

# 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

**Members** | Claudio Abreu • Nicole Adewale  
Leonardo Bastos • Fred Bendaña  
Lee Broughton • David Conner • Jill Falk  
Christopher Gagliano • Tiffany Harrison  
Dennis Hummel • Todd Korte • Mark S. LaVigne  
Ann Marr • Thomas C. Melzer  
Pamela Morris-Thornton • Mary Nelson  
Maria O'Brien • Facundo Oyenard  
Cynthia Peters • Nicole Schnuck • James E. Williams, Jr.

**Emeritus** | Dan Burkhardt • Maxine Clark  
Pepe Finn • Harvey A. Harris • Juanita Hinshaw  
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.



# LOCAL PROGRAMS WITH PRODUCING PARTNERS

## AGING WITH PRIDE

The unique social, economic, and health challenges that many older LGBTQ+ adults face are explored in this Nashville Public Television special, which includes the experience of St. Louisan Frank Reynolds, caregiver for his husband, who has glioblastoma.

## BIRTHING JUSTICE

A film that explores the maternal health crisis within the Black community in Missouri and other states. We participated in a screening and panel discussion hosted by Jamaa Birth Village and Washington University in April.

## MAMA SAID, MAMA SAID

Taped in front of a live audience in April at the Grandel Theater, *Mama Said, Mama Said* had viewers laughing and crying during inspirational readings about motherhood.

## SPIRIT OF THE SEASON 2023: USAF BAND OF MID-AMERICA

Stationed at Scott Air Force Base in Illinois, the Band of Mid-America celebrates the joy and excitement of the holiday season with musical selections ranging from jazz to classical, pop, and country performed by U.S. airmen.

## STATE OF CHANGE

This special from Illinois Public Media explores the result of human-caused climate change in Illinois, from a destructive derecho to invasive species.

## STRINGS OF IMAGINATION

In the wake of the tragic house fire that killed the puppeteer and destroyed the theater in January, we broadcast a nostalgic journey through the traditional art form of Bob Kramer's Marionettes.



# 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](https://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](https://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](https://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](http://ninepbs.org/support).

## CONTACTS

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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  
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 Mr. and Mrs. Timothy J. Tegeler  
 Steven and Marilyn Teitelbaum  
 Ms. Irene Thalden  
 Diana Thomas  
 Linda Thomas  
 Michele Thomas  
 William and Blair Thompson  
 Mary Thuss  
 Gretchen Tinkle  
 Rebecca Tobar

**“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*

Mr. and Mrs. Simon P. Tonkin  
 Margaret Tracy and Bill Mendelsohn  
 Pam and Greg Trapp  
 Ms. Kathleen Treat  
 Selden Trimble  
 Richard Truex  
 Sarah Trulaske  
 Amy and Robert Turck  
 Laurie and Ray Van de Riet, Jr.  
 Andrew B. Van Der Tuin  
 Mr. and Mrs. Charles Van Dyke  
 Mark Van Matre  
 Barbara Villar  
 Mr. and Mrs. Thomas Voss  
 Jill A. Walker  
 Lauretta Walker  
 Richard and Pat Walters  
 Richard and Sally Ward  
 Ann Weidmann  
 Gary and Janice Weil  
 Mrs. June Weinrich  
 Terry and Phyllis Weiss  
 Ron and Paula Wepprich  
 Kelvin R. Westbrook  
 Mr. and Mrs. Ed Wheatley  
 Ellen White  
 Drs. Richard and Anita White  
 Milton and Nina Smiley Wilkins  
 Milton P. Wilkins  
 James Williams, Jr.  
 Ed and Mary Wilson

Michael Wolff  
 Branson and Kathryn Wood  
 Heather Wood  
 Gerald Wunderlich  
 Leslie York  
 Kim Young  
 Ken and Maryann Zehnder  
 Dr. and Mrs. Terry Zenser  
 Lon and Judy Zimmerman  
 Doug and Laura Zink  
 Audrey Ruth Zinsser

## CORPORATE SUPPORTERS

AccuCare  
 Air Comfort Service  
 Heating & Cooling  
 Alzheimer's Association  
 Ameren  
 Bagley Farms Meat Market  
 Carol House Furniture  
 Chaumette Winery and Vineyards  
 Confluence Academies  
 The Curtain Exchange  
 Design Aire Heating & Cooling  
 The Fabulous Fox Theatre  
 The Gatesworth  
 Itchin' to Be Stitchin'  
 Kodner Gallery  
 Little Rock Convention & Visitor's Bureau  
 Mad Science Summer Camps  
 The Magic House

Missouri Botanical Garden  
 Missouri Historical Society  
 The MUNY  
 Music at the Intersection  
 Opera Theatre of Saint Louis  
 Peerless Furniture  
 Raising Cane's Chicken Fingers  
 Saint Louis Art Fair  
 Saint Louis Art Museum  
 Saint Louis Science Center  
 Sue and Lynn Schneider Charitable Trust  
 Scotsman Coin & Jewelry  
 The Sheldon Concert Hall  
 Siteman Cancer Center  
 St. Lou Fringe Fest  
 St. Louis Cardinals  
 St. Louis Community Foundation  
 St. Louis Jewish Light  
 St. Louis Kaplan Feldman Holocaust Museum  
 St. Louis Public Library  
 St. Louis Speakers Series  
 Starrs Specialty Grocery Store  
 Vintage Vinyl  
 The Willows  
 Women of Achievement

# FINANCIAL SUMMARY FISCAL YEAR 2023

Audited year ending June 30, 2023

## REVENUES AND SUPPORT

|   | WITHOUT DONOR<br>RESTRICTIONS | WITH DONOR<br>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)                | —                 |
| <b>Total revenue and support</b>        | <b>14,013,561</b>             | <b>(1,102,728)</b>         | <b>12,910,833</b> |

## EXPENSES

|  |                     |                    |                     |
|--|---------------------|--------------------|---------------------|
| <b>PROGRAM SERVICES</b>  |                     |                    |                     |
| 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           |
| <b>Total program services</b>  | <b>9,006,328</b>    | <b>—</b>           | <b>9,006,328</b>    |
| <b>SUPPORTING ACTIVITIES</b>   |                     |                    |                     |
| Development  | 3,168,579           | —                  | 3,168,579           |
| Administration   | 1,702,196           | —                  | 1,702,196           |
| <b>Total expenses</b>  | <b>13,877,103</b>   | <b>—</b>           | <b>13,877,103</b>   |
| <b>Increase (Decrease) in net assets before other gains (losses)</b> | <b>136,458</b>      | <b>(1,102,728)</b> | <b>(966,270)</b>    |
| <b>Change in value of beneficial interest in private foundation</b>  | <b>—</b>            | <b>219,310</b>     | <b>219,310</b>      |
| <b>Gain on extinguishment of paycheck protection program loan</b>    | <b>—</b>            | <b>—</b>           | <b>—</b>            |
| <b>Increase (Decrease) in net assets</b>                             | <b>136,458</b>      | <b>(883,418)</b>   | <b>(746,960)</b>    |
| <b>Net assets: Beginning of the year</b>                             | <b>17,219,744</b>   | <b>10,412,394</b>  | <b>27,632,138</b>   |
| <b>Net assets: End of the year</b>                                   | <b>\$17,356,202</b> | <b>\$9,528,976</b> | <b>\$26,885,178</b> |

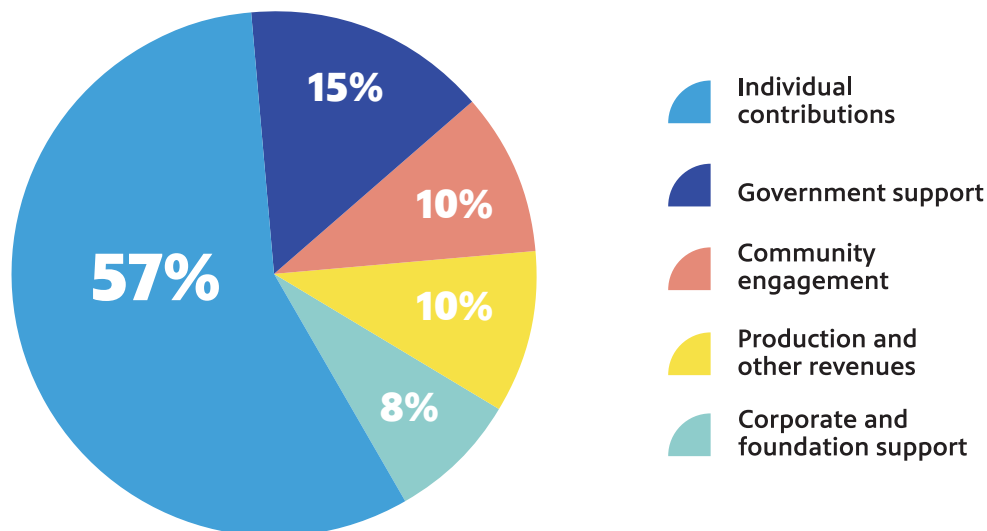


Charity Navigator, a nonprofit organization providing free access to data, tools, and resources to guide philanthropic decision-making, has given Nine PBS a four-star rating (with a score of 97%), meaning you can confidently support Nine PBS. Go to [charitynavigator.org](https://charitynavigator.org)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

## REVENUES AND SUPPORT

Audited year ending June 30, 2023

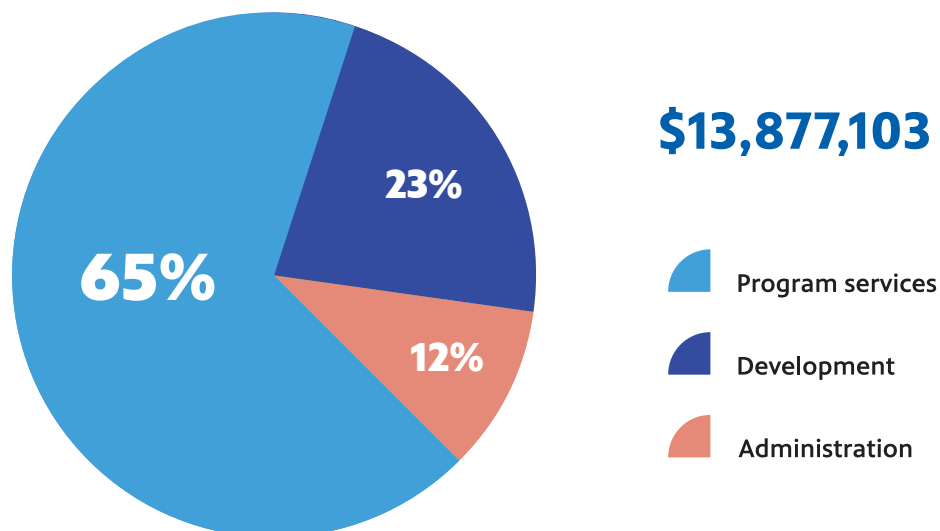
**\$12,910,833**



## 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.

# Find Us EVERYWHERE



All Channels Broadcast over the Air and on Spectrum Digital Cable  
Nine PBS on Dish Network, DirecTV, and AT&T U-verse  
Nine PBS and Nine PBS KIDS on YouTube TV, DirecTV Stream, and  
Hulu + Live TV



WATCH ON THE  
PBS APP



## Nine PBS Passport

Extended Access for Nine PBS Members

## [ninepbs.org/watch](https://ninepbs.org/watch)

Connect to livestreams of Nine PBS and Nine PBS KIDS