Much like the music itself, the film tells unforgettable stories of hardships and joys shared by everyday people.

In anticipation of the September 15 Country Music premiere, Nine hosted a line-dancing-themed Dancing in the Commons event and a fall program preview featuring clips from the series. The theme culminated at the 2019 "Sparkle and Twang" Nine Network Gala on September 21, following by a country music concert on September 22 to celebrate Nine’s 65th birthday.
The 2019 Pioneer Spirit Gala at the Ritz-Carlton St. Louis honored our late CEO and featured Country Music, with special guest Marty Stuart. Stuart appeared extensively in the Ken Burns series. He is a five-time Grammy winner, platinum recording artist, Lifetime Achievement Award recipient from the Americana Music Association, Grand Ole Opry star, country music historian, photographer, and songwriter.

Patrick Sly received the inaugural 2019 Jack Galmiche Pioneer Spirit Award for his leadership. “It has been an honor to serve on the board of such an innovative, impactful, and community-focused institution. ...65 years ago, Nine’s founders had a vision of what was possible with the new medium of television. This vision stands strong today because of the support and commitment of the community that we serve,” he said.

The gala raised more than $700,000 to support Nine’s mission of igniting the spirit of possibility.
COUNTRY MUSIC RATINGS WERE OFF THE CHARTS

As the film weaved together the musical stories, it connected the history of country music to the larger story of America. The content resonated with viewers from around the St. Louis region and the ratings reflected the popularity of the series.

During the eight premieres and repeat broadcasts of Country Music, NINE NETWORK REACHED 371,083 UNIQUE VIEWERS.

NINE HAD THE HIGHEST SHARE OF VIEWERS WATCHING Country Music than ANY other PBS station IN THE COUNTRY.

(Source: TRAC Media Services/ Nielsen data)

65TH BIRTHDAY CONCERT AT THE SHELDON CONCERT HALL.

It was great fun to celebrate Nine’s 65th birthday with country music fans and headliner Marty Stuart and His Fabulous Superlatives.

92% OF RESPONDENTS RATED THE CONCERT EXCELLENT

“Marty Stuart and His Fabulous Superlatives concert was awesome and fun to be a part of while watching Ken Burns’ Country Music on Nine PBS.”

—CONCERT ATTENDEE

FALL PREVIEW SCREENING

On September 4, Nine hosted a preview screening of Country Music outdoors in the Public Media Commons, along with other fall programs.

“I ESPECIALLY ENJOYED THE EXCERPTS ABOUT THE ARTISTS AND WHY THEY WROTE [THE SONGS].”

—PREVIEW ATTENDEE

68% OF RESPONDENTS said the event increased their knowledge of music history and the influence country music has on music today.

COUNTRY MUSIC RATINGS WERE OFF THE CHARTS

During the eight premieres and repeat broadcasts of Country Music, NINE HAD THE HIGHEST SHARE OF VIEWERS WATCHING Country Music than ANY other PBS station IN THE COUNTRY.

(Source: TRAC Media Services/ Nielsen data)
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