

2022

LOCAL CONTENT AND SERVICE

Report to the Community





DEAR FRIENDS,

On September 20, 1954, the visionary founders of Nine PBS flipped the switch that put us on the air. Our history is a magnificent example of what happens when a committed group of people come together around a common goal. These leaders had a vision for using the new medium of television to teach and engage learners in our region. I think we've succeeded beyond their wildest dreams.

In the fall of 2022, in a collaborative effort with our board, staff, and community members, we launched an ambitious three-year strategic plan anchored by four key values: community, trust, equity, and learning. We kept our core purpose simple: to help our region flourish.

To that end, Nine PBS programs reflect and celebrate the diversity of our region. Our inclusion of all voices is just one reason we are respected. We listen to our community; we focus our work on what matters to the people who live in our community. The community is responding: Throughout 2022, Nine PBS ranked number one among public television stations nationwide with the highest percentage of households watching.

During the pandemic, we were called on by local educators to provide learning resources, so we launched the region's largest classroom, *Teaching in Room 9*. Led by educators, the

series continues with a focus on increasing kindergarten readiness so that all kids can thrive.

In late 2022, in partnership with St. Louis-based, Academy Award-winning Lion Forge Animation, we launched *Drawn In*, a brand-new literacy initiative that includes an animated series, comic books, digital education resources, and live learning events.

Drawn In was designed to address educational objectives in English and language arts for 6-8-year-old kids, using comics to create a bridge between learning to read and reading to learn. Black and brown kids will see themselves positively represented in every story from *Drawn In* through the diverse ethnicities of the characters, their socio-economic circumstances, and different life experiences.

Thank you for being a part of our storied history, which continues to grow in relevance and impact. I think our story has just begun.

Best,

Amy Shaw
President and CEO, Nine PBS

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



OUR VALUES

COMMUNITY

There is a 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

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Immediate Past Chair | Mark C. Lindgren

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Janet M. Holloway • Ken Kranzberg
Kim Olson • Jack Schreiber • David Steward II
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

Our team members strive to create and sustain a positive, high-performing, and inclusive culture. We are proud when our work to develop and distribute high-quality content and initiatives is recognized by our peers.

In May, Nine PBS was honored at Focus St. Louis's **25th Annual What's Right with the Region Awards Celebration** for demonstrating innovative solutions with its *Teaching in Room 9* series.

Amy Shaw, president and CEO, was inducted into the **St. Louis Media Hall of Fame** during a ceremony on June 4. Amy was recognized for her significant and lasting contributions to local television.

In July, Nine PBS was recognized by the Women's Foundation of Greater St. Louis as a top place for women to work for the second year in a row in the annual **"Women in the Workplace: Employment Scorecard."** Nine PBS was chosen as one of 24 St. Louis employers who demonstrated excellence in workplace gender equity.

Ruth Ezell, senior producer, received the Urban League of Metropolitan St. Louis's 2022 **Outstanding Merit Award**, celebrating her achievements and contributions in the field of journalism and communications.

Kate Midgett, vice president and chief organizational excellence officer, graduated from Focus St. Louis's **2021/2022 Leadership St. Louis program**. Angela Carr, vice president and chief impact officer, was accepted into the **2022/2023 Leadership St. Louis program**.

The Nine PBS team received six **Mid-America Emmy® Award** nominations and were awarded four! To top it off, Executive Producer Jim Kirchherr was inducted into the **Silver Circle**, which honors those who have made significant contributions to television for 25 years or more.

Emeritus board member Harvey Harris and Judy Harris (center) received the 2022 **Jack Galmiche Pioneer Spirit Award** from Amy Shaw (far right) and Mark Lindgren (far left), immediate past chair of the Nine PBS board of directors, at our Midsummer Celebration in the Public Media Commons on June 24, recognizing nearly 30 years of service to Nine PBS. They have contributed financial resources, as well as their time and expertise. Their generous contributions helped build our home in Grand Center and they continue to support Nine PBS's endowment to ensure Nine PBS is here for future generations.



IN 2022



For all of 2022, 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: PBS, Marketing and Research Resources, Inc., 2023

84% 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 7-19, 2022

7.9 million+ online video views in 2022

Source: PBS Business Intelligence, YouTube, Sprout Social, Jan. 6, 2023



COMMUNITY EVENTS

We brought the community together for numerous, free, live events to watch, learn, share, and discuss culture, history, the arts, literacy, and current events.

Paula Kerger (center, left), president and chief executive officer of PBS, and Amy Shaw (center, right), president and CEO of Nine PBS, attended Storytime in the Commons in October.



HEAD OVER HEELS: REMEMBERING WRESTLING AT THE CHASE

A live screening on the Public Media Commons in June brought out nostalgia lovers and fans of wrestling for the story of one of St. Louis's most popular and longest-running local programs, KPLR-TV's *Wrestling at the Chase*.

TASTEMAKERS: WINEMAKING IN MISSOURI

In September, wine aficionados gathered to screen *tasteMAKERS: Winemaking in Missouri: A Well-Cultivated History* from Emmy-winning producer and host Catherine Neville, which included a bevy of local food purveyors and, of course, Missouri wines.

DRAWN IN CELEBRATION

In November, we celebrated with everyone who had a hand in the making of *Drawn In*, a kids' literacy initiative from Nine PBS and Lion Forge Animation. Attendees got to watch video shorts, meet the cast and creative artists, mingle, and enjoy local cuisine.

STORYTIME IN THE COMMONS

Nine PBS welcomed the chance to revive a community favorite in 2022: Storytime in the Commons. On September 24, 500-plus community members gathered to celebrate Be My Neighbor Day. Children and families met characters from *Daniel Tiger's Neighborhood*, participated in multicultural activities, like necklace making and a drum circle, and experienced the joy of storytelling.

On October 22, 500-plus community members once again gathered in the Jack Galmiche Public Media Commons for Storytime in the Commons, this time to celebrate Nine PBS's own *Drawn In*. The community enjoyed hearing the voice actors of *Drawn In* read an edition of the comic, meeting the actors for autographs, and watching the first video short.

September Storytime was supported by PNC Grow Up Great® and Fred Rogers Productions. October Storytime was supported by the Corporation for Public Broadcasting with additional support from the Regional Arts Commission of St. Louis. Major support for *Drawn In*'s associated community engagement work comes from the Steward Family Foundation. Additional community engagement support comes from Joseph and Sandra Lehrer in memory of Ted Koplar.



FAMILY AND EDUCATOR EVENTS

Nine PBS held various virtual parent and educator nights throughout the year to share PBS KIDS® resources, which help build kids' social and emotional learning, literacy, STEM, social studies, and art skills.

Nine PBS partners with trusted, local organizations to host immersive Power Hour learning sessions in our key priority areas: St. Louis City, North St. Louis County, East St. Louis, and rural Missouri. *Drawn In* Literacy Power Hours engaged families in playful learning by using the vibrant characters and storylines of *Drawn In*. Culturally relevant writing workshops encouraged early learners to be confident readers and writers.

MIDSUMMER CELEBRATION

We welcomed our donors and friends back to our home in Grand Center for a Midsummer Celebration in June. We rededicated the Public Media Commons in memory of Jack Galmiche and recognized Harvey and Judy Harris with our 2022 Pioneer Spirit Award.



MEMBERSHIP

We reward our members with exclusive screenings, online libraries of content, special invitations, and discounts. Our members are dear to us; we couldn't do it without them: nearly 85% of our funding comes from individuals and foundations in the St. Louis region.

44,500+ MEMBERS AS OF DECEMBER 31, 2022

45%

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

VOLUNTEERS

In 2022, there were 52 active volunteers and 34 of them were members! Our volunteers spent 719 hours helping our impact, marketing, and individual giving teams, as well as with evaluations and events. Volunteers Phil Wright, Nancy Suelflow, Judy Woolsey, and Jane Thal received the inaugural Grand Volunteer Service Award for 1,000-plus hours of service at our annual Volunteer Appreciation event in November.



EARLY LEARNING INITIATIVE

Using a “highest need for highest impact” lens, our long-term vision for Nine PBS is to be a training hub for educators and caregivers across the region, where they can gain fluency using PBS KIDS media, curriculum, and resources to improve the educational experiences of young learners. By supporting underserved communities in our region, Nine PBS ensures that our work truly eliminates barriers for children and families.

GOALS OF EARLY LEARNING INITIATIVE

- **Increase** third grade literacy
- **Increase** school readiness
- **Decrease** the digital divide



DRAWN IN

WATCH. READ. PLAY. LEARN.



Drawn In is a series of epic adventure stories set in a bustling Midwest city. It follows four kids—Tyler Agbani, Nevaeh Campbell, Jadyn Harris, and Yeong-Ja “Grace” Park—who love comic books. In every adventure, their real world collides with characters from the comic world and the kids must catch and restore them to save the city from cartoon mayhem. Rooted in a literacy curriculum designed to improve grade-level fluency among kids ages 6-8, *Drawn In* is codeveloped alongside the Academy Award-winning, Black-led, St. Louis-based studio, Lion Forge Animation. *Drawn In* characters represent a variety of ethnic backgrounds and social identities, reflecting the children in our community.

To be an accessible resource anchored in the community, the *Drawn In* initiative relies on multiple tools and touchpoints for kids, families, and educators. The initiative creates opportunities for the community to watch, read, play, and learn. Kids can watch video shorts on air and online, read print and digital comics, play at community events like Storytime in the Commons, and learn through interactive educational games online and curriculum-based comic book writing workshops.



DRAWN IN IS A MULTIFACETED COMMUNITY ENGAGEMENT INITIATIVE WHICH HAS:

Broadcast 4 specials featuring the animated shorts enhanced with live-action segments to reinforce the vocabulary words

Created 4 issues of the comic, with more than 220,000 comics distributed in the community

Created 16 video shorts

Hosted 50 Literacy Power Hour sessions within our 3 priority neighborhoods

Facilitated train-the-trainer sessions, helping the Nine PBS team pave the way for community partners to independently host Literacy Power Hours

Developed drawnin.org, which houses the comics, video shorts, and educational games

TEACHING IN ROOM 9

Since its 2020 launch, *Teaching in Room 9* has remained the region's largest classroom—reaching more than 157,000 kids ages 2-11 and accruing 3.7 million views. *Teaching in Room 9* airs daily on our main channel, making it accessible in 95% of homes across the St. Louis region, regardless of internet connectivity (Nielsen, 2022).

What started as a pandemic strategy has become important for children in all situations, especially the 54% of three- and four-year-olds not in school (Kids Count, 2021). In May 2022, Focus St. Louis recognized the efforts of *Teaching in Room 9* with the Demonstrating Innovative Solutions Award at the annual What's Right with the Region Awards.

71%

agree that *Teaching in Room 9* helps support the educational needs of children.

Source: Nine PBS Community Survey, August 2022



PROFESSIONAL DEVELOPMENT FOR EDUCATORS

Nine PBS's professional development offerings in 2022 impacted 330 educators and nearly 5,500 students through 39 uniquely designed sessions, including structured and unstructured learning sessions called Playful Learning for Educators (PLE), book clubs, and online/in-person group discussions. Sessions are designed to spark ideas and thoughts around complex issues teachers face.

EDCAMP UNCONFERENCE

The first Nine PBS Edcamp took place in fall 2018 and has returned annually at the request of area educators. To meet the demand for educator-led professional development, Nine PBS hosted the unconference twice in 2022. Over the two events, 209 teachers joined in the conversation, impacting at least 3,100 early learners.

97%

of attendees could imagine themselves using the ideas and resources they learned at Edcamp with young learners

87%

of attendees felt their professional development needs were met



NINE PBS POWER HOUR SERIES

Quality time between caregivers and children is instrumental to healthy child development. Dedicated time together can develop social-emotional, cognitive, language, and self-regulation skills (America Academy of Pediatrics, 2018).

Nine PBS is dedicated to supporting out-of-school learning to increase school readiness. During the summer and other out-of-school times, students can experience a “slide,” or some loss in academic achievement. To help students practice school skills during these times, Nine PBS hosted 98 Power Hours in our priority neighborhoods of North St. Louis, North St. Louis County, and East St. Louis. The Power Hour series included literacy, science, and financial literacy. Each session was an opportunity for children and their families to gather, share a meal, and learn together. Power Hour lessons are designed by Nine PBS to align with state and federal curriculum standards. Lessons include hands on activities to help enhance learning.

“ THIS WAS A WONDERFUL OPPORTUNITY! WE LOVED THE SESSIONS. MY SON GAINED SO MUCH CONFIDENCE!

—Power Hours Participant, 2022

WITTCOFF FELLOWSHIP

In 2022, the Raymond H. Wittcoff Fellowship expanded. In addition to the focus on North St. Louis, North St. Louis County, and East St. Louis, two additional fellows focused their energy on supporting rural communities and general support of early educators in the St. Louis region, respectively.

Through the work of the fellows, four new Nine PBS learning nooks were created in partnership with Agape Help House, Uni-Pres Kinder Cottage, Morningstar Academy, and Magic Happens Here. These learning nooks are small spaces, hosted by the community partners to connect early learners to PBS LearningMedia resources to increase school readiness. Wittcoff Fellows furnish the nooks with bookshelves, tables, books, educational toys, PBS Playtime Pads, and other early learning resources.



Nine PBS Fellows (from left): Meghan Halsey, Gina Watkins (manager), Pacia Anderson, Kayla Moore, and Terek Hawkins.

PBS LEARNING MEDIA

Nine PBS LearningMedia provides educational content online that is perfect for distance learning and resources that are easily searchable by subject, school standard, and grade (prekindergarten, early elementary, upper elementary, middle school, and high school).

124,227 USERS IN THE ST. LOUIS REGION
360,419 LOCAL PAGEVIEWS

Source: PBS Business Intelligence Domo Reports, 2022

BRIGHT BY TEXT

Families and early educators can text the word CARE to 274448 to receive fun tips from trusted experts to support healthy child development, available in English and Spanish. In 2022, this support expanded and now reaches from prenatal to 18 years old.

Bright by  **Text**



94%

of surveyed participants agree or strongly agree that because of Bright by Text they know more about what their child should be learning and doing at this age

Source: Bright by Text, November 17, 2022

NINE PBS KIDS

Curriculum-based PBS KIDS® content is unique in the children's media landscape. Nine PBS KIDS is the only free, over-the-air, 24/7 television service for young children in our region. This community presence helps to make Nine PBS a trusted community resource.

LOCAL PBS KIDS VIEWS

Digital: 51+ million ON DEMAND OR LIVESTREAM VIDEO

Source: PBS Business Intelligence Domo Report, January–December 2022

On Air: 28+ million LOCAL VIEWS

Source: Nielsen/TRAC Media Services, January–December 2022



ARTHUR

Arthur concluded its 25th and final television season in February, but new content continues to roll out via podcast, video shorts that tackle timely topics, and digital games. The 25 seasons of *Arthur* (250-plus episodes) will continue to be available on PBS KIDS. *Arthur* is the longest-running kids' animated series on television and is known for teaching kindness, empathy, and inclusion through everyday adventures and many groundbreaking moments.

ROSIE'S RULES

Rosie's Rules, a colorful, animated, preschool comedy series made its debut in October. *Rosie's Rules* stars five-year-old Rosie Fuentes, a bilingual Mexican American girl from suburban Texas, who is just beginning to learn about how the great, big, fascinating world around her works.

WAYS TO WATCH

Anytime at ninepbs.org/ninepbskids, Nine PBS, the PBS KIDS App, Spectrum digital cable, DirecTV Stream, and YouTube TV.

LOCAL CONTENT

We are proud of our deep connection to our region and its people. No other media organization provides the breadth and depth of local programs and specials. From partnerships with renowned institutions to uniquely St. Louis stories, Nine PBS is the place for all things St. Louis.

ST. LOUIS TEEN TALENT COMPETITION

In a primetime television broadcast, finalists of the Fox Performing Arts Charitable Foundation's 2022 St. Louis Teen Talent competition performed on the Fabulous Fox stage. Emerging talents in dance, vocal, instrumental, and other performance arts were judged on technical ability, interpretation, stage presence, and originality.



Teen Talent sponsor Katrina Reece, Ameren (second from right), stands with the winners of the 2022 competition: Trifecta (from left: Eliot Bailey, Ethan Ryan, Dennis Bailey) and Aubory Bugg (far right).

DRAWN IN

A kids' initiative designed to spark a love of learning, help close the literacy gap, and authentically celebrate kids who do not get to see themselves nearly enough in today's media. Content is shared through animated video shorts, print and digital comic books, and two separate websites: one for kids and one for grown-ups.

Ways to watch: drawnin.org and [@drawninofficial](https://www.youtube.com/@drawninofficial) YouTube channel.

DONNYBROOK/DONNYBROOK NEXT UP

A hit since its launch in 1987, *Donnybrook*, our local public affairs show, began its 36th season in 2022. A new call-in line opened to viewers to further the conversation. On *Donnybrook Next Up*, an interview-style show, we added further context and discussion to important issues like early learning inequities, criminal justice, boosting Black homeownership, women's reproductive health, and more.

Donnybash, a live taping of *Donnybrook* that includes audience participation, resumed for the first time since 2020 at The Sheldon in June.

Support for Donnybrook is provided by Design Aire Heating and Cooling

Ways to watch: Thursdays at 7 pm/7:30 pm or stream anytime on the PBS App, listen to podcast.

FOOD IS LOVE

Season 2 found Chef Lasse Sorensen continuing his quest to dig deep into the stories that make St. Louis one of the fastest growing and most dynamic food scenes in the country. Season 2 takes the viewer deeper into the food scene and into more of the kitchens that put St Louis on the map.

LIVING ST. LOUIS

This flagship series which started in 2004 is at the core of our purposeful content, which magnifies and deepens understanding of our community. It's the content brand for all of Nine PBS's local storytelling, including specials like *A Living St. Louis Special: Kids, Families, and Mental Health*. The special looked at the soaring rates of anxiety, stress, and depression in children and educators and the resources being deployed to help. In a November special, *A Living St. Louis Special: Pathways to Workforce*, we looked at the St. Louis Community College's 2022 *State of the St. Louis Workforce Report*.

Support provided by Betsy & Thomas Patterson Foundation

**Ways to watch: Mondays at 7 pm
or stream anytime on the PBS App
and YouTube.**

THE PLACES MUSIC HAS TAKEN ME: AN UNFINISHED STORY OF SARAH BRYAN MILLER

Sarah Bryan Miller, or "Bryan" as she was known to friends and family, was unable to complete her retrospective column as classical music critic for the *St. Louis Post-Dispatch* before she died in November 2020, but her legacy is preserved in a film about the important role she played in the arts, and the lives she touched.



LOCAL CONTENT CONTINUED

TASTEMAKERS: WINEMAKING IN MISSOURI: A WELL-CULTIVATED HISTORY

A documentary from Emmy-winning producer and host Catherine Neville uncovers the roots of one of the U.S.'s most storied wine regions. In the early 1800s, winemaking went on to become one of the leading industries in Missouri, which was for a time the second largest wine-producing state in the country.

STEVEN RAICHLEN'S PROJECT FIRE, ST. LOUIS SEASON

An entire season of this national cooking show was filmed in St. Louis. In addition to showing off innovative recipes, Steven invited some of the city's top chefs and pit masters to the program, including Balkan Treat Box's Edo and Loryn Nalic and David Sandusky of Beast Craft BBQ Co.

HEAD OVER HEELS: REMEMBERING WRESTLING AT THE CHASE

Nine PBS dove from the top of the ropes to explore how the unlikely merger of an elegant ballroom and beefy athletes made for unbeatable television on an emerging network and put St. Louis at the center of the national wrestling scene.

67TH WOMEN OF ACHIEVEMENT AWARDS CELEBRATION

Extraordinary volunteerism was the focus of this special on the women who have demonstrated outstanding commitment to the betterment of the St. Louis region through their contributions, leadership, and volunteer careers.

FATHER DOM'S BREAKFAST BREADS AND SWEET TREATS

Everyone's favorite monk, Father Dominic Garramone, was back with a new special about breakfast breads—from biscuits to bagels, ethnic breads and scones, Father Dom kept viewers entertained while demonstrating breakfast bread basics and more.



Most of our 2022 specials can be seen on the PBS App and at ninepbs.org.



ADAM LAMBAY'S INDIAN INSPIRED

As the winner of Create's Cooking Challenge, local chef Adam Lambay hosted *Adam Lambay's Indian Inspired*, a 10-part web series. Nine PBS Create airs 24/7 on channel 9.4 and on Spectrum 184.

Watch: createtv.com

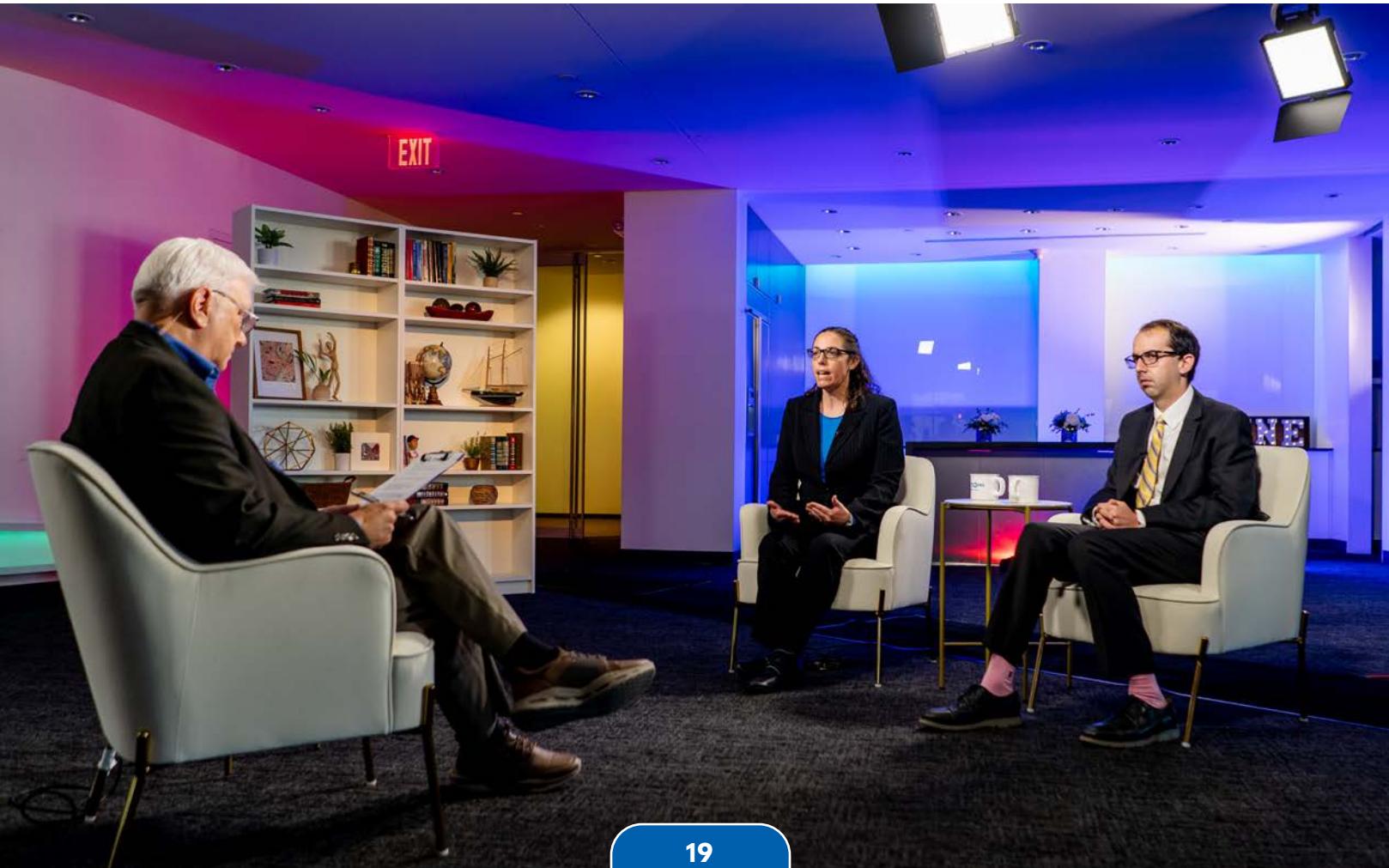
EDUCATION, INTERRUPTED

In December we aired *St. Louis Post-Dispatch* editor and columnist Aisha Sultan's *Education, Interrupted*. It follows a St. Louis mother of three for two years as she struggles to maintain her children's education in one of the most poverty-stricken zip codes in the country, hit hard by the COVID-19 pandemic. The film premiered at the 2022 St. Louis International Film Festival in early November.

2022 VOTER'S GUIDE

In November, Executive Producer Jim Kirchherr (below, left) was joined by St. Louis Public Radio's Rachel Lippmann (center) and Jason Rosenbaum (right) at Nine PBS to discuss the issues and politicians on the mid-term election ballot.

Photo by Brian Munoz



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 anytime on the free PBS App. Nine PBS members get extended streaming access to a library of the best in public television when they access PBS Passport.

THE U.S. AND THE HOLOCAUST

The series from Ken Burns, Lynn Novick, and Sarah Botstein examined the rise of Hitler and Nazism in Germany in the context of global antisemitism and racism.

Locally supported by Bank of America and the St. Louis Kaplan Feldman Holocaust Museum.

PBS NEWSHOUR

PBS NewsHour is the daily, breaking, and special news producer for PBS. It produces *PBS NewsHour*, *PBS News Weekend*, *Washington Week*, documentaries, and maintains a robust footprint across digital and social platforms.

Judy Woodruff stepped down from the program at the end of December but will continue reporting as a senior correspondent. Amna Nawaz and Geoff Bennett were announced as the new co-anchors of the nightly newscast.

MAKING BLACK AMERICA: THROUGH THE GRAPEVINE

This multipart special from Henry Louis Gates, Jr., highlights the vibrant cultural and social spaces at the heart of the African American experience.



ALL CREATURES GREAT AND SMALL ON MASTERPIECE

A heartwarming depiction of the fictional town of Darrowby whose life-affirming stories have seen the series touch the hearts of millions since its launch in 2021.

Described as “charming...ravishing (and) transportive” by the *New York Times*, *All Creatures Great and Small* returned for a second season of heartwarming and humorous stories based on James Herriot’s beloved bestselling novels about a young vet and his surrogate family in the beautiful Yorkshire Dales of the 1930s.

MISS SCARLET AND THE DUKE ON MASTERPIECE

The headstrong, first-ever female detective in Victorian London, Eliza won’t let any naysayers stop her from keeping her father’s business running. Scotland Yard Detective Inspector William Wellington, aka The Duke, is her childhood friend, professional colleague, and potential love interest.



AMERICA OUTDOORS WITH BARATUNDE THURSTON

This travel and adventure series took viewers off the beaten path to discover what drives our passion for the outdoors.



THE GREAT AMERICAN RECIPE

The cooking competition celebrated home cooks and multiculturalism and was picked up for a second season in 2023.





CONTENT ANYTIME, ANYWHERE

LIVE STREAMING

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

SOCIAL MEDIA

Digital-first content, including news, coming attractions, past episodes, and Nine PBS updates and events, is available on Facebook, Twitter, Instagram, YouTube, LinkedIn, and TikTok. Our newest platform, TikTok, surpassed 10,000 followers in late 2022.

PBS 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.

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.

DIRECTV

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

YOUTUBE TV

Content from Nine PBS and Nine PBS KIDS channels can be found on this subscription-based service, including livestream 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

Donnybrook and *Donnybrook Next Up* are available on your favorite podcast network the day of broadcast, allowing you to listen to the lively discussion taking place every week.



“ NINE PBS OFFERS SOMETHING FOR YOUNG AND OLDER VIEWERS: INFORMATIVE, UP-TO-DATE TOPICS, KNOWLEDGE OF PAST AND PRESENT EVENTS, RELATABLE ENGAGING TELEVISION.

—Sandra Jones, Nine PBS member

FOUR DISTINCT CHANNELS

NINE PBS

Our flagship channel (9.1 and corresponding cable and satellite channels) offers the best of PBS's national programs as well as other public media programming, plus local programs on regional topics.

NINE PBS KIDS

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

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 our natural wonders.

NINE PBS CREATE

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

COMMUNITY OF SUPPORTERS

Our Community of Supporters ensure that Nine PBS endures as an essential community institution. Because of our supporters, friends, foundations, and corporate sponsors, we continue to serve the entire region in ways no one else can.

All gifts as of June 30, 2022.

NINE PBS LEGACY SOCIETY

Recognizing planned or deferred gifts

Anonymous (34)
Denise and Thomas Aiken
Virginia Alexander
Susan and Robert T. Allen
Grover Almon
Terry Anderson
Ms. Claire Andracsek
Margaret A. Aston
Gene Augustin
Richard A. Baker*
Alan Banks
Derek and Kelly Barkey
Dean and Jean Barton
Michael Barzoff and Helene Siegfried
Jack Batten*
Constance Baur*
Pat Becker and Susan Cross
Sandra Bellon

Dr. Katherine Benziger*
William Biedenstein
Shirley Bild
Dwight Bitikofer
Ida Boehlow
Carl* and Marilyn Bolz
Jeffrey and Laurel Boone
Sharon K. Bower
Patricia Bowolak
Joel Branger
Jerry* and Rosalie Brasch
Patricia Brennan
Maria Brooks
Donna Broome
Doug and Angie Brown
Helena Bryan*
John A. Burger
Allison Burgess and Roger Kepner
Halpin T. Burke*
Diana Burnson and Kathleen Grewe
Thomas and Patricia Bush
Debbie and Jerry Callahan
Ruth Campbell
Patricia H. Carl

Pamela Carmell
Holly Carpenter and Randall Krohn
Mark Cereghino
Barry T. Cervantes
Tobie Chapman
Ione Chase*
Gregory and Penny Christoffel
James Clark
John Clark and Jennie Ojeda
Susan Anning Clark
Bonnie Cook*
Karen Cook and Terry Heady
Mr. and Mrs. Leon Corlew*
Ann M. Corrigan
Joseph Corrigan
Judith and Thomas Crouch
Don Cwikowski
Diane Debaets
Hillary Debenport
Spencer DeHart*
Charles and Melanie Dileo

Patricia Dolson
Charles Donovan III
Kevin Donze
Larry and Sandra Doreson
William and Jane Doub
David and Becky Duckworth
Ann Elizabeth Duggan
Debra Dumont and Claire CaJacob
Shirley Durfee*
Michael Ebert
Judy Edmister
Edward H. and Rosemary Young*
Ann T Eggebrecht
Sally Eicher
J. R. Eilers
Mark Eisenberg
Richard and Johann Ellerbrake
Jan Erdman
Mr. and Mrs. Alyn Essman*
David Fagerness
Mary-June Fanetti*

Loretta Farrell
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—Laura Ramsey, Nine PBS member

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Audited year ending June 30, 2022

REVENUES AND SUPPORT

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	2022 TOTAL
Individual contributions	\$4,352,346	\$2,945,131	\$7,297,477
Government support	1,989,307	—	1,989,307
Corporate & foundation support	127,130	651,472	778,602
Corporate & foundation support—in kind	—	79,752	79,752
Community engagement revenue	92,916	1,775,323	1,868,239
Production and other revenue	1,209,293	—	1,209,293
Net assets released from restrictions	6,191,608	(6,191,608)	—
Total revenue and support	13,962,600	(738,930)	13,222,670

EXPENSES

PROGRAM SERVICES

Broadcasting	3,690,689	—	3,690,689
Production	1,413,850	—	1,413,850
Community engagement and education	2,731,355	—	2,731,355
Public information	1,376,981	—	1,376,981
Total program services	9,212,875	—	9,212,875

SUPPORTING ACTIVITIES

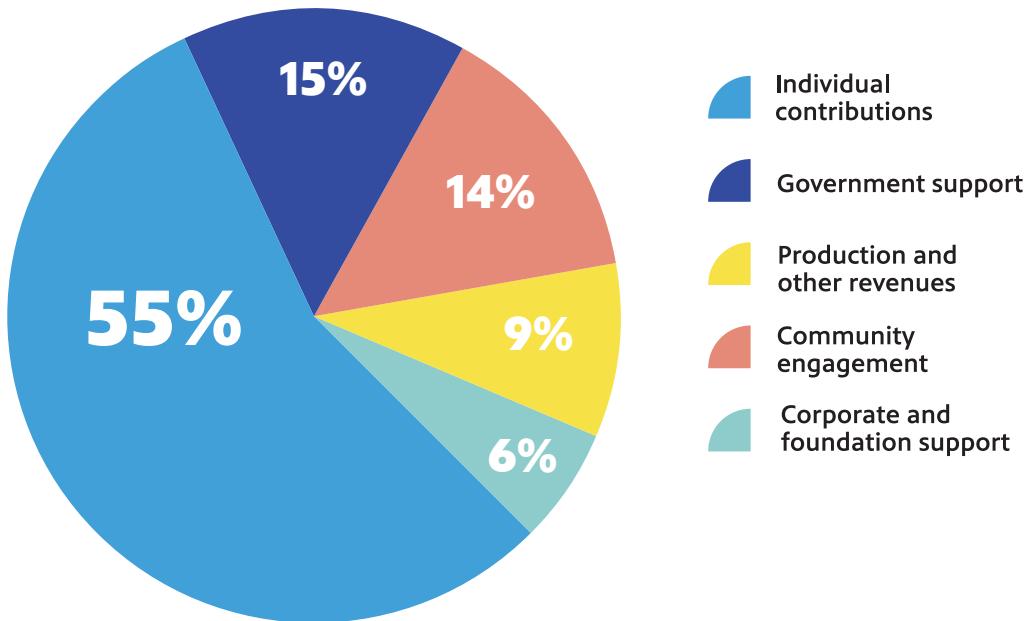
Development	3,064,543	—	3,064,543
Administration	1,406,768	—	1,406,768
Total expenses	13,684,186	—	13,684,186

Increase (Decrease) in net assets before other gains (losses)	278,414	(739,930)	(461,516)
Change in value of beneficial interest in private foundation	—	(1,523,667)	(1,523,667)
Gain on extinguishment of paycheck protection program loan	1,018,851	—	1,018,851
Increase (Decrease) in net assets	1,297,265	(2,263,597)	(966,332)
Net assets—Beginning of the year	15,922,479	13,593,886	29,516,365
Net assets—End of the year	\$17,219,744	\$11,330,289	\$28,550,033

REVENUES AND SUPPORT

Audited year ending June 30, 2022

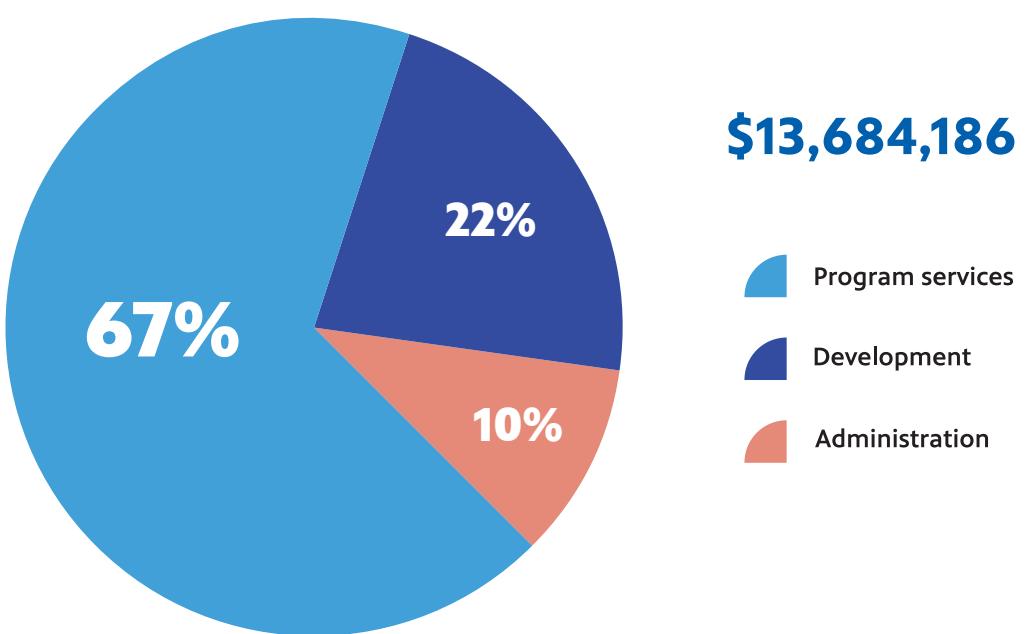
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EXPENSES

Audited year ending June 30, 2022

\$13,684,186



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