

2023

YEAR IN REVIEW

Annual Content and Services
Report to the Community





DEAR FRIENDS,

Nearly 70 years ago, our founders worked together to create the St. Louis Educational Television Commission—a group of leaders representing the interests of the community’s educational, civic, and cultural institutions—without being controlled by any one of them.

The breadth and depth of this cooperation among people and organizations was unique in our city’s history, and so profound that it came to serve as an example for other fledgling stations across the country. It was a groundbreaking new system of broadcasting, in which the station represented the community. Public schools, private schools, universities, libraries, museums, civic organizations—they all came together to create an entity with the potential to affect great and positive change for all.

Today our goal remains the same: to help our community flourish. The quality of what you see on our air, online, and in community initiatives remains as our founders intended—from *Sesame Street* and *Daniel Tiger’s Neighborhood* to *PBS NewsHour*, *Nova*, *Masterpiece*, and *Living St. Louis* and *Donnybrook*—we bring you the world from every angle.

Growing our local programming is a key part of this strategy. Nine PBS believes in St. Louis. We are here to help our region thrive and make us proud to call St. Louis home.

To help build a stronger future, we’ve strengthened our commitment to the region’s youth. We launched a revamped *Teaching in Room 9*—our award-winning kids’ show. Since its 2020 launch, *Teaching in Room 9* has remained the region’s largest classroom. Totally reimagined in 2023 with a new set, host, and field trips to important St. Louis institutions, this series gets kids ready for kindergarten in a whole new way. It’s an important learning tool for all families, especially those not in preschool.

Just as our founders hoped—we’re working together, with others across the region, to provide education, culture, and community building.

I hope you enjoy these highlights from an impactful 2023.

Best,

Amy Shaw
President and CEO

Our core purpose is to magnify and deepen understanding of our community to help our region flourish.



OUR VALUES

COMMUNITY

There is great joy in being an essential part of our community and this propels our work in the region and beyond.

TRUST

Our community relies on us to act with integrity, to be transparent, and tell authentic stories.

EQUITY

For our community to thrive, everyone must thrive. We bring people together to amplify voices and work toward solutions that identify and eliminate barriers for all.

LEARNING

We believe in the transformative power of learning for everyone.

NINE PBS BOARD OF DIRECTORS

Chair | Cynthia Brinkley

Vice Chair | Ashley Kemper

Treasurer | Mark Krieger

Secretary | Robert Koplar

Immediate Past Chair | Mark C. Lindgren

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Cynthia Peters • Nicole Schnuck • James E. Williams, Jr.

Emeritus | Dan Burkhardt • Maxine Clark
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Janet M. Holloway • Ken Kranzberg
Kim Olson • Jack Schreiber • David Steward II
Chad Stiening • Milton P. Wilkins, Jr.

NINE PBS EXECUTIVE TEAM

Amy Shaw | President and CEO

Angela Carr | Vice President
and Chief Impact Officer

Matt Huelskamp | Vice President
and Chief Marketing Officer

Denise Kahle | Vice President
and Chief Financial Officer

Chrys Marlow | Vice President
and Chief Technology Officer

Kate Midgett | Vice President
and Chief Organizational Excellence Officer

Amy Turck | Vice President
and Chief Individual Giving Officer

Aja J. Williams | Vice President
and Chief Content Officer



COMMUNITY HONORS

WOMEN IN LEADERSHIP

The Urban League of Metropolitan St. Louis's Salute to Women in Leadership Gala honored the extraordinary accomplishments of relentless and exceptional women, including our own Amy Shaw, who was honored in a group of remarkable women who embody the organization's mission: empowering communities and changing lives.

TITAN 100 LIST

Amy Shaw was named to the 2023 St. Louis Titan 100 List, a program that recognizes St. Louis's most accomplished business leaders in their respective industries, using criteria that includes demonstrating exceptional leadership, vision, and passion.

POWER 100 LIST

Aja Williams, Nine PBS's vice president and chief content officer, was named to *Delux Magazine's* Power 100 List. The Power 100 award recognizes Black St. Louisans who lead, inspire, innovate, and demonstrate the very best in St. Louis.

EMMY AWARDS

Nine PBS producers and team members were honored for the following programs during the 47th Annual Mid-America Regional Emmy Awards Gala on September 30.

- *Living St. Louis: 314 Day* (Magazine Program)
- *Living St. Louis: Kids, Families, and Mental Health Special* (Public Affairs Program)
- *Drawn In: Brave Hero, Part 2* (Entertainment Short-Form Content)

WOMEN IN THE WORKPLACE

For the third year in a row, Nine PBS was recognized by the Women's Foundation of Greater St. Louis as a top place for women to work in its sixth annual Women in the Workplace scorecard. The recognition demonstrates Nine PBS's efforts at advancing pay and career equity, supportive workplace policies, and recruitment, retention, and advancement of women.

IN 2023

For all of 2023, Nine PBS ranked **NUMBER 1** among public television stations nationwide with the highest percentage of households watching.

Source: Nielsen/TRAC Media Services, 2023

PBS and its member stations have ranked **NUMBER 1** in public trust for 20 consecutive years.

Source: Online survey by Marketing & Research Resources, Inc., January 5-16, 2023

81% of parents agree strongly or somewhat that PBS KIDS helps prepare children for success in school.

Source: Online survey by Marketing & Research Resources, Inc., January 5-16, 2023

7.5 million+ online video views in 2023.

Source: PBS Business Intelligence, YouTube, Sprout Social, December 31, 2023





IN THE NEIGHBORHOOD

We constructed a safer, more accessible parking lot to improve our visitors' experience. The 6,000-square-foot lot is now fully secured, with 100 unrestricted parking spaces, seven ADA-compliant parking spaces, an exit ramp, four electric vehicle parking/charging spaces, improved drainage, and security cameras. We replaced the old stairs with a durable ramp and concrete steps.

You also might have seen our rebranded blue and white vans around town (pictured above), which help our content team travel to locations throughout the region to tell important local stories.



MEMBERSHIP

45,078 MEMBERS AS OF DECEMBER 31, 2023

46%

The percentage of Nine PBS members who show their ongoing support with monthly sustaining memberships.

VOLUNTEERS

In 2023, there were **87 ACTIVE VOLUNTEERS** and 63 of them were members!

Our volunteers spent **800 HOURS** helping our community impact, evaluation, marketing, and individual giving teams.





COMMUNITY EVENTS

HIDING IN PLAIN SIGHT

Nine PBS hosted a screening and discussion with a panel of experts in June of the Ken Burns' documentary about the mental health crisis among youth in the U.S.

This event was presented by Bank of America St. Louis as part of Nine PBS's Mental Well-Being Initiative, supported by the Cigna Foundation's Healthier Kids for Our Future and in partnership with Behavioral Health Response.

BIKE-TO-WORK DAY

Nine PBS partnered with St. Louis Public Radio, Trailnet, and Metro Transit for Bike-to-Work Day to promote regional transportation on May 19. The Jack Galmiche Public Media Commons was one of several hospitality stations where bikers could stop for free coffee, pastries, swag, and more.

TOWER GROVE PRIDE

The Nine PBS team participated in Tower Grove Pride in Tower Grove Park September 23-24 with a booth and walked in the parade dressed as none other than Bob Ross (inset, above right), garnering refrains of "Happy little trees" from parade watchers.



THE U.S. AND THE HOLOCAUST SCREENING AND STUDENT FIELD TRIP

In partnership with the St. Louis Kaplan Feldman Holocaust Museum, Nine PBS hosted a screening that featured selections from the Ken Burns' film and a panel discussion of *The U.S. and the Holocaust* at the newly renovated museum. In partnership with WNET and Bank of America St. Louis, we organized a field trip to the Holocaust Museum for Mehlville High School and Grand Center Arts Academy students in April.



STREET FESTIVAL

Neighbors Nine PBS and St. Louis Public Radio invited the community to a street festival in the Public Media Commons in September. The festival included food, entertainment, a children's area, and more. Guests got to tour Nine PBS studios and meet Nine PBS producers and personalities.

Supported by Raising Cane's Chicken Fingers.



STORYTIME

We hosted Storytime in the Commons: Be My Neighbor Day in September. More than 400 community members gathered in the Public Media Commons to explore what it means to be a caring neighbor, interact with local community helpers like the St. Louis Fire Department, and meet beloved characters from the PBS KIDS series, *Daniel Tiger's Neighborhood*.

Supported by Fred Rogers Productions, PNC Grow Up Great®, Raising Cane's Chicken Fingers, and the Corporation for Public Broadcasting's Ready to Learn. Local partners include Parents as Teachers, St. Louis Black Authors of Children's Literature, St. Louis Fire Department, St. Louis Public Library, and Turn the Page STL.



NINE PBS- PRODUCED SERIES AND SPECIALS

We tell stories about taking risks, betting on what's possible, and exceeding expectations, stories that help us learn from our past mistakes and inspire a stronger future for everyone.

POWER OF THE PITCH

When the Nine PBS team traveled to London in June 2023, our intention was to bring back more than a Cardinals victory over the Chicago Cubs. We wanted to explore professional sports as a catalyst for social transformation and positive change. And the Stratford District, home to London Stadium, provided the perfect backdrop. A Premiere League soccer team (West Ham United) revitalized this historically disinvested area of the city. The special focused on what could be learned from London's experience and the parallels with the Downtown West neighborhood, which is being transformed by St. Louis City SC and its state-of-the-art stadium.

Supported in part by UMB Bank and the Betsy & Thomas O. Patterson Foundation.

“Very well done. [Power of the Pitch] should be required viewing for every St. Louisan who wants to see our fair city succeed and reach its potential.”

—Jennifer St. Clair on Facebook



LISTEN, ST. LOUIS WITH CAROL DANIEL PODCAST

Nine PBS's new podcast, *Listen, St. Louis with Carol Daniel*, premiered November 9. Senior producer/host and distinguished St. Louis media veteran Carol Daniel (pictured at right) interviews a wide range of local people and organizations in conversations aimed at providing context and clarity about the St. Louis community. It explores complex issues with people working to help our region thrive.



“From education to politics to health care to employment, I want to find out what’s holding us back and how we can move forward together.”

—Carol Daniel, Nine PBS senior producer/host

Supported in part by Midwest Bank Centre and the Betsy & Thomas O. Patterson Foundation.

TEACHING IN ROOM 9

Part of our Early Learning Initiative, Nine PBS revamped *Teaching in Room 9* by producing the program in-studio using a professionally designed set, camera crew, and production team. Episodes now include special guests and virtual field trips to treasured regional landmarks.

In 2023, Teaching in Room 9 was viewed on-air more than 242,000 times.

Source: Nielsen/TRAC Media Services, October 2023

Teaching in Room 9 is supported by Bank of America, Berges Family Foundation, Boeing, the Cigna Group Foundation, Dana Brown Charitable Trust, Emerson Charitable Trust, and Pershing Charitable Trust.

LIVING ST. LOUIS

In celebration of its 20th season on the air, *Living St. Louis* underwent a brand refresh. In addition to an updated visual identity, an expanded multiplatform approach aims to reach audiences where and how they consume content. The heart of *Living St. Louis* remains intact: a focus on the stories of the people and organizations that make St. Louis, St. Louis. The refreshed format includes a mix of preproduced segments and in-studio interviews filmed on a new set.

Support for *Living St. Louis* is provided by the Betsy & Thomas O. Patterson Foundation.

ST. LOUIS TEEN TALENT COMPETITION 2023

This annual competition from the Fox Performing Arts Charitable Foundation fosters and promotes young artists. The winner was Rayquan Strickland from Central Visual and Performing Arts High School, who won an \$8,000 college scholarship to Morehouse College in Atlanta, underwritten by Mary Strauss.

Support for the broadcast is provided by Grand Center Arts Academy.

DONNYBROOK

This is not another dry talk show. On *Donnybrook*, you'll find a high-energy, no-holds-barred debate on the week's news. The annual live taping for members, called Donnybash, is a chance for the audience to ask questions, meet the panelists, and celebrate this long-running public affairs series.

Support for *Donnybrook* is provided by the Betsy & Thomas O. Patterson Foundation and Design Aire Heating and Cooling.

PBS KIDS

As the number one educational media brand for kids, PBS KIDS® helps children ages 2–8 learn lessons that last a lifetime. Through media and community-based programs, PBS KIDS wants children to see themselves uniquely reflected and celebrated in lovable, diverse characters who serve as positive role models, and to explore their feelings and discover new adventures along the way. PBS KIDS and Nine PBS support the entire ecosystem where children learn and grow—including their teachers and caregivers, parents, and community—providing resources accessible anytime and anywhere.

LOCAL PBS KIDS VIEWS

Digital: 45+ MILLION on-demand or livestream video

Source: PBS Business Intelligence Domo Report, January–December 2023

On Air: 20+ MILLION local views

Source: Nielsen/TRAC Media Services, January–December 2023



WORK IT OUT WOMBATS

In February, the new PBS KIDS animated preschool series debuted. It follows a playful trio of marsupial siblings—Malik, Zadie, and Zeke—who live with their grandmother in a treehouse apartment complex. The wombats model computational thinking skills for preschoolers—a way of thinking that enables them to solve problems, express themselves, and accomplish tasks using the practices, processes, and ideas at the core of computer science.

WAYS TO WATCH

Anytime at pbskids.org, Nine PBS, the PBS KIDS channel, Spectrum digital cable, DirecTV Stream, YouTube TV, Hulu + Live TV.



NINE PBS EARLY LEARNING INITIATIVES

For nearly 70 years, our work has been rooted in early education, community impact, and telling stories that strengthen our region, with a focus on supporting children. At Nine PBS, we approach our work by addressing the most critical needs for the most significant impact, aiming to make long-term, durable impact in the lives of our region's most underserved communities.

For the full report on our community impact around early learning, visit ninepbs.org/reports.

“Nine PBS is committed to our community, and to doing all we can to support families across the region by eliminating barriers to learning for all children.”

—Alex Stallings, Nine PBS Senior Director of Early Learning

NINE PBS POWER HOUR SERIES

Power Hours incorporate video, print, and digital media with hands-on, playful learning strategies to boost children's curiosity. In each session, kids experience new ways to learn in their everyday lives, and educators, teachers, and caregivers gain experience modeling learning activities that can advance at-home learning.

In 2023, Nine PBS Power Hours engaged more than 500 children throughout 164 sessions across our priority neighborhoods of North St. Louis, North St. Louis County, and East St. Louis. Through Nine PBS Power Hours, caregivers and children learn together, helping adults clearly understand the importance of educational achievements in their children's lives.

Nine PBS offers Literacy, STEM, and Financial Literacy Power Hour series to support children where they are—in and out of the classroom. Each session addresses at least three state curriculum standards that align with the greatest gaps in achievement for under-resourced schools. Using this approach, Nine PBS can support the key skills necessary for the kids of our region to have long-term success.

WITTCOFF FELLOWSHIP

Nine PBS began the Wittcoff Fellowship in 2021 to carry on the legacy of one of the founding members of the station, Raymond H. Wittcoff, a real estate developer and philanthropist. He believed public television had a responsibility to ensure all people are “as wise as they are powerful.”

The Wittcoff Fellows represent the founder's philosophy. Each fellow makes a lasting impact by building and sustaining community partner connections and working towards ensuring all community members are as wise as they are powerful. The Wittcoff Fellows maintain and support seven Community Hubs across our region. Each Community Hub is hosted by a community partner to connect early learners to PBS LearningMedia resources to increase school readiness. Wittcoff Fellows furnish the Hubs with bookshelves, tables, books, educational toys, PBS Playtime Pads, and other early learning resources.





Learning to read leads to reading to learn, a necessary life skill. *Drawn In* takes kids on journeys where words are tools that help them interpret, decode, and understand texts, as well as the world around them. Literacy curriculum is woven into the stories and empowers young viewers and readers to explore multimedia content in new, exciting ways with relatable comic books and games.

This multimedia literacy initiative from Nine PBS and Lion Forge Animation is designed to encourage emerging Black and brown readers, from ages 6–8, with characters that look and sound like members of their community. Learning is reinforced through an interactive website with games and includes resources for grown-ups to support literacy skill-building at home and in the classroom.

Building on the first four *Drawn In* comic books released in 2022, Nine PBS, in partnership with Lion Forge Entertainment, released four more comic books in 2023. Pre-k through third-grade students at St. Louis Public Schools received the issues, impacting more than 5,200 early learners.

In association with Turn the Page STL and Blueprint4, Nine PBS was a proud supporter of St. Louis camp programs' 2023 Summer Literacy Infusion cohort, dedicated to combating summer literacy slide.



Major funding for *Drawn In* comes from the Corporation for Public Broadcasting with additional support from the Regional Arts Commission of St. Louis and YouthBridge Community Foundation. Major support for associated community engagement work comes from the Dana Brown Charitable Trust, Steward Family Foundation, and the Norman J. Stupp Foundation. Additional community engagement is funded in part by Joseph and Sandra Lehrer in memory of Ted Koplar.

In our most under-resourced school districts,
91.5% OF THIRD-GRADE STUDENTS
are not reading on grade level

Source: Missouri Department of Elementary and Secondary Education and Illinois Assessment of Readiness, 2021



MENTAL WELL-BEING



MENTAL WELL-BEING INITIATIVE

Nine PBS's Mental Well-Being Initiative works with a network of trusted partners to support the day-to-day social, emotional, and cognitive needs of kids from infancy to eight and people in their lives through culturally relevant content and resources that promote courageous conversation.

In Missouri, **35% OF ADULTS LIVING IN HOUSEHOLDS WITH CHILDREN** reported those children feeling nervous, anxious, or on edge most of the time.

Source: Annie E. Casey Foundation, 2023

In 2023, we created **MORE THAN 30 STORIES** that align with our Mental Well-Being Initiative.

Stories were viewed on air **11.4+ MILLION TIMES.**

Source: Nielson/TRAC Media, January 2023

Support for Nine PBS's Mental Well-Being Initiative comes from Bank of America St. Louis and the Cigna Group Foundation. Additional community engagement support from BJC Healthcare. In partnership with Behavioral Health Response.

PROFESSIONAL DEVELOPMENT FOR EDUCATORS

We help educators gain fluency using PBS KIDS media, curriculum, and resources to improve the educational experiences of young learners. Nine PBS provides a robust offering of professional development geared specifically for early childhood educators teaching children from infancy to eight years old. Each structured and unstructured session is designed to help educators bring media-rich, play-based, and learner-centered experiences to their classroom environments and communities. In each session, educators experience hands-on active play, which builds their confidence and interest with PBS KIDS resources.

“...I always like learning new things. ...as I evolve as a teacher and educator, I want to know what’s new, what’s current.”

—Karen Domescik, Local Educator



EDCAMP

Two Edcamp “unconference” professional development opportunities supported 174 attendees and impacted 2,600 early learners across both events. The October Edcamp was the first in the nation to welcome caregivers in addition to educators.

April 2023 Edcamp was presented by the Dana Brown Charitable Trust and the Corporation for Public Broadcasting. October 2023 Edcamp was presented by Norman J. Stupp Foundation, PNC, and the Cigna Group Foundation.

PBS LEARNING MEDIA

Nine PBS LearningMedia provides educational content online that supports classroom educators. These resources are easily searchable by subject, school standard, and grade. They are also easily converted for at-home learning.

103,455 USERS
IN THE ST. LOUIS REGION

312,532 PAGEVIEWS

Source: PBS Business Intelligence Domo Reports, November 2023

BRIGHT BY TEXT

Families and educators can text the word CARE to 274448 to receive fun tips from trusted experts to support healthy child development, prenatal to age 18, available in English and Spanish.



84%

of caregivers reported Bright by Text inspired them to practice numbers, shapes, or other math skills with their child(ren).

80%

of caregivers reported Bright by Text increased their knowledge of parenting and caring for children.

Source: Bright by Text Survey, November 2023

NATIONAL CONTENT

Richly rewarding storytelling, witty entertainment, and in-depth reporting across a world of subjects, PBS content has it all. National content can be consumed live or free anytime on the PBS App. Nine PBS members get extended streaming access to a library of the best in public television when they access PBS Passport.

“...while studios and networks this fall faced the ramifications of dual Hollywood strikes, it’s been mostly business as usual at PBS.”

—Variety

NEW DIGITAL PLATFORM PARTNERSHIPS

In May, PBS announced a new partnership that brought live streaming of Nine PBS and PBS KIDS channels to Hulu + Live TV. The agreement represents PBS’s continued commitment to make its quality and award-winning content accessible to all Americans on as many digital platforms as possible.

PBS and PBS KIDS are among the most frequently requested channels by its subscribers, according to Hulu. Hulu + Live TV’s subscribers will have access to PBS’s award-winning content from locally produced shows, high-quality educational series, and PBS favorites, including *PBS NewsHour*, *Frontline*, *Antiques Roadshow*, *Great Performances*, *Masterpiece*, popular kids’ series, and more.

In April, we announced that Nine PBS was live streaming on Local Now, a free streaming service for local news and entertainment. Local Now’s audience has access to inspiring and educational content from Nine PBS-produced shows like *Living St. Louis* and *Donnybrook*, along with PBS favorites including *PBS NewsHour*, *Frontline*, and *Antiques Roadshow*.



MASTERPIECE

Masterpiece remains one of the highest-rated PBS programs. Masterpiece reached 33 million TV viewers nationally and had 58 million streams. Four of the top five streamed programs on PBS Passport are Masterpiece titles. In 2023, *Tom Jones* debuted plus there were new seasons of *All Creatures Great and Small*, *Miss Scarlet and the Duke*, *Van Der Valk*, *Unforgotten*, *World on Fire*, *Annika*, and more.

THE AMERICAN BUFFALO

Ken Burns told the story of an improbable, shaggy beast that has found itself at the center of many of the country's most mythic and heartbreaking tales. The buffalo is tracked across some of North America's most iconic landscapes, tracing the animal's evolution, significance to the Great Plains, near demise, and relationship to the Indigenous People of North America.

Presented locally by Bank of America St. Louis.

BECOMING FRIDA KAHLO

This three-part documentary series stripped away the myths to reveal the real Frida—a passionate and brilliant artist living through extraordinary time.

BUFFALO SOLDIERS: FIGHTING ON TWO FRONTS

The complex history of Black Americans who enlisted in the U.S. military as a path to citizenship, a livelihood, and greater respect was told.

FIGHT THE POWER: HOW HIP HOP CHANGED THE WORLD

Celebrating 50 years in 2023, hip-hop continues to change history as a cultural phenomenon and is seen as the voice of protest worldwide. Nine PBS presented a special screening of the first two episodes of *Fight the Power* in November at the Saint Louis Art Museum in support of the exhibit, *The Culture: Hip Hop and Contemporary Art in the 21st Century*.



FRONTLINE

It's Frontline's 40th year of bringing investigative journalism to Nine PBS viewers. There has been so much change in that time span, but Frontline has remained true to its editorial approach: a commitment to providing fact-based, independent examinations that put complex issues and events into clearer context. Episodes in 2023 included *Putin vs. The Press*, *Inside the Uvalde Response*, *Triumph and Scandal in Major League Baseball*, and *America's Dangerous Trucks*.

THE LIFE OF LOI

Mediterranean Secrets: Maria Loi, executive chef of the critically acclaimed Loi Estiatorio restaurant in Manhattan, took us island hopping across Greece to learn about local ingredients and served up the secrets to making some of the region's most classic dishes.

SOUTHERN STORYTELLERS

This series from Arkansas PBS followed some of the region's most compelling and influential contemporary creators to the places they call home.



CONTENT ANYTIME, ANYWHERE

STREAMING

Easily accessible on various platforms and devices, most of our content streams free anytime. Plus, the community can live stream our programs at the time of broadcast at ninepbs.org/live.

NINE PBS PASSPORT

Members of Nine PBS enjoy extended access to PBS programs after regular streaming rights have expired by activating Nine PBS Passport. Subscribers have access to new series and select entire seasons at the time of the premiere episode.

PBS VIDEO APP

The free app offers the convenience of connecting anytime with PBS shows like *Masterpiece*, *Nova*, *Nature*, *PBS NewsHour*, *Frontline* and local Nine PBS specials and series.

SOCIAL MEDIA

Digital-first content, including news, coming attractions, past episodes, and Nine PBS updates and events, is available on Facebook, X, Instagram, YouTube, LinkedIn, and TikTok.

DIRECTV

Content from Nine PBS and Nine PBS KIDS channels can be found on this subscription-based service, including live stream and on-demand viewing.

YOUTUBE TV

You'll find content from Nine PBS and Nine PBS KIDS channels on this subscription-based service, including live stream and on-demand viewing.

PRIME VIDEO

This subscription-based service from Amazon offers nearly 1,000 hours of award-winning programming from PBS. Content includes *Masterpiece*, *Nova*, PBS KIDS, documentaries, and more.



PODCASTS

In addition to our newest podcast, *Listen, St. Louis with Carol Daniel*, *Donnybrook* is available as a podcast on your favorite podcast network the day of broadcast. *PBS NewsHour*, *Masterpiece*, and various PBS KIDS programs are also available as podcasts.

HULU + LIVE TV

PBS and PBS KIDS are among the most frequently requested channels by its subscribers, according to Hulu. Hulu + Live TV's subscribers will have access to PBS's award-winning content from Nine PBS-produced shows, high-quality educational series, and PBS favorites, including *PBS NewsHour*, *Frontline*, *Antiques Roadshow*, *Great Performances*, *Masterpiece*, popular kids' series, and more.

LOCAL NOW

A free streaming service for local news and entertainment includes content from locally produced Nine PBS shows like *Living St. Louis* and *Donnybrook*, along with PBS favorites including *PBS NewsHour*, *Frontline*, and *Antiques Roadshow*.

FOUR DISTINCT CHANNELS

NINE PBS (9.1)

Our flagship channel (and corresponding cable and satellite channels) offers the best of PBS's national programs and other public media programming, plus local programs on regional topics.

NINE PBS KIDS (9.2)

Nine 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.

NINE PBS WORLD (9.3)

The channel 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, and natural wonders.

NINE PBS CREATE (9.4)

Watch public television's best lifestyle series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other interests.

Thank you to our community of supporters!

We recognize the investment in Nine PBS's future from this group of individuals, foundations, and corporations, along with our members. Viewers like you have made it possible for us to positively reflect the community we live in. Please consider making an impact by adding your name to this list at ninepbs.org/support.

CONTACTS

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Amy Turck

Vice President and Chief Individual Giving Officer
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All gifts as of June 30, 2023.

**Deceased*

NINE PBS LEGACY SOCIETY

Recognizing planned or deferred gifts

Anonymous (38)
Denise and Thomas Aiken
Virginia Alexander
Susan Allen
Terry Anderson
Claire Andrascsek
Margaret Aston
Alan Banks
Derek and Kelly Barkey
Dean and Jean Barton
Michael Barzoff
Harry Bash*
Jack Batten*
Constance Baur*
Pat Becker
Sandra Bellon
Katherine Benziger
William Biedenstien
Brian and Shirley Bild
Dwight Bitikofer
Ida Boehlow
Carl* and Marilyn Bolz
Jeffrey and Laurel Boone
Phyllis Bouckaert
Sharon K. Bower
Patricia Bowolak

Joel A. Branger
Jerry* and Rosalie Brasch
Patricia Brennan
Maria Brooks
Donna Broome
Douglas Brown
John Burger
Allison Burgess and Roger Kepner
Halpin T. Burke*
Diana Burnson
Deborah Burris
Tom and Patricia Bush
Erin Camp
Ruth Campbell
Patricia Carl
Pamela Carmell
Holly F. Carpenter and Randall Krohn
Mark Cereghino
Barry T. Cervantes
Tobie Chapman
Gregory and Penny Christoffel
Susan Anning Clark
James Clark
Karen Cook
Ann M. Corrigan
Joseph E. Corrigan
Jana Craig and Jim May
Susan Cross
Judith and Thomas Crouch

Linda Cummings
Don and Laverne Cwiklowski
Amanda Davis
Diane E. DeBaets
Hillary Debenport
Spencer DeHart
Paul and Brenda Detrick
Melanie and Charles DiLeo
Patricia Dolson
Charles Donovan
Kevin Donze
Lawrence and Sandra Doreson
William and Jane Doub
David Duckworth
Ann Elizabeth Duggan
Debra Dumont and Claire Cajacob
Shirley Durfee*
Michael Ebert
Judith Edmister
Ann T. Eggebrecht
Sally Eicher
J.R. Eilers
Mark Eisenberg
Richard and Johann Ellerbrake
Jan Erdman
Alyn V. and Marlyn Essman*
David Fagerness
John A. Farrell

Christie J. Ferguson
Wayne* and Jane Fick
Phillip Flach
Steve and Mary Frank
Judith A. and Robert A. Fucetola
Jane Gallaher
Rick Gallup
Donna Gardner
Gloria Gates
Ron Goff
Carol Golwas
Shirley Gooden
B. Elliott and L. Clare Gordon
Elizabeth Greer
Joyce Gregory
Sheila Gregory
Sheryl Gregory
Kathleen Grewe
David M. and Ann Gulick
Bob and Irene Gulovsen
Henry Guth
Eugene E. Guttin *
Joaquin Guzon
Art and Mary Hackman
Mary Hammer
Avrom and Claiborne Handleman*
Will and Susan Harbaugh
Harvey and Judy Harris
Charles Hasenjaeger

Phil and Barb Heagney
Linda Heinicke
Linda Heinritz
Jeanne Heitman
Jan Helfrich
Don and Jan Helfrich
Barbara Hengehold
Charles and Virginia* Herbel
Anne Hetlage
Ellen Hilgendorf-Mead
Esther L. Hill*
Mrs. Wells A. Hobler*
Vanessa Hodges
Judith A. Hoffman
Steve Huber
Richard and Barbara Hughes
Genya Human
David and Susan Hutchings
Regina Ireland
Raymond and Brenda Jackson
Geraldine Jacobs
Diana January
Kathleen Jenkins
Sally Johnston
David N. and Maureen M. Jordan
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—Laura Adams, *Nine PBS Sustaining Member*

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“I applaud Nine PBS for its courage to highlight and discuss the topics that need to be addressed.”

—Mackenzie Wilmes, *Nine PBS Member*

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“I grew up watching Nine PBS into adulthood, and I still watch. All the exposure to different cultures and ideas helped me become more well-rounded and knowledgeable in ways I would never have been without it.”

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“The local St. Louis-area programming on Nine PBS is a breath of fresh air, and it is badly needed to promote better self-respect (and pride) for everyone... which, in turn, promotes better respect for each other.”

—Mike McInnis, *Nine PBS member*

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FINANCIAL SUMMARY FISCAL YEAR 2023

Audited year ending June 30, 2023

REVENUES AND SUPPORT

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	2023 TOTAL
Individual contributions	\$7,182,889	\$195,317	\$7,378,206
Government support	1,979,473	—	1,979,473
Corporate and foundation support	185,553	589,566	775,119
Corporate & foundation support: in kind	—	204,055	204,055
Community engagement revenue	61,774	1,190,921	1,252,695
Production and other revenue	1,321,285	—	1,321,285
Net assets released from restrictions	3,282,587	(3,282,587)	—
Total revenue and support	14,013,561	(1,102,728)	12,910,833

EXPENSES

PROGRAM SERVICES

Broadcasting	3,738,069	—	3,738,069
Production	1,442,433	—	1,442,433
Community engagement and education	2,354,307	—	2,354,307
Public information	1,471,519	—	1,471,519

Total program services	9,006,328	—	9,006,328
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SUPPORTING ACTIVITIES

Development	3,168,579	—	3,168,579
Administration	1,702,196	—	1,702,196

Total expenses	13,877,103	—	13,877,103
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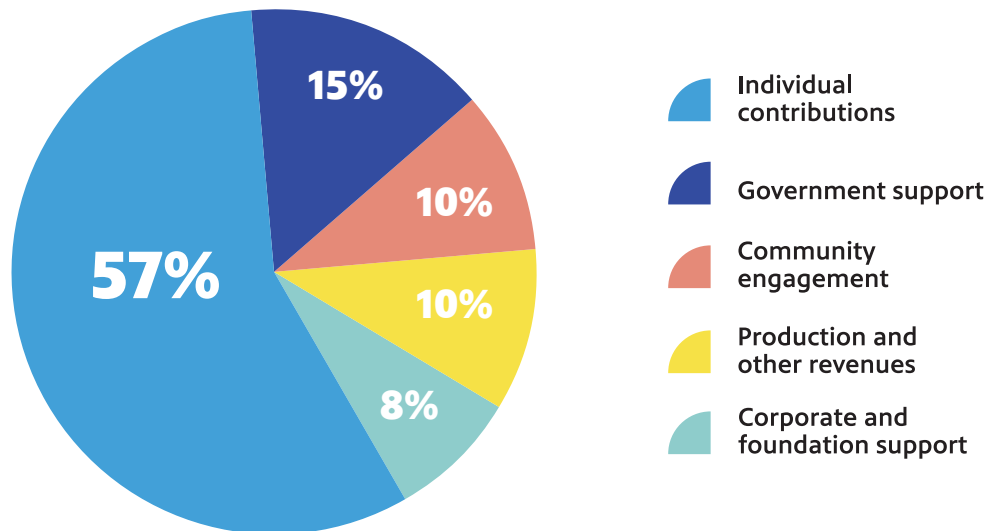
Increase (Decrease) in net assets before other gains (losses)	136,458	(1,102,728)	(966,270)
Change in value of beneficial interest in private foundation	—	219,310	219,310
Gain on extinguishment of paycheck protection program loan	—	—	—
Increase (Decrease) in net assets	136,458	(883,418)	(746,960)
Net assets: Beginning of the year	17,219,744	10,412,394	27,632,138
Net assets: End of the year	\$17,356,202	\$9,528,976	\$26,885,178

Charity Navigator, a nonprofit organization providing free access to data, tools, and resources to guide philanthropic decision-making, has given Nine PBS a four-star rating (with a score of 97%), meaning you can confidently support Nine PBS. Go to charitynavigator.org for the full rating report (search Nine PBS).

REVENUES AND SUPPORT

Audited year ending June 30, 2023

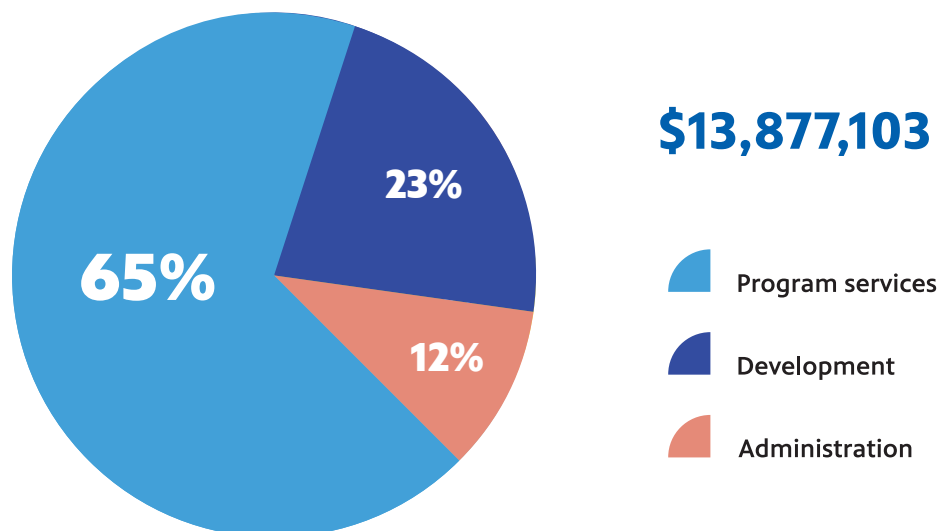
\$12,910,833



EXPENSES

Audited year ending June 30, 2023

\$13,877,103



The relationship between revenues and expenses is largely a factor of the timing of multi-year restricted gifts. Nine PBS continues to be financially healthy.

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