



2018

Year in Review

ANNUAL REPORT
TO THE COMMUNITY

2018 | Year in Review

ANNUAL REPORT

Nine Network Board of Directors

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Nine Network Senior Staff

President and CEO | Jack Galmiche

**Senior Vice President,
COO and CFO** | Richard E. Skalski

**Senior Vice President,
Chief Content Officer** | Amy Shaw

**Vice President,
Chief Technology Officer** | Chrys Marlow

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Chief Development Officer** | Dean H. Mutter

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Chief Marketing Officer** | Matt Huelskamp



Mission

Igniting the spirit of possibility.

Vision

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

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.



Community-Supported, Community-Licensed Public Television

Nine Network was among the first in the country to be a community-licensed, noncommercial television station (KETC/Channel 9) when it went on the air in 1954. When we were in danger of closing our doors, local PTA members from more than 100 school districts went door to door to raise the \$100,000 we needed to broadcast from a studio in the women's gymnasium of Washington University's McMillan Hall.

Robust support from the community continues to this day. Nearly 90% of our funding comes from supporters in the St. Louis region. It's no exaggeration to say that without community support we could not provide such exceptional content. We are truly grateful to our community of supporters for helping us ignite the spirit of possibility in St. Louis.

In September 2018, we marked the conclusion of our capacity-building campaign at our annual Pioneer Spirit Award Celebration. Because of the generosity of our donors, corporate sponsors and foundations, we exceeded our \$50 million goal. The campaign has enabled us to expand our facilities, build our Future Fund, and strengthen our community engagement programs and content.

To remain relevant in the current age of digital abundance, Nine plans to create original digital content to meet audiences where they are. The 2021 Strategic Plan calls for building capacity for production and distribution of digital content. Nine will follow leading practices and create content specific to the unique characteristics of each digital platform.

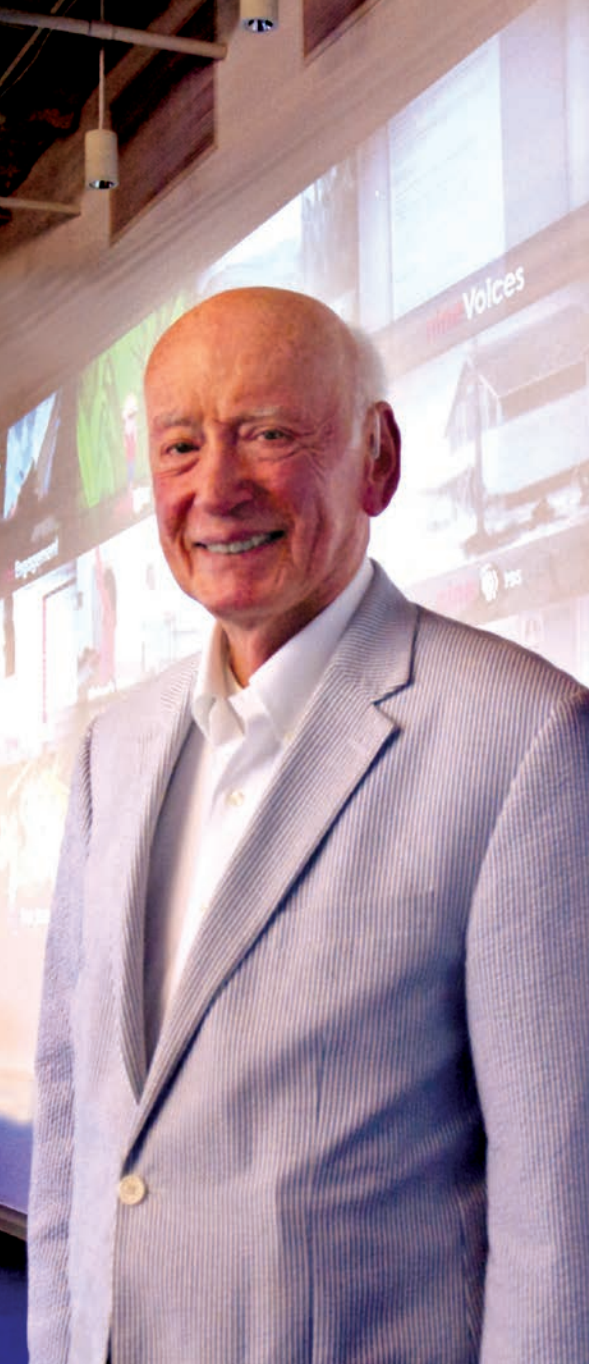
Also central to the plan is focusing on localized content that reflects community-identified themes and priorities. We will need the community's support to implement the plan, which includes a master facility plan to reconfigure our space with the latest technology.

This plan allows us to continue to serve the community with content and shared experiences that encourage civic engagement.

In the pages that follow, we invite you to explore the Nine Network's banner year, made possible with the generous support of our members, partners, and funders.

Yours truly,

Jack Galmiche
President & CEO



Raymond Wittcoff (1921–2018)

On January 2, 2018, we lost the last surviving founder of KETC/Channel 9, a true pioneer of public television and a longtime leader in the St. Louis community.

Ray Wittcoff was known to many in the St. Louis region for his civic leadership through the founding of Channel 9, his longtime board leadership at Jewish Hospital and the eventual merger of Barnes, Jewish, and Children's Hospital. He also developed some of the early iconic buildings in downtown St. Louis. Ray was featured in the Nine Network historical documentary about the revitalization of the Central West End.

In 1954, Ray led a group of St. Louisans making application to the FCC for an educational television license through the St. Louis Educational Television Commission (ETC). The ETC eventually became the call letters of KETC, which went on air benefitting from Ray's leadership in September 1954. KETC became one of the first public television stations to go on air not connected with a university, school system or associated with any one institution. Ray and the founders of Channel 9 envisioned a television station dedicated to the education of the St. Louis community, founded on the principal of a media organization not owned or under the control of any one institution, but truly an asset for everyone in the St. Louis community.

Ray received many awards during his lifetime, including Nine Network's 2011 Pioneer Spirit Award for his outstanding contributions to public television in the St. Louis region.

REMEMBERING **RAYMOND WITTCOFF**

**“Thanks so much
for all the local
programming and all
that you do to cover
the diversity of people
in our region. Please
continue to uplift.”**

— Viewer email



**Nine Network of Public Media brings people together
for authentic stories of our region.**

Working with the community, Nine Network champions and elevates relevant and valuable stories that educate, engage, entertain, connect and challenge people. We bring together diverse voices, viewpoints and perspectives to tell rich, authentic stories, both positive and challenging.

SHARED EXPERIENCES

**NATIONAL
CONTENT,
LOCAL FOCUS**



NATIONAL CONTENT, LOCAL FOCUS

In April we partnered with the Jewish Federation of St. Louis for a preview screening and discussion of *GI Jews: Jewish Americans in World War II*, a film about the brave servicemen and women who fought for equality and tolerance around the world. The film was followed up with a local story on our flagship series, *Living St. Louis*.

Local support was made possible in part by the Jewish Federation of St. Louis, St. Louis Community Foundation, William T. Kemper Foundation, Kranzberg Family Charitable Foundation, the Millstone Foundation, and the Staenberg Family Foundation.

86%

**of *GI Jews* respondents
WOULD RECOMMEND
the film to a friend**



In June, we celebrated the national release of a film about a leading 19th-century citizen of St. Louis, whose home is now preserved as the Campbell House Museum in *Robert Campbell: Mountain Man*. The film's director and one of Campbell's descendants were at Nine to discuss the film and the subject's influence on St. Louis and the American West.

89%

**of those surveyed about
Mountain Man
WOULD RECOMMEND
a Nine Network
screening event to a friend.**



The Chicago-based producer of the series, *10 That Changed America*, stopped by Nine in June to discuss the new season of the series, which featured two of St. Louis' most iconic architectural feats—the Gateway Arch and the Eads Bridge. A preview of the series revealed the fascinating and often untold stories behind these marvels.

Local support was provided by Mackey Mitchell Architects and Bellefontaine Cemetery and Arboretum.



In July, Nine Network of Public Media, ArchCity Defenders, and KDHX Community Media hosted a screening and discussion, with a local panel, of *POV: Whose Streets?*, an unflinching look at the August 2014 Ferguson, MO, uprising.

84%

of *Whose Streets* respondents **LEARNED SOMETHING NEW** from the film.



In the midst of the U.S. midterm elections, *Dark Money* and its director came to town in September to discuss the shocking story of how American elections are bought and sold.

100%

of *Dark Money* respondents **LEARNED SOMETHING NEW** from the film.

Special guests, Rick Steves from *Rick Steves' Europe* and Lisa Desjardins from the *PBS News-Hour*, joined us for exclusive member events in 2018. And, we even traveled to the Naples Botanical Garden in Florida in March to pay a visit to our out-of-town supporters.

Later in September, the producers behind *American Experience: The Circus* were part of the discussion and preview screening of a film that looks at the influence of the circus on American life. The event included the premiere of the digital short film, *The Acrobat*, featuring St. Louis' Circus Harmony.



In October, we celebrated the launch of the new national public television series from Emmy-winning producer and *Feast TV* host, Catherine Neville. Nine Network is proud to be the presenting station of *tasteMAKERS*.

Edward Jones, Fleischman's Yeast, AB Mauri, and Natural Tableware are national sponsors of the series, in partnership with Nine Network and American Public Television.



The three episodes of *Antiques Roadshow* that were filmed at America's Center in downtown St. Louis aired nationwide on PBS in 2018. We also held free events around the national premieres of the new seasons of *Victoria* and *Doc Martin*.





100%

of American Graduate partners **STRONGLY AGREE** or **AGREE** that their public media station **IS A VALUED PARTNER IN PROMOTING & SUPPORTING AWARENESS** of workforce development issues in their community.

“American Graduate is an example of Nine’s ability to address issues that are important to the community.”

— Joseph Powers,
Nine Network member

SHARED EXPERIENCES

COMMUNITY ENGAGEMENT

Challenging conversations and powerful connections

Nine Network believes that creating space for challenging conversations and opportunities for powerful connections equips citizens to take action, solve problems and transform our region. We are driven to put issues into context for the St. Louis region, helping citizens aspire to more human understanding and connectedness.



American Graduate: Getting to Work

We have consistently heard that the public must be aware of the critical needs of our changing workforce and that there must be a change in the perception of viable and necessary careers that drive our regional economy.

American Graduate began in 2011 with a commitment from public media to bring the community together to improve high school graduation rates for our most vulnerable youth.

In 2017, American Graduate evolved to focus on what happens for our young people after high school graduation, specifically on pathways to gainful employment in high-demand skilled careers. Informing our work on American Graduate is our trusted partner network that helps us understand the opportunities and challenges.

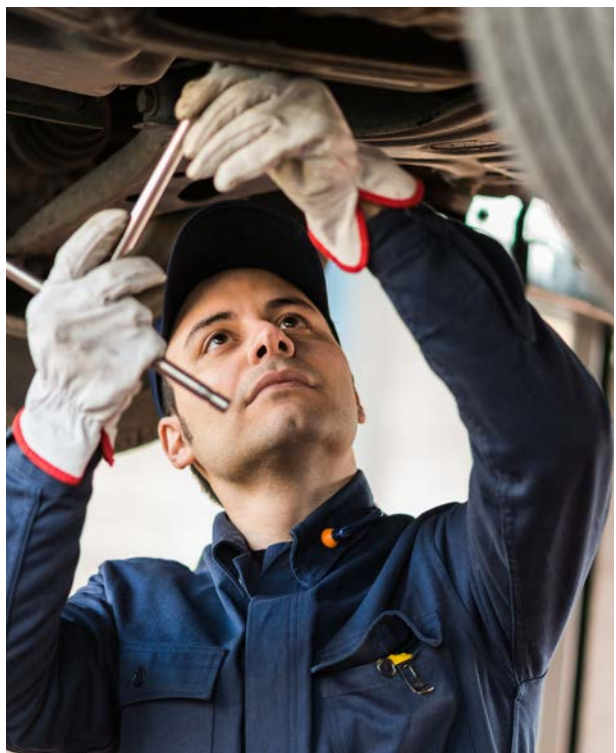
In April, we held a working meeting in St. Louis attended by all 19 participating PBS stations. National partners, the Corporation for Public Broadcasting and America's Promise Alliance, were in attendance to discuss logic models, target audiences, content creation and social media.

Throughout 2018, short video messages about career pathways were in heavy rotation between Nine programming at varying times on our four channels. These messages included information about high-demand careers and pathways to training and resources available to job seekers in the St. Louis region. See page 8 for the digital series *Working St. Louis*, which debuted in 2018.

In August, we attended and developed content around the 10th anniversary of the State of the St. Louis Workforce, which takes an in-depth look at the regional job market to shape programs so that graduates are equipped to excel in the job market.

We also held a monthly Coffee & Conversation: Community Conversation on Work Pathways at Nine with our partners and other interested parties.

This work is made possible by generous support of the Corporation for Public Broadcasting and these local organizations: Emerson, Express Scripts, James S. McDonnell Family Foundation, Spire, Bank of America, and Maritz.





ENGAGING LOCAL CONTENT

Here are some examples of local content produced in fiscal year 2018 that reflect community conversations.

Digital Series

Our *Working St. Louis* digital series, which is promoted on social media and through our partner network, is in its third season. With 23 episodes in its first year, this series explores career pathways available in the St. Louis region. People in the St. Louis region, already successfully employed, answer questions about what they do, why, and how they got there. These short videos offer viewers insight into high-demand skilled career pathways, the variety of careers, and the diversity of the people who work in them.

Supporting local arts organizations enriches lives and fosters economic vitality in our communities. Nine Network proudly presented the Missouri Arts Council 2018 Digital Productions series, supported in part by Missouri Arts Council, a state agency dedicated to the arts in Missouri. The 2018 production includes 12 small, but consequential, arts organizations.

A pilot series, *Pieces*, featured local artists talking about what drives them to create and what success looks like.

Our digital series are available on social media and YouTube.

Donnybrook

The long-running, local public affairs program continues to be a shining example of how you can differ, respectfully, and still walk away friends. Our annual, live member event, Donny-Bash, continues to attract a capacity crowd at the Sheldon Concert Hall.

Living St. Louis

Nine's flagship series, *Living St. Louis*, produced special episodes throughout the year, including the Soldier's Memorial Military Museum reopening, The Gateway Arch at 50, The Great Flood of 1993, The Skills Gap, and profiles of prominent St. Louisans, including poet Ntozake Shange.

Night at the Symphony

Our partnership with the St. Louis Symphony allows us to bring monthly, world-class performances to those who may otherwise be unable to attend the symphony in person. *Night at the Symphony* continues to be one of the most distinctive, local programs, and the source of some of our most gracious comments from viewers.



Rivertowns

What could get more local than our premiere and discussion of *Rivertowns: 100 Miles, 200 Years, Countless Stories*. This Nine special tells the compelling story of how Missouri River Country has attracted visitors from the region and the world.

Local support was provided by the Katy Land Trust, the Trudy Busch Valentine Family, Carlota Lotsie Clark Hermann Holton, Missouri Humanities Council, and Edward Jones.

97%

of those surveyed rated
the *Rivertowns* event
**EXCELLENT
OR GOOD**



St. Louis Teen Talent Competition

The *St. Louis Teen Talent Competition Special* aired in May; the 2018 winner, Nicaya Wiley, is pictured above. The competition at the Fox Theatre fosters young talent in the St. Louis performing arts community.

The special was produced by the Nine Network in partnership with the Fox Performing Arts Charitable Foundation, with funding from the Steward Family Foundation and World Wide Technology Foundation.

Missouri U.S. Senate Debate

Nine and our partners performed an important public service by bringing the Missouri Senate race to the citizens of Missouri on October 18. Nine Network, 5 on Your Side, and St. Louis Public Radio hosted the debate between Republican Josh Hawley and Democrat Claire McCaskill, candidates for U.S. Senate, before a live audience of 100 Missourians at our studio. NPR- and PBS-member stations and NBC affiliates throughout Missouri carried the live broadcast. Journalists from across the state and country reported from the debate.

The debate was moderated by *PBS NewsHour's* Judy Woodruff, and Nine's producer Ruth Ezell fielded questions from the audience. A public watch party was held concurrently in the Public Media Commons, followed by a live post-debate analysis show with Casey Nolen of 5 on Your Side.



"I have been rather ignorant about Missouri issues. This event gave me a clear picture where each of the parties stood on issues."

— Missouri U.S. Senate Debate attendee



97%

of PBS Edcamp attendees
said they learned new ideas
from participation in the event.

96%

plan to put those
NEW IDEAS
INTO PRACTICE

SHARED EXPERIENCES

EARLY LEARNING

PBS KIDS® remains the number one educational media brand for kids, offering all children the opportunity to explore new ideas and new worlds through television, digital platforms, and community-based programs.



Keeping It Fresh

Pinkalicious & PeterRific, the first PBS KIDS series dedicated to the arts and creativity, debuted in February 2018. Pinkalicious, along with her brother, Peter, and friends, inspires everyone around her to be creative and find imaginative solutions to problems.

Let's Go Luna! debuted in November. The new series provides children with an authentic, immersive cultural experience and exposure to social studies concepts.

PBS KIDS Edcamp

Nine Network hosted a free PBS KIDS Edcamp for Early Childhood Educators, presented in partnership with St. Louis-based Connected Learning, on October 13. We were the first site in the country to pilot the PBS KIDS Edcamp model for early educators.

Nine Network brought together teachers across the community to elevate their voices and empower them professionally. Educators used Edcamp's "unconference" professional development model, where teachers lead their own learning experiences.

The Top 10 PBS Early Learning Champion nominees from school districts across the St. Louis region were recognized. Tina Mosley, Our Daycare and Learning Center, Normandy, MO, was selected to represent Nine Network nationally as a PBS KIDS Early Learning Champion. This national program recognizes committed educators who work with young children, from infants to second-graders. As our champion, she joins a cohort for community building, leadership and professional learning opportunities provided by PBS and Nine Network over the next two years.

Ready to Learn

A national leader in community engagement, Nine works within communities to engage teachers and families in early science and literacy through PBS KIDS resources so children can benefit from our trusted and proven educational assets.

The Ready to Learn initiative is a partnership with the Corporation for Public Broadcasting and PBS, which is supported by the U.S. Department of Education. The Ready to Learn program is a public media project that supports the math, literacy and science skills of our nation's youngest learners, especially those who come from low-income households. Recent research shows that the program helps children prepare for school and learn inside and outside the classroom. The U.S. Census bureau shows St. Louis ranks among the nation's 20 worst cities for child poverty.

Significant needs require significant interventions. We are committed to serving children facing the highest needs using all of our early learning resources, both local and national, to make the most impact in their lives. Nine Network's ecosystem of efforts expanded to serve children, parents, and early childhood professionals. New intervention initiatives have grown from the Ready to Learn Family and Community Learning sessions to educational camps; leading educator recognition programs, learning cohorts, parent engagement in schools, and a parent text service.

"I loved that it was geared towards families! There was something for all ages to enjoy. I loved that we all stepped away from our electronics and just enjoyed our time together!"

— Storytime in the Commons attendee



EARLY LEARNING

Storytime in the Commons

Our free reading program engages families in early learning, school readiness and family fun. It combines literacy with activities in an enriching, community-supported environment. Storytime in the Commons 2018 added themes focused on learning and character building, including Be My Neighbor Day in September.

Activities included reading stories (and the first-ever story in Spanish), meet and greets with PBS KIDS® characters and the Delta Dental Tooth Fairy and Tooth Wizard, games that help children grow, like building blocks, and visits from the St. Louis Fire Department.

Funding from Delta Dental of Missouri made it possible for Ready to Learn families to join us at Storytime in the Commons in June for a special breakfast and a performance featuring the Tooth Fairy. We supported the importance of dental health by creating tips and videos for parents at nineNet.org/dentalhealth.

Storytime in the Commons was presented by Dental Dental of Missouri, St. Louis Children's Hospital and Republic Services in partnership with Nine Network's Ready to Learn initiative, St. Louis Public Library and St. Louis Public Radio.

81%

of attendees rated the event
**EXCELLENT
OR VERY GOOD**

96%

said it provided a
**WELCOMING
ENVIRONMENT**

90%

said it made reading
**FUN & ENGAGING
FOR CHILDREN**

Kids and Coffee: Community Conversation on Kids

New and returning community members, from partners to parents, gather monthly at Nine Network for an informal opportunity to talk about the lives of children in the St. Louis region.



We connect our citizens with one another because we believe it is important to bring St. Louis together. We encourage our community to explore, learn, and participate through shared experiences. Here are some memorable examples.

SHARED EXPERIENCES

**BRINGING
ST. LOUIS
TOGETHER**



BRINGING ST. LOUIS TOGETHER

Year of Mister Rogers

Nine Network designated 2018 the “Year of Mister Rogers” to celebrate the premiere of the pioneering PBS series 50 years ago. Events and activities were planned throughout the year to celebrate the legacy of *Mister Rogers’ Neighborhood*, which became an iconic and enduring landmark in the world of children’s television and beyond.

In February, we hosted a Nine PBS KIDS Party at the Magic House, which featured PBS KIDS character Buddy the Dinosaur and friends. St. Louis Postmaster Cathy Vaughn (far left) joined Amy Shaw, Nine’s Senior Vice President, Chief Content Officer, for the unveiling of the Mister Rogers’ United States Postal Service forever stamp in the Nine Center on March 23. We aired special episodes of *Mister Rogers’ Neighborhood* and posted a selection of Fred Rogers’ quotes on #WednesdayWisdom on Facebook and Instagram.

We closed out our celebration in September with Be My Neighbor Day, with appearances by PBS KIDS characters Daniel Tiger and Katerina Kittycat, storytime, music and activities around community helpers and giving back.

Be My Neighbor days was sponsored by The Fred Rogers Company and PNC Grow up Great.



Dancing in the Commons

Our new Dancing in the Commons series got underway in May with salsa dancing and continued in June with swing and the tango in August. Professional instructors from Convergence Dance and Body Center demonstrated basic dance steps before getting the party started. The free series was part of First Fridays in Grand Center in the award-winning Public Media Commons. The Public Media Commons continues to be a unique platform for a variety of creative expressions and community gatherings.

The series is presented by AARP in St. Louis in partnership with the Nine Network and St. Louis Public Radio.

97%

of attendees rated the event
**GOOD, VERY GOOD,
OR EXCELLENT**

66%

were **FIRST-TIME** guests to the
PUBLIC MEDIA COMMONS.

Saint Louis Climate Summit

The Saint Louis Climate Summit at the Nine Network April 22–24 was part of Saint Louis University's bicentennial anniversary celebration and honored Pope Francis' call to unite leaders in defense of the health of the planet. World-renowned speakers, including Bill Nye, Carl Pope, Mario Molina, Peter Raven, Heather Eaton, Jeffrey Sachs, Mary Evelyn Tucker, and others, presented compelling research on climate change and calls for action. The Nine Network served as host and provided event management and marketing services for the summit. A one-hour special on the summit aired in July 2018; an archive of the presentations is at nineNet.org/archive.





BRINGING ST. LOUIS TOGETHER

Pioneer Spirit Celebration

We celebrated the conclusion of our ambitious Igniting the Spirit of Possibility capacity-building campaign in September. The community's support of the campaign allowed us to exceed our \$50 million goal. These funds helped improve our viewer services, develop our facilities for community engagement, and achieve long-term stability.

Keynote speaker Lisa Desjardins (left), Washington correspondent on the *PBS NewsHour*, addressed the midterm elections and the trust the American people have in public media. Kim Olson, Nine Network Board member, received the 2018 Pioneer Spirit Award.



On Location with Victoria

Friends of Nine, along with Nine Network president and CEO, Jack Galmiche, and his wife Rosemary, traveled to England for an eight-day adventure in September. The "On Location with Victoria" tour stopped at locations that serve as a backdrop for the hit PBS Masterpiece drama, *Victoria*. The group was lucky enough to catch the filming in action at Carlton Towers, where they met Jenna Coleman and Tom Hughes, the actors who play Queen Victoria and Prince Albert.



“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

Taste & See

Nine Network presents shared experiences you won't find anywhere else. With our unique assets, we turned *Feast TV* into a sold-out live experience for the third straight year. Taste & See takes attendees inside the show. Hosted by Catherine Neville from *Feast TV*, attendees get to taste the food and be part of the maker movement. In 2018, Taste & See brought 920 community members into the Public Media Commons.

Taste & See is sponsored by Wells Fargo Advisors.



80%

of attendees said the video segments shown at the events were
**EXCELLENT
OR VERY GOOD**

95%

have attended
**TASTE & SEE
BEFORE**

78%

had season tickets for
ALL 5 EVENTS





Increasing Our Signal Power

Nine Network improved the power of its signal as a result of Rescan Day on June 1. The Nine Network was among the first few stations in the U.S. to “repack” its transmission signal in response to the federally mandated spectrum auction and the assignment of a new channel. It resulted in Nine changing to a new Federal Communications Commission-approved channel assignment and increasing our signal power by approximately four times our previous signal strength.

The upgrade required a significantly larger antenna, which improved reception capabilities. All the equipment purchased for the project is ATSC 3.0-compliant, the new digital television transmission standard.

Our Igniting the Spirit of Possibility Campaign provided the funding for this \$1.6 million conversion. Thanks to the Monsanto Fund for making a \$1.3 million contribution that enabled us to make a marked improvement to our transmission in the St. Louis region.

STRENGTHENING OUR FUTURE

2021 Strategic Plan

The goals in our 2021 Strategic Plan, approved by our Board of Directors in June 2018, reflect the increasing complexity of our world. Since Nine went on air nearly 64 years ago, we have seen the rise of cable and satellite distribution, the transformative impact of the internet, and significant demographic shifts in the U.S. population. The pace of change continues to accelerate. The plan will position Nine for the future, while still leaving flexibility to respond to a dynamic media landscape.

ENGAGING CONTENT. SHARED EXPERIENCES.

MULTIPLE PLATFORMS

There is good reason for our name, Nine Network of Public Media, to be distinct from our station's call letters, KETC. Nine Network actually broadcasts four channels and digital content through our website and social media channels. These platforms offer a network of content and programs comprising the Nine Network—no longer one single channel.

Online

Find digital content to view on any device, anytime, anywhere, and a wealth of resources at nineNet.org. You can find past episodes of *Donnybrook* and *Living St. Louis*, as well as our local specials and national PBS programs for a limited time. The website hit 1.3 million page views and 27 million streamed Nine PBS KIDS programs in 2018.

nineNet.org

Social

Nine Network has an active social media presence on Facebook, Twitter, Instagram and YouTube. You can find digital-first content, event and programming announcements, photos and more. Our social networks received 8.3 million impressions in 2018.

FOLLOW OUR SOCIAL CHANNELS |     [TheNineNetwork](https://www.theninenetwork.com)

Nine Passport

Nine Passport gives Nine Network donors a way to enjoy extended access to PBS programs on multiple platforms (computers, smartphones, tablets, and smart TVs) after regular streaming rights have expired on nineNet.org. Members have select access to entire seasons at the time of the first episode's broadcast. Watching Nine PBS content on devices other than the traditional television broadcast are reaching new highs.



Nine PBS offers the best of PBS and other national programming, plus local programs on regional topics. Find *Donnybrook*, *Donnybrook...Your Turn*, *Feast TV*, *Living St. Louis* and *Night at the Symphony* on our flagship channel.



PBS KIDS® is the number one educational media brand for kids. Our 24/7 children's channel features online streaming, interactive gaming features, and weekend family nights.



World brings viewers into the heart of communities that make up our diverse nation with powerful content connected to today's news headlines, scientific advances, historic revelations, natural wonders and personal stories.



The channel treats foodies, arm-chair travelers, home-improvement buffs, and budding artists alike to public television's best lifestyle series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other interests.

Our supporters helped us improve our viewer services, develop our facilities for community engagement, and achieve long-term stability.

OUR SERVICES

The Community Impact Fund strengthens our ability to be a force for positive change. Your support helped us develop groundbreaking community engagement strategies that are modeled nationally.

OUR FACILITIES

The Capital Fund helps us respond to the increasing complexity of our world with innovative spaces and services. The Public Media Commons and our recently increased signal strength are just two of the projects your gifts helped fund.

OUR FUTURE

The Future Fund is an enduring investment in the Nine Network, so that we are here for future generations. Your gifts are building our financial reserves for long-term sustainability.

COMMUNITY OF SUPPORTERS

Visionary Leadership Circle

Recognizing contributions to our capacity-building campaign in support of the \$50 million goal as of June 30, 2018.

Torch Bearer Society

\$1 million+

The Boeing Company
Dana Brown Charitable Trust
Emerson
Monsanto Company
Tom and Mary Patterson
Mr. Jack C. Taylor*

Igniting Innovation Society

\$100,000–\$999,999

Anonymous (3)
Arthur and Helen Baer Charitable Foundation
Richard A. Baker Foundation
Berges Family Foundation
Dan and Connie Burkhardt
Estate of Ione Chase*
Estate of Richard E. Churran*
Clark-Fox Family Foundation
Dr. William H. Danforth
Deer Creek Foundation
Harry Edison Foundation
Edward Jones
Express Scripts
Juanita H. Hinshaw and Ted O. Harrison*
Interco Charitable Trust
Mary Ranken Jordan and Ettie A. Jordan Foundation
William T. Kemper Foundation—Commerce Bank, Trustee
Kranzberg Family Foundation
Estate of Emogene Lagemann*
James S. McDonnell Charitable Trust
James S. McDonnell Family Foundation
Jeff and Jennifer McDonnell

Missouri Foundation for Health
Missouri Humanities Council
Newman's Own Foundation
Estate of John F. Norwood*
Bruce and Kimberly Olson, Olson Family Fund of St. Louis
Community Foundation
PNC Bank
Emily Rauh Pulitzer
Estate of Doris Schlagenhauf*
Spire Inc.
St. Louis County Children's Service Fund
The Steward Family Foundation
Norman J. Stupp Foundation
Trio Foundation of St. Louis
Wells Fargo Advisors
World Wide Technology Foundation

Igniting Vision Society

\$50,000–\$99,999

Ameren Corporation
Estate of Frances and Joseph Arana*
Barnes Jewish Hospital
Brown Sisters Foundation
Spencer and Phoebe Burke
Estate of Delores A. Cropper*
Victor and Selene DeLinieri Charitable Foundation
Delta Dental of Missouri
Rita W. Eiseman
The Employees Community Fund of Boeing St. Louis
Estate of Alyn Essman*
Ford Foundation
The Funder's Network
Estate of Connie T. Hammer*
Mrs. Henry O. Johnston
The Local Sustainability Funders Group of St. Louis
Lutheran Foundation of St. Louis
James S. McDonnell III, Elizabeth H. and James S. McDonnell III Fund of St. Louis
Community Foundation
Missouri American Water

Missouri Department of Economic Development
Regional Health Commission
Sage Charitable Foundation/Richard and Josephine Weil
Sheldon Arts Foundation
The Silk Foundation
Mildred, Herbert and Julian Simon Foundation
Patrick and Peggy Sly
St. Louis Economic Development Partnership
STL250
United Way

Igniting the Future Society

\$25,000–\$49,999

Anonymous
Centene Corporation
Center of Creative Arts
Estate of Sheryl Evans*
Harriet Felman
Estate of Barbara Felt*
Steve and Mary Frank
Edward Chase Garvey Memorial Foundation
Magnificent Missouri
Estate of Janice McGrath*
Constance and John McPheeters
Mercantile Library
Missouri Arts Council
Project Launch
Sheldon Arts Foundation
David and Mary Steward
Mary Strauss
Sarah Trulaskie
Washington University
Whitaker Foundation

Igniting Spirit Society

\$10,000–\$24,999

Anonymous
Susan B. Allen
America's Promise Alliance
Arts and Faith St. Louis
AT&T Foundation
Bob and Fran Balk
Bank of America Foundation
Gertrude and William A. Bernoudy Foundation
Bill Biedenstein
Ms. Velma R. Boyer
Mary Jo Cannon
Mr. and Mrs. Robert J. Ciapciak
Demetrick M. Coleman
David and Joan Culver
Deaconess Foundation
Wanda and Michael DeHaven
Barbara S. Eagleton
Pepe and Terry Finn
Jack and Rosemary Galmiche
David and Carol Gast
HBM Holdings
Jim* and Jan Holloway
Michael and Linda Honigfort
Incarnate Word Foundation
Estate of Virginia L. Johnson*
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\$1 million+

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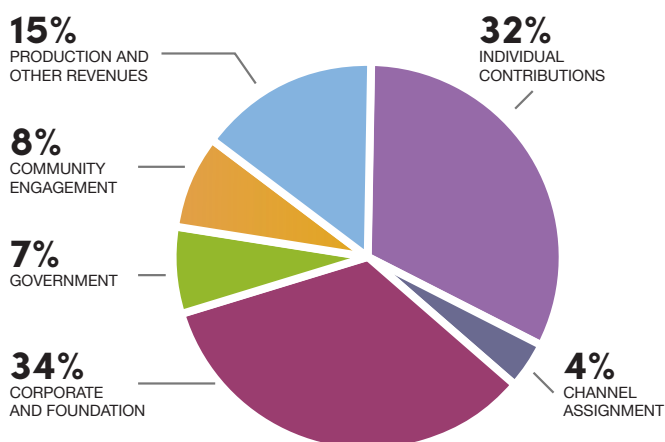
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Year Ending June 30, 2018

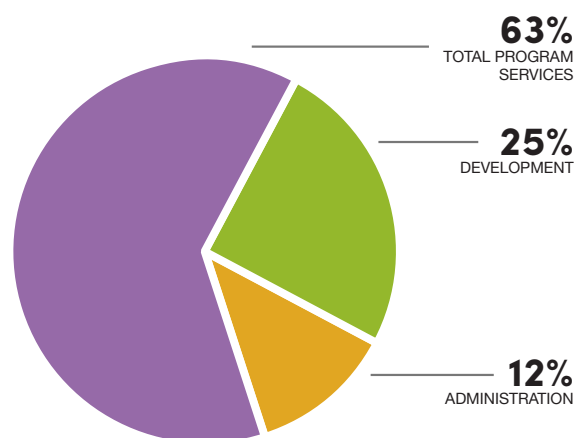
\$20,279,871



Expenses

Year Ending June 30, 2018

\$11,617,755



Statement of Activity

For year ended June 30, 2018

	2018 Unrestricted	2018 Temporary Unrestricted	2018 Permanently Restricted	2018 Total
REVENUES AND SUPPORT				
Individual contributions	3,451,702	3,028,171		6,479,873
Government support	1,494,517			1,494,517
Corporate and foundation support		953,796	6,000,000	6,953,796
Community engagement revenue	157,742	1,489,506		1,647,248
Channel reassignment	774,610			774,610
Production and other revenue	2,925,783		4,044	2,929,827
Net assets released from restrictions	5,082,711	(5,082,711)		
TOTAL REVENUE AND SUPPORT	13,887,065	388,762	6,004,044	20,279,871
EXPENSES				
PROGRAM SERVICES				
Broadcasting	3,011,422	--	--	3,011,422
Production	2,021,932	--	--	2,021,932
Community engagement and education	1,268,751	--	--	1,268,751
Public information	1,025,753	--	--	1,025,753
Total program services	7,327,858	--	--	7,327,858
SUPPORT ACTIVITIES				
Development	2,942,744	--	--	2,942,744
Administration	1,347,153	--	--	1,347,153
TOTAL EXPENSES	11,617,755			11,617,755
INCREASE IN NET ASSETS				
Net assets—Beginning of the year	10,952,363	3,683,329	441,923	15,077,615
Net assets—End of the year	\$13,221,673	\$4,072,091	\$6,445,967	\$23,739,731



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2018 | Year in Review
ANNUAL REPORT

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