



2013 Report to the Community, Board and Corporation for Public Broadcasting



"What I love the most about the Nine Network is the fact that its a "convener" of ideals, peoples and opportunities that seek to impact the St. Louis and broader American dropout crisis."
– Aaron T. Jennings, MSW Manager of Urban Education Initiatives George Warren Brown School of Social Work

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 a unique value to the St. Louis region.

The mission of the Nine Network of Public Media is to bring St. Louis together as it connects the region with the world and the world to St. Louis.

Nine reaches 100 counties in Missouri and Illinois with outstanding local and national on-air content on four digital channels and extends its reach beyond broadcast through multiple interactive websites.

Nine actively engages its region on important issues, particularly on education, healthcare, the environment, entrepreneurship and the arts.

In 2013, the Nine Network provided these key local services:

American Graduate: Let's Make It Happen – Initiative addressing causes, consequences and solutions to the dropout crisis.

Our Region's Health – Addressing critical healthcare issues in our region.

Arts Are Alive At Nine – Stimulating support and engagement in arts and culture.

Stay Tuned – Public affairs series engaging experts and community on regional issues.

Ignite Innovation – Initiative to stimulate and support entrepreneurship.

Our Environment – Bringing focus to environmental issues.

The Nine Network's local services had deep impact in the St. Louis region.

Education – More than 50 local partners have identified key issues and possible solutions to the dropout crisis in our region.

Healthcare – Increased awareness and understanding of issues surrounding the Affordable Care Act and the possible expansion of Medicaid.

Arts – Increased the local audience for art through expanded on-air and online arts features and fruitful partnerships with local organizations.

Entrepreneurship – Sparked enthusiasm for entrepreneurial activity with a town hall and weekly gatherings of regional entrepreneurs and mentors.

Environment – Convened more than 20 community partners in ongoing initiative focusing on the importance of freshwater to our land, health and economy.

The Nine Network of Public Media

In 2013 the Nine Network of Public Media significantly expanded work focused on measurable results in education, healthcare, the environment, entrepreneurship, and the arts. Nine worked with hundreds of local partners to identify critical needs, to develop and implement initiatives, and engage the community at large in conversations and activities that promise to move the needle on important issues. Combining on-air and online content with partnerships and direct community interaction, the Nine Network has truly created networks in service to the community.

The Nine Network has engaged more than 50 local partners in American Graduate: Let's Make It Happen, numerous major health agencies, hundreds of entrepreneurs and mentors, more than 20 organizations dedicated to conservation, and hundreds of artists, arts funders and arts organizations working to strengthen our region through public media.

With four digital channels and numerous online and community platforms, the Nine Network significantly expanded access to content and opportunities for the community to become engaged. Inside the Nine Network facility, the Nine Center for Public Engagement is an area that is dedicated to digital engagement and community dialogue. It is also a primary location for convening community partners involved with Nine Network initiatives. The Nine Center includes the Nine Academy, where individuals and nonprofit organizations learn to tell their own stories through digital video classes, and serves as the studio for Nine's weekly public affairs series *Stay Tuned*.

The Nine Network also continues its award-winning weekly local public affairs series, *Donnybrook*, now in its 26th season, and its weekly on-air magazine series *Living St. Louis*, now in its 10th season, as well as a weekly arts series *Arts America*, which airs every Saturday and Sunday and incorporates local and national arts features.

Nine Network platforms also include a primary website, nineNet.org; several initiative websites; social media platforms; and the bi-monthly *nineMagazine*, delivering regular features on Nine's community engagement initiatives and content related to on-air programming to more than 30,000 homes.

Work is underway for a dynamic, innovative and interactive Public Media Commons, slated to open in 2014. Under the leadership of the Nine Network and in partnership with the University of Missouri-St. Louis and St. Louis Public Radio, the Public Media Commons is intended to become a major destination for engagement and creative activity with large-screen projections and high tech interactivity. The site lies between the Nine Network and St. Louis Public Radio.

Key Initiatives

American Graduate: Let's Make It Happen

Locally, the Nine Network is working with more than 50 partners to raise awareness and understanding of the causes, consequences and solutions to the dropout crisis while building a comprehensive long-term strategy for the future. The Nine Network has generated more than 100 produced pieces comprising approximately 143 total hours of on-air and online content and a dedicated website for accessing content and information. There have been more than 5,000 website visits, 16,000 page views and nearly 8,000 videos watched on YouTube.

Nationally, under the Nine Network's management, the American Graduate initiative involves 75 public media organizations in 30 states, including 25 stations in high-need communities, working with more than 1000 local partners across the country to keep young people on the path to college and careers. More than 1,799 news segments, features and other content have reached approximately 10 million broadcast viewers annually. More than 20,000 teachers accessed professional development opportunities offered by stations. More than 120,000 parents, students, teachers, and community leaders have become engaged through station-sponsored activities.

Our Region's Health

Nine's overarching initiative to address regional health issues has encompassed partner initiatives with the Regional Health Commission, the Missouri Foundation for Health, and the St. Louis County Children's Fund as well as numerous individuals and smaller agencies. In 2013 the Nine Network's primary healthcare focus was on the Affordable Care Act (ACA), the health insurance marketplace, and the possible expansion of Medicaid. In September, Nine held a town hall to address these issues and provided focused community discussion on several episodes of the weekly *Stay Tuned* public affairs show with local experts and community members.

Concerned about the potential impact of the Affordable Care Act on Missourians, the Nine Network produced and broadcast a half-hour special, *Health, Money and Politics: Missouri's Medicaid Debate*.

The Arts Are Alive at Nine

In 2013, the Nine Network significantly expanded its already robust programming and engagement in the arts. Nine's *Sunday Arts* series on local arts became *Arts America* to reflect two significant new aspects of the series: Expanded to air on Saturdays and Sundays and increasingly featuring national arts features shared by 30 stations nationwide. *Arts America* kicks off a full afternoon of local and national arts programming on Sundays.

In addition, Nine's weekly *Living St. Louis* series, airing on Monday and Tuesday evenings, is largely focused on the arts. And Nine produces frequent specials highlighting local arts organizations such as the St. Louis Symphony, the Saint Louis Art Museum and Opera Theatre of St. Louis. In addition, the Nine Network led a rebranding and identity campaign for the Regional Arts Commission, called Art is Everywhere, raising awareness of the extent and diversity of the arts in St. Louis. Nine's annual Arts Are Alive at Nine event, which is broadcast on Nine PBS and Nine Create, brings arts leaders together for a focused discussion. In 2013, the topic was collaboration.

Our Environment

In 2013, the Nine Network collaborated with the City of St. Louis to advance its Sustainable Neighborhoods campaign by creating an interactive website, on-air promotions, features in *nineMagazine*, printed promotional pieces and by convening partners involved in the initiative.

The Nine Network also engaged more than 20 community partners in an initiative to raise awareness and understanding of the connection of freshwater to the health of our lands, people and economies.

Igniting Innovation

The St. Louis region's strong reputation in entrepreneurship, particularly related to technology, presented an opportunity to advance interest in an area with significant potential for our city. The Nine Network hosted and broadcast a town hall called "Ignite Innovation" and began an ongoing effort to encourage entrepreneurship by hosting a weekly gathering of entrepreneurs and mentors, which in 2013 included hundreds of individuals.

Community Cinema

The Nine Network's Community Cinema series, presented in partnership with the Missouri History Museum, continues to be one of the most successful and most highly attended Community Cinema programs in the country. Each screening includes audience discussion with a local panel facilitated by a Nine Network producer. With audiences typically ranging from 100 to more than 400, the series presents compelling and often pressing contemporary issues.

Community Cinema uses the powerful films available through Independent Lens and ITVs to engage a diversity of individuals and organizations in provocative discussions.

Nine Academy

In 2013, the Nine Academy provided digital storytelling instruction to more than hundreds of adults involved with local nonprofit organizations. Their videos are featured on nineNet.org in a section dedicated to local nonprofit organizations. The Nine Academy also provided instruction to students involved in projects related to the American Graduate initiative. In 2013, Nine Academy extended its services to offer summer camps and special off-site programs.

The Arts Are Alive at Nine

In addition to providing expanded on-air programming in the arts and extensive video and resources online, the Nine Network is now referred to by arts organizations as an “arts leader” for its efforts to move the needle on arts collaboration, innovation and participation. The Nine Network’s home in the Grand Center District of St. Louis provides proximity to numerous arts organizations that eagerly await to collaborate on programming for the Nine Network’s innovative outdoor space known as the Public Media Commons scheduled to open in 2014.



Stay Tuned

The Nine Network’s weekly public affairs program, *Stay Tuned*, completed its first full year in 2013. The concept of the program is to provide a forum for public dialogue on issues important to our region. The program uses tools, such as social media and Google+, to bring local and national experts as well as community members into the conversation occurring in the studio. The program has not only provided a lively forum for discussion, but also has added an avenue for engaging community leaders in the work of the Nine Network. *Stay Tuned* has also seized every opportunity to tap into national issues with local resonance and to provide an important platform for every engagement initiative.



Our Region’s Health

Surveys conducted before and after the Nine Network’s special on the Medicaid debate, *Health, Money and Politics: Missouri’s Medicaid Debate*, and Nine’s town hall on the Affordable Care Act indicated that our on-air and online content cleared some of the confusion and concern and helped citizens pursue effective courses of action regarding their health care options. Much of the trust and confidence in the content was a result of the balanced perspectives presented by experts and audience members.



American Graduate: Let's Make It Happen

One of the most important aspects of the American Graduate initiative in St. Louis is the long-term commitment of the more than 50 partner organizations that have joined us in this work. Many related activities have been sparked by our local partners, including a major national summit on education held at the University of Missouri-St. Louis in October. An event scheduled in conjunction with the summit by the Wyman Center's Saigh Symposium on Teen Development was held at the Nine Network and featured key national leaders in education.

In addition, our American Graduate partners have identified a significant factor in keeping young people in school and on the road to success: consistent and caring adults. The next phase of American Graduate locally will focus on involving caring adults in the lives of young people using volunteer sign-up tools available through the United Way.

The Nine Network has generated more than 100 produced pieces comprising approximately 143 total hours of on-air and online content as well as a dedicated website for accessing content and information. There have been more than 5,000 website visits, 16,000 page views and nearly 8,000 videos watched on YouTube.



"I applaud the initiative by CPB and The Nine Network to shine a bright light on the dropout crisis and create discourse around it. It was refreshing to see so many St. Louis community leaders in attendance, alongside local teachers who work day after day on the front lines with our students. As we formulate solutions as a community, we must remember this necessary foundation of supportive relationships, community engagement, and safe, relevant learning experiences. We must provide our young people with a broader vision and sense of possibilities for themselves. These must be part of our conversation and part of our solutions. With this collective focus, we will produce not just graduates, but healthy, productive, and contributing citizens."

– Allison Williams, Sr. Vice President of
Programs at The Wyman Center
(Community Partner)



"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

"We've been working for years through our mentoring program to keep teen parents in school...the work of Nine Network, has raised the dropout issue to a whole new level of public awareness, and has brought other players to the table in a collaborative effort that can only be good for our youth and our community."

– Greg Echele,
CEO of Family
Resource Center



In 2008, the Nine Network made a commitment to strengthen the St. Louis region with a strategic plan that put the welfare of the region at the core of its mission, vision and values. The Nine Network will know it has succeeded in its vision when the St. Louis region is ignited by the spirit of possibility through public media.

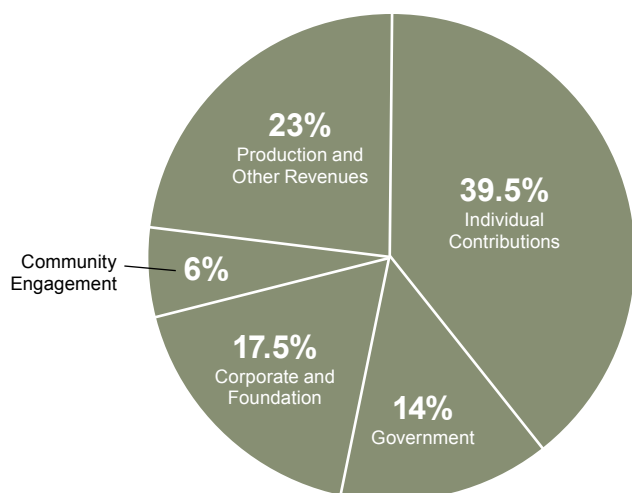
In 2013, it is clear that the outward focus of the Nine Network's strategic plan, as well as its trusted position in the community has helped generate productive initiatives and generate local funding in support of better public engagement on key issues. It is also clear, that the Nine Network's role in community engagement represent a need that no other organization or institution is in a position to fill.

It is also evident that the Nine Network's work in community engagement is a complement to and hardly a distraction from our region's strong interest in local and national on-air programming as the Nine Network continues to build its audience for broadcast.

Revenues and Support

Year Ending June 30, 2013

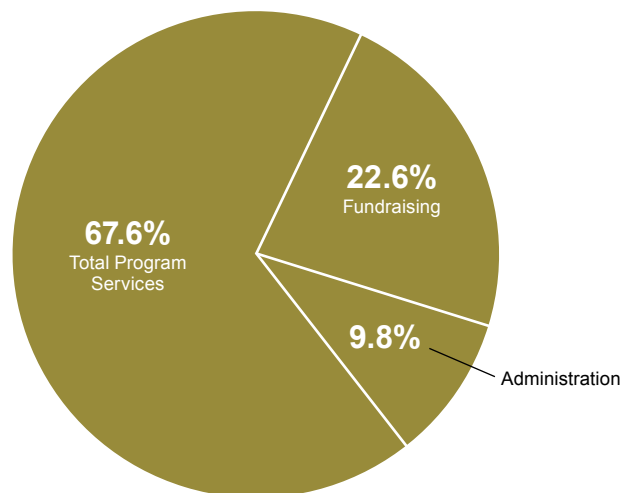
\$10,656,167



Expenses

Year Ending June 30, 2013

\$10,500,873



ST. LOUIS REGIONAL PUBLIC MEDIA, INC.

CONSOLIDATED STATEMENT OF ACTIVITIES

For The Year Ended June 30, 2013

(With Summarized Financial Information For The Year Ended June 30, 2012)

	2013			2012	
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Total
Revenues And Support					
Individual contributions	\$ 3,437,290	\$ 775,858	\$ —	\$ 4,213,148	\$ 4,323,794
Government support (Note 13)	1,498,294	—	—	1,498,294	1,042,077
Corporate and foundation support	292,908	1,574,901	—	1,867,809	2,447,759
Community engagement revenue	180,114	423,894	—	604,008	887,721
Production and other revenues (Notes 5, 11 and 15)	2,472,908	—	—	2,472,908	2,722,861
Net assets released from restrictions (Note 12)	3,578,314	(3,578,314)	—	—	—
Total Revenues And Support	11,459,828	(803,661)	—	10,656,167	11,424,212
Expenses					
Program Services:					
Broadcasting (Note 14)	2,864,999	—	—	2,864,999	2,981,063
Production	1,672,864	—	—	1,672,864	1,797,810
Community engagement and education	1,563,451	—	—	1,563,451	1,234,023
Public information	998,874	—	—	998,874	949,390
Total Program Services	7,100,188	—	—	7,100,188	6,962,286
Supporting Activities:					
Development	2,367,317	—	—	2,367,317	2,545,016
Administration	1,033,368	—	—	1,033,368	940,254
Total Expenses	10,500,873	—	—	10,500,873	10,447,556
Increase (Decrease) In Net Assets	958,955	(803,661)	—	155,294	976,656
Net Assets - Beginning Of Year	7,908,486	4,783,708	436,923	13,129,117	12,152,461
Net Assets - End Of Year	\$ 8,867,441	\$ 3,980,047	\$ 436,923	\$ 13,284,411	\$ 13,129,117



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.

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