

2024

YEAR IN REVIEW

Annual Content and Services
Report to the Community



DEAR FRIENDS,

I'm a St. Louis native, so it's my great honor to lead Nine PBS. This community and this place—KETC/Channel 9/Nine PBS—loved me into existence as a child and now as a professional.

We are grateful to the generations of St. Louisans who have loved and supported us. We are working hard to steward and grow this remarkable institution that our community built.

We were humbled by all the loving memories you shared with us during our 70th anniversary celebration. We hope you enjoy these highlights from 2024, which the members and supporters of Nine PBS have made possible.

We are proud to connect our community through content and represent St. Louis as leaders in public media across the country. Together, we can strengthen St. Louis by shaping a future where everyone can flourish.

As we look to the future, we ask you to keep standing with us, keep pushing us to innovate, keep watching, and keep supporting us.



Best,
Amy Shaw
President and CEO

**OUR CORE PURPOSE IS TO
MAGNIFY AND DEEPEN
UNDERSTANDING OF OUR
COMMUNITY TO HELP
OUR REGION FLOURISH.**



Amy Shaw (left) introduces Sonia Manzan, Maria on *Sesame Street* and *Alma's Way* creator, at Nine PBS's 70th Birthday Block Party.



Nine PBS held a 314 Day party in the studio with city leaders and advocates.

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.

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YOUR VOICE. YOUR STATION.



By the Numbers.

For 22 years, PBS is

#1

in public trust.

74%

of Americans say it is important for the country to have a strong public television system.

Source: YouGov

For the last 5 years, Nine PBS has been one of the **MOST-WATCHED PBS STATIONS** in the country.

Source: TRAC Media Services

For **70+ YEARS**, Nine PBS has been **LOCALLY OWNED AND OPERATED**, committed to serving the people of Missouri and Illinois.

Of the 31 counties Nine PBS serves, **26 ARE RURAL**. Rural populations have a greater reliance on broadcast resources because Missouri ranks 43rd in the country in broadband access.

Source: PBS Domo Reports



Reach. Resonance. Results.

Across every platform, our stories move people—and the numbers prove it.

We asked our community how often they engage with Nine PBS content. Here is what they said:

Most **(83%)** indicated they engage with Nine PBS **AT LEAST ONCE A WEEK.**

More than half **(60%)** connect with Nine PBS **SEVERAL TIMES A WEEK OR MORE.**

2024 VIDEO VIEWS

Viewers engage with our stories across a variety of platforms:

2.3 M PBS App

2.8 M YouTube

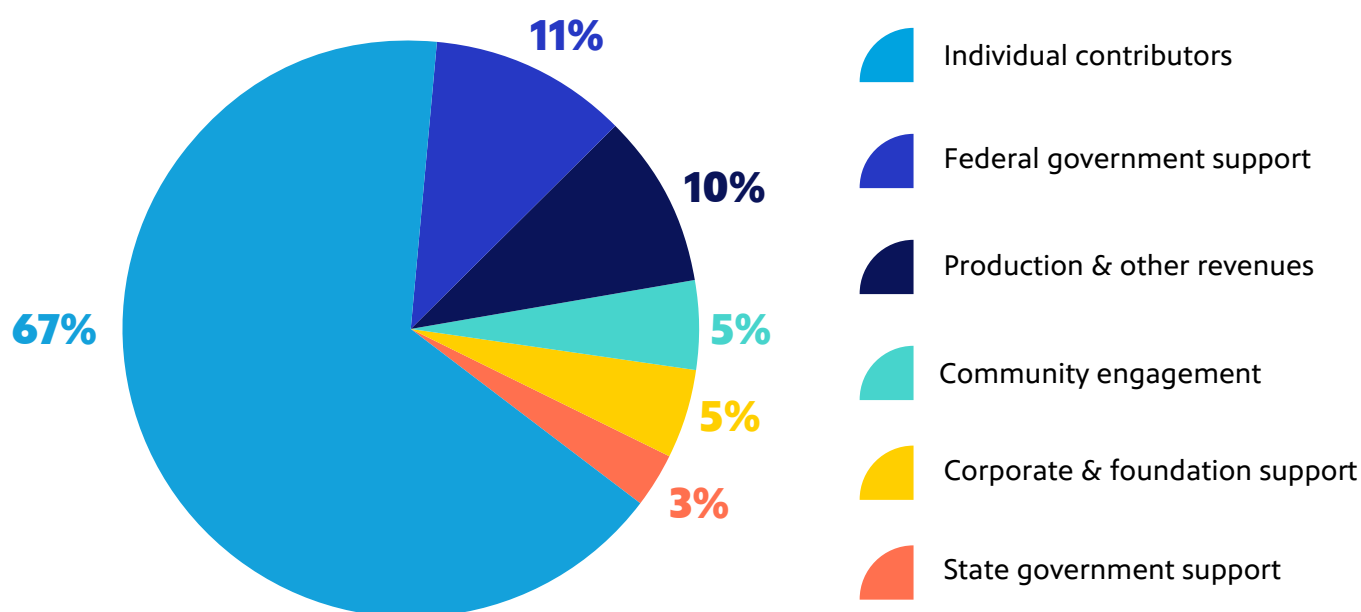
8.6 M Social Media

13.7 M
TOTAL
VIEWS

Source: PBS Domo Reports

ST. LOUIS POWERED. NATIONALLY RECOGNIZED.

We're proud that most of our funding comes directly from the St. Louis region—and it fuels work that's making a real difference. This year, that work was honored with awards that reflect not just our achievements, but the power of a community that stands behind us. Together, we're building something that matters.



Support That Shows Up—in Membership and in Person.

In 2024, **87 ACTIVE VOLUNTEERS** provided **1,640 HOURS OF SUPPORT**, which equates to a monetary value of roughly **\$55,000**. Volunteers help move our work forward and make a real difference in our communities.

46,867

Membership as of
December 31, 2024.

49%

Percentage of sustaining
members who support
Nine PBS monthly.



Achievements That Belong to All of Us.

We are honored to be recognized for content that creates a more inspired, informed, and connected community.

MISSOURI BROADCASTERS ASSOCIATION

Nine PBS was awarded first place in the Best Special Program, Public Affairs, for *Power of the Pitch*, which captures the economic vitality of our city, showing how professional sports can renew community spirit and transform disinvested neighborhoods. It features the London Stadium, built for the 2012 Summer Olympics, and the new St. Louis City SC stadium. The Nine PBS special is streaming on the PBS app. Producers Anne-Marie Berger (right) and Veronica Molesky (left) are pictured above.

BEST PLACE FOR WOMEN TO WORK

For the fourth year in a row, Nine PBS was recognized as a Best Place for Women to Work by the Women's Foundation of St. Louis for demonstrating excellence in workplace gender equity.

2024 EMMY AWARDS

The Mid-America Chapter of the National Academy of Television Arts and Sciences awarded these programs and team members.

Power of the Pitch (Public Affairs)

Anne-Marie Berger, Aaron Landgraf, Veronica Molesky

Christmas Trees as Underwater Habitats (Environment/Science)

Brooke Butler, Aaron Landgraf

FROM BROADCAST TO DIGITAL— CONTENT WITH A LOCAL HEART.



DONNYBROOK/ DONNYBROOK LAST CALL

The longest running public affairs program on public television, *Donnybrook* facilitates a healthy debate between five of the region's most renowned journalists, all with well-informed and widely divergent opinions. In late 2024, Nine PBS launched *Donnybrook Last Call*, a digital series on the Nine PBS YouTube channel.

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

80% of community survey respondents strongly agree or agree that *Donnybrook* reflects a diverse range of opinions on topics impacting the St. Louis region.

Source: 2024 Community Survey

FERGUSON 10 YEARS LATER (A LIVING ST. LOUIS SPECIAL)

To commemorate the 10-year anniversary of the Ferguson unrest, this *Living St. Louis* special showcased the community's journey toward healing and progress, focusing on key areas such as economic revitalization, police-community relations, education, youth empowerment, and cultural expression.

Support for the special and live event was provided Midwest BankCentre, Betsy & Thomas Patterson Foundation, and Orvin and Latriece Kimbrough.



LIVING ST. LOUIS

The show has a devoted on-air audience and a burgeoning social media presence (more than **99,000 followers** across Facebook, X, and TikTok). Viewers can also stream *Living St. Louis* on ninepbs.org and the PBS app.

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

92% of respondents strongly agreed or agreed that *Living St. Louis* celebrates positive things happening in the community.

Source: 2024 Community Survey

LISTEN, ST. LOUIS WITH CAROL DANIEL PODCAST

This original podcast with renowned and acclaimed media veteran Carol Daniel explores complex issues with regional leaders working to help our region thrive, digging deep and asking insightful questions while uplifting stories of hope and highlighting people in our community who are making a difference.

Supported in part by Midwest Bank Centre, the Betsy & Thomas Patterson Foundation, and Orvin and Latriece Kimbrough.

DIGITAL

Nine PBS has expanded our offerings with new digital series on YouTube, produced in collaboration with our community.



HUMANS OF ST. LOUIS

In late 2024, Nine PBS debuted the first video in our partnership with fellow nonprofit Humans of St. Louis to create a digital-first series. The first episode highlighted Cesar Cardona's path from Colombia to the U.S., including the opening of his Latin nightclub in St. Louis, Club Viva, in 1996.



NINE PBS REPORTS

The first in a series that continues in 2025 with stories centered on education, the justice system, healthcare, and more. It debuted ahead of the vote on Missouri's constitutional amendment (Amendment 3) on whether the state should legalize abortion.

BROADCAST



MISSOURI DEMOCRATIC AND REPUBLICAN GOVERNOR'S RACE DEBATES

Our region turns to Nine PBS as a trusted source of news and public affairs content. Nine PBS produced two specials in the summer of 2024. Alongside 5 On Your Side and other networks, we broadcast a live Republican debate and a pretaped Democrat debated moderated by Nine PBS producers.



REBUILDING THE DREAM

The 2024 documentary from Nine PBS features residents and leaders in North St. Louis County and staff from Beyond Housing. It tells the story of the importance of people and organizations working to strengthen families, neighborhoods, economics, and resources in one of the county's most challenged communities.

Major support provided by the Betsy & Thomas O. Patterson Foundation.



TODAY IN CHESS

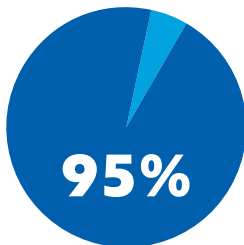
In January, in partnership with Saint Louis Chess Club, we debuted a monthly series about current events in chess, both in St. Louis and internationally.

GROWING MINDS. BUILDING COMMUNITY.

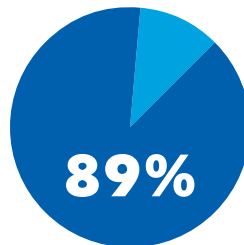


As a community-owned station, Nine PBS is deeply committed to supporting early learners across our region, especially in under-resourced neighborhoods. Through our Early Learning Initiative, we connect families, childcare providers, and partners with trusted PBS KIDS resources to help increase school readiness and improve long-term outcomes.

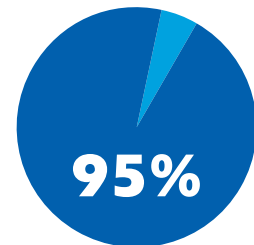
Nine PBS supported more than **27,200 EARLY LEARNERS**, **4,100 CAREGIVERS**, and nearly **1,000 EDUCATORS**.



of caregivers increased confidence in supporting the learning needs of their child(ren).



of educators implemented Nine PBS resources into their curriculum.



of partners agree Nine PBS is a safe and trusted source to increase kids' school readiness.

Source: 2024 Caregiver, Educator, and Partner Survey



STORYTIME IN THE COMMONS: BE MY NEIGHBOR

Nine PBS partnered with Fred Rogers Productions for a morning of playful learning. The community participated in storytime readings, meeting characters from beloved PBS shows *Daniel Tiger's Neighborhood* and *Alma's Way*, and activities aimed at fostering skills related to kindness, friendship, and self-care.

83% OF ATTENDEES feel they increased confidence to support their child's learning



TEACHING IN ROOM 9

Nine PBS continues to hear from partners that there is a resource gap for kids who were not enrolled in early childhood education. *Teaching in Room 9*, broadcast every weekday, is designed to ensure kids are prepared for the classroom.

In 2024, *Teaching in Room 9* aired **261 TIMES** on Nine PBS generating more than **113,000 VIEWS** on-air and online.

Source: Nielsen/TRAC Media Services, January-December 2024

DRAWN IN

Drawn In is a multiplatform initiative focused on supporting literacy for kids 5–8 years old in the St. Louis region. In 2024, Nine PBS joined Breakpoint Tennis & Life Skills Academy in a partnership to support our region's children in the relationship between physical movement and educational outcomes like reading skills.

POWER HOURS

Nine PBS Literacy and STEM Power Hours engaged more than **570 children** throughout **88 sessions**. Each six-session series incorporates video, print, and digital media with hands-on, playful learning strategies to boost children's curiosity and increase family confidence in supporting out of school learning.

OUR EARLY LEARNING INITIATIVE IS SUPPORTED BY



READY TO LEARN

A collaboration between the U.S. Department of Education and PBS, Ready to Learn is a vital component of PBS's commitment to fostering early learning nationwide. The partnership enables Nine PBS to provide PBS curriculum and educational materials rooted in beloved programming to foster curiosity and lifelong learning.

WITTCOFF FELLOWS

Since 2021, the Raymond H. Wittcoff Fellowship has enabled Nine PBS to support our priority neighborhoods on the ground. Taking our work to these neighborhoods removes barriers to gaining access to our resources. To nurture strong roots in our communities, the fellows maintain strong relationships with community leaders across our region with the goal of increasing literacy, school readiness, and the ways in which caring adults can help.

Fellows engaged with **36 PARTNER ORGANIZATIONS**, impacting nearly 1,900 children in our community.

Fellows supported nearly more than **1,700 CAREGIVERS AND EDUCATORS**.

95% OF CAREGIVERS reported increased confidence in supporting the learning needs of their child(ren).



Scan the code to watch a brief video about the Fellows program.

MENTAL WELL-BEING INITIATIVE

Nine PBS's Mental Well-Being Initiative works with a network of trusted partners, including Behavioral Health Response, to support the day-to-day social, emotional, and cognitive needs of kids, as well as the caregivers and educators in their lives through culturally relevant content and resources that promote courageous conversations. In 2024, Nine PBS hosted nine listening sessions to learn from more than 125 community leaders.

76% OF VIEWERS
gained a better
understanding of what
mental well-being means.

Source: PBS Business Intelligence Domo Reports and PBS GA4 Dashboard, Jan–Dec 2024.

61% OF VIEWERS
feel better equipped to help children in their
life when it comes to their mental well-being.

Source: PBS Business Intelligence Domo Reports and PBS GA4 Dashboard, Jan–Dec 2024.

CELEBRATING 70 YEARS



Thanks to the vision, hard work, perseverance, and generous support of people across the St. Louis region, KETC/Channel Number 9 went on the air in September 1954, one of the first public television stations licensed to a community. Here are just some of the ways we celebrated in 2024.

70TH BIRTHDAY BLOCK PARTY

We welcomed friends and neighbors to our home for a grand celebration of our 70th birthday as a thank you for supporting us and helping us become the essential community institution we are today. The party included tours of the station, PBS KIDS's characters, local treats, a kids' zone, and live entertainment.

BUILDING COMMUNITY BRIDGES

This event at the Audubon Center at Riverlands commemorated the 30th anniversary of the Clark Bridge. The event included a panel discussion and special guest Captain Sam McNeal, who after watching *Super Bridge* was motivated to excel in school and life.

4 HANDS BEER COLLAB

Our sixth collaboration with 4 Hands was a special 70th birthday beer, "70, Ale Yeah!", a blonde ale with subtle notes of berry.



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 adding your name to this list during this season of giving at ninepbs.org/support.

CONTACTS

Angie Carr

Vice President and Chief Impact Officer
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Amy Turck

Vice President and Chief Individual Giving Officer
(314) 512-9192 | aturck@ninepbs.org

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 Bruce and Jane Robert
 Ms. Eddie Rosenheim
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Buff Buffkin and Donn Kleinschmidt, MD
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 Chaumette Winery and Vineyards
 COCA (Center of Creative Arts)
 Confluence Academies
 The Curtain Exchange
 Design Aire Heating and Cooling
 The Fabulous Fox Theatre
 Itch'n to Be Stitch'n
 Kodner Gallery
 Little Rock Convention and Visitors Bureau
 Mad Science Summer Camps
 The Magic House
 Missouri Historical Society
 The MUNY
 Music at the Intersection
 Opera Theatre of Saint Louis
 Raising Cane's Chicken Fingers
 The Repertory Theatre of St. Louis
 The Residences at Tesson Ridge
 Scotsman Coin and Jewelry
 The Sheldon Concert Hall
 Siteman Cancer Center
 Southeast Missouri State University
 St. Louis Ballet
 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
 Stages St. Louis
 Stifel Theatre
 Sue and Lynn Schneider Charitable Trust
 Women of Achievement

FINANCIAL SUMMARY FISCAL YEAR 2024

Audited year ending June 30, 2024

REVENUES AND SUPPORT

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	2024 TOTAL
Individual giving	\$7,683,410	\$3,207,012	\$10,890,422
Government support	2,255,682	—	2,255,682
Corporate and foundation support	108	757,829	757,937
Community engagement revenue	71,004	700,872	771,876
Production and other revenue	1,577,631	—	1,577,631
Net assets released from restrictions	2,208,819	(2,208,819)	—
Total revenue and support	13,796,654	(2,456,894)	16,253,548

EXPENSES

PROGRAM SERVICES

Broadcasting	3,839,574	—	3,839,574
Production	1,542,535	—	1,542,535
Community engagement and education	1,876,953	—	1,876,953
Public information	1,409,856	—	1,409,856

Total program services	8,668,918	—	8,668,918
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SUPPORTING ACTIVITIES

Development	3,670,148	—	3,670,148
Administration	2,158,586	—	2,158,586

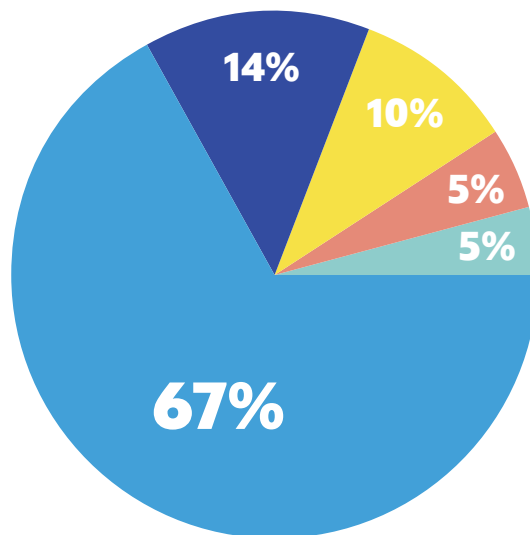
Total expenses	14,497,652	—	14,497,652
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Increase (Decrease) in net assets before other gains (losses)	(700,998)	2,456,894	1,755,896
Change in value of beneficial interest in private foundation	—	483,623	483,623
Increase (Decrease) in net assets	(700,998)	2,940,517	2,239,519
Net assets: Beginning of the year	17,356,202	9,528,976	26,885,178
Net assets: End of the year	\$16,655,204	\$12,469,493	\$29,124,697

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 96%), 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, 2024

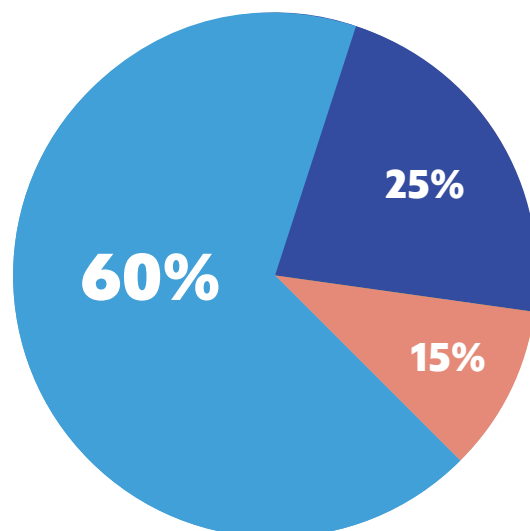


\$16,253,548

- Individual contributions
- Government support
- Production and other revenues
- Community engagement
- Corporate and foundation support

EXPENSES

Audited year ending June 30, 2024



\$14,497,652

- Program services
- Development
- Administration

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