has been recognized with many awards and has become an important venue for local artists and innovators to share their works and engage the community.

St. Louis Magazine Power List Awards

St. Louis Magazine recognized Nine Network President and CEO Jack Galmiche in the 2016 St. Louis Power List “Watchdog” category for a decade of leadership that has included the “life-changing” American Graduate initiative and the Public Media Commons as a site for engaging the community in dialogue.

Four-Star Ratings

The Nine Network’s strong financial health and commitment to accountability and transparency earned it a four-star rating from Charity Navigator, America’s largest independent charity evaluator. The rating verifies that the Nine Network exceeds industry standards and demonstrates to the public its trustworthiness. Only an approximate quarter of the 1.5 million American charities have achieved this distinction.

The Nine Network also received a four-star rating from the St. Louis Better Business Bureau.

Education and Civic Leadership

The Nine Network's work in the community with two related initiatives, American Graduate and What's Vital 2 STL, as well as our community discussion forums, achieved significant impact in 2016.

As the Nine Network and 60 community partners worked on a range of programs to help young people in our region find pathways to success in school and in life, our What's Vital 2 STL initiative continued to help address many of the local conditions that generate barriers to their success, such as inequality, racism and disparities in our justice system.

The Nine Network's civic leadership with the American Graduate initiative, What's Vital 2 STL, and the application on its media resources — on-air and online — had a profound impact in our community by continuing to address many of the issues that drew worldwide attention following the shooting death of Michael Brown in 2014.

We told stories in on-air features and in documentaries as well as on our websites. We engaged the community in discussions on our weekly *Stay Tuned* series and on social media. And these stories, such as were told in two documentaries, *Works in Progress* and *Gentlemen of Vision*, revealed the negative conditions that pose heavy barriers for our young people while celebrating the remarkable achievements of many of our young people and their mentors and highlighting the progress that is helping to mitigate some of our region's challenges.



“The Nine Network has been essential to our region for more than six decades. ... It is up to us to assure a strong future for this great community asset.”

Patrick Sly, Executive Vice President, Emerson, retired

Community Engagement

The Nine Network's commitment to community engagement has extended the value of our outstanding local and national on-air content to truly connect the people of our region with the value of public media to the community – a value that goes far beyond broadcast. Our intention has been to demonstrate the value of the Nine Network of Public Media, as a nonprofit organization with the mission of igniting the spirit of possibility in our region.

We knew that it was essential to engage the community in dialogue, to be actively involved in the achievements and challenges of our community, and to involve community organizations, institutions, and individuals in initiatives that would strengthen our community.

Each of our focus areas – education, the arts, science, health, the environment and the economy – presented opportunities for engagement that would stimulate and inform our productions and our discussion forums. As we engaged our community, we learned from our community. We utilized our weekly series, like *Stay Tuned*, *Arts America*, and *SciTech Now*, to introduce our viewers to local leaders and utilized social media to engage our viewers in conversations on important issues and topics. We also hosted events that brought the community together to share experiences that both brought awareness to our challenges and celebrated many of our region's achievements.



“They talk with the community. They have leaders from the community on their shows. They talk about issues that relate to St. Louis and the surrounding area.”

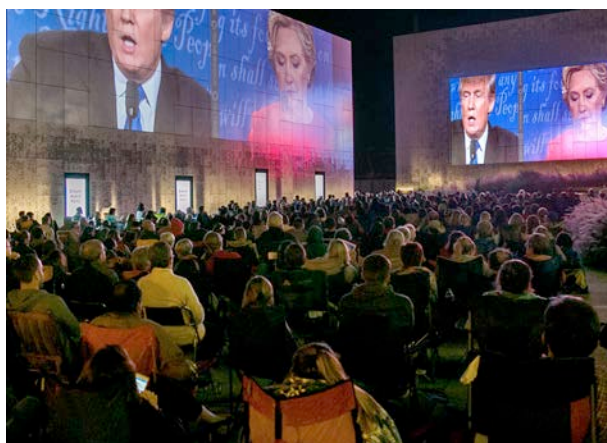
Nine Network Viewer

Innovation and the Public Media Commons

In 1954, the founders of KETC, now the Nine Network of Public Media, envisioned the ability of public television to strengthen civic life in our community. Their concept was so innovative that it had never been done before. Our founders helped inspire public television nationwide with what was then referred to as the St. Louis plan.

The spirit of innovation has guided the Nine Network's bold ventures into many initiatives, expanded local productions, and inspired our community engagement. But unique among them has been the development of the Public Media Commons, our multimedia outdoor gathering place intended to germinate creativity, innovation and shared community experiences.

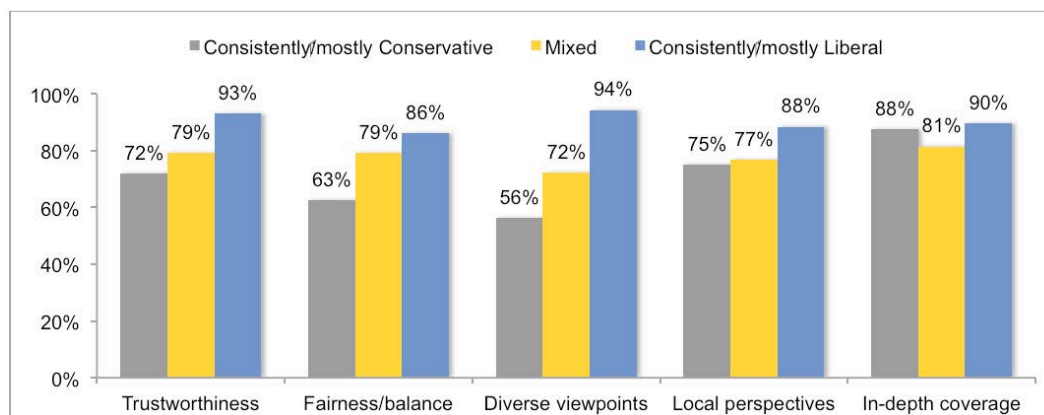
The Public Media Commons, created in partnership with St. Louis Public Radio and the University of Missouri-St. Louis, has been recognized for the purposes we intended and more. But beyond recognition, the Public Media Commons stands, both in reality and as a symbol, of the importance of a public space that welcomes and encourages innovation, whether in the arts, in ideas, in public expression or in storytelling. We believe the impact of the Public Media Commons reflects the powerful impact of public media.



“Nine is able to spend more time and depth on a subject than other media.”

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Viewers who believe Nine Network's local political coverage is somewhat/much better than commercial media:





“The Nine Network is the perfect partner for the PNC Arts Alive Initiative. Nine collaborates with and shares the stories of our region’s arts organizations to engage the St. Louis community in the arts.”

Michael Scully, Regional President,
The PNC Financial Services Group

Over the decades, since 1954, KETC/Channel Nine has evolved from a fledgling black and white public television station, founded for the purpose of strengthening civic life in our community, into the Nine Network of Public Media, with expansive media resources. But, we are still working to utilize our resources for the purpose of strengthening civic life in our community, in our region, and throughout the country.

The Nine Network of Public Media pushes its boundaries every day to provide outstanding and trusted content, to help meet our community’s challenges, and to achieve the best opportunities for the region we serve, and to prove ourselves good stewards of the public’s support.



The Nine Network continues every day in the work of achieving its vision of a proud and confident community ignited by the spirit of possibility through public media.
