The Nine PBS team rose to the challenge of a very turbulent 2020, working remotely under stressful conditions. We used our assets and resources as an essential community institution to uplift the people of our region. This report reflects our team’s accomplishments producing stories that move us.

We are doing everything we can to support at-home learning for children and adults. Our trusted PBS KIDS® content has been streamlined into an online Educator and Caregiver Toolkit to help children, caregivers, and teachers navigate remote learning. Our well-received **TEACHING IN ROOM 9** on-air classroom series serves the region’s early learners, particularly the one in three without reliable internet or digital devices. These weekday broadcasts and streaming videos have made Nine PBS the region’s largest classroom.

We changed our afternoon schedule on Nine PBS World to be more focused on educational content for middle and high school students and Thursdays became History Night, showcasing premium content from Ken Burns and Henry Louis Gates, and others.

We kept **DONNYBROOK** on the air remotely so the panelists could participate safely from their homes. In April, we expanded the program to one hour to accommodate breaking news on the coronavirus and other topics. The successful second half-hour interview program was renamed **DONNYBROOK NEXT UP**.

We saw higher-than-usual audiences on all our platforms in 2020, which reinforces the essential work we are doing. It is because of the support of our community that we can continue to provide these programs and services even during turbulent times.

**THANK YOU!**

Best,

Amy Shaw | President and CEO, Nine PBS
Nine PBS is an essential community institution that fuels positive change in the St. Louis region by **TELLING STORIES THAT MOVE US.**

**MISSION**
Igniting the spirit of possibility.

**VISION**
We envision a strong and healthy community working together through public media.

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**NINE PBS BOARD OF DIRECTORS**
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On February 3, Amy Shaw was named the first female president and chief executive officer in Nine PBS's history.
Nine PBS had a unique ability to bring our community together in 2020. During stay-at-home orders to stop the coronavirus from spreading, Nine PBS became more of who we are: a source for trusted reporting, a place to retreat and get away from the stresses of the day, and a provider of educational content for children while away from the physical classroom.

Our ability to serve the St. Louis community is dependent on the health and safety of our employees. Nine PBS staff made the challenging transition to work from home in mid-March, without missing a beat. We continue to work remotely on the community’s behalf, fulfilling our public service mission to keep you informed and entertained.

**OUR REACH**
**During Quarantine**

Despite the pandemic, we expanded ways to watch your favorite PBS programs in 2020. YouTube TV subscribers were able to stream Nine PBS and Nine PBS KIDS content, and in September, we announced our 24/7 livestream feed of Nine PBS (9.1) on ninepbs.org/live and the free PBS Video app.

People needed a respite from the onslaught of news, and we were there, on multiple platforms, to help our community find joy in our world. In May, we recorded the most viewers per month in Nine PBS’s history. *(TRAC Media Services, 2020)*

Specials like **ANDREA BOCELLI: MUSIC FOR HOPE**, documentaries from Ken Burns, the premiere of our new series, **FOOD IS LOVE**, and local specials like **RISE UP FOR HEROES** and **SONGS FOR ST. LOUIS: A CONCERT IN THE COMMONS** brought perspective and hope into our lives.

Our digital content resonated, too. We recorded conversations with community members about their hopes and fears on **LIVING ST. LOUIS VOICES**. Our feel-good story about the Red and Black Brass Band, a group of musicians taking to the streets to lift the mood of their neighbors, went viral and was featured on **PBS NEWSHOUR**. We created informational pages on our website about the coronavirus and how to talk to kids about the pandemic.
In 2020 Nine PBS
RANKED NUMBER 1
AMONG PUBLIC TELEVISION STATIONS NATIONWIDE WITH THE HIGHEST PERCENTAGE OF HOUSEHOLDS WATCHING.

Source: TRAC Media Services, 2020

“THE ABILITY OF NINE PBS TO REACT TO CHANGING NEEDS IN SUCH A COMPREHENSIVE AND EFFECTIVE WAY SPEAKS VOLUMES ABOUT YOUR DEDICATION TO SERVE THE COMMUNITY.”

—CHRIS NICASTRO, Community Advisory Board member, Nine PBS

IN 2020
NINE PBS HAD MORE THAN:

62,000
SOCIAL MEDIA FOLLOWERS ACROSS ALL PLATFORMS.

900,000
SOCIAL MEDIA ENGAGEMENTS ACROSS ALL PLATFORMS, an increase of 180% from 2019.

15.5 MILLION
IMPRESSIONS ACROSS ALL PLATFORMS, an increase of 145% from 2019.

Sources: Facebook Insights, Twitter Analytics, YouTube Studio, and Instagram Insights

In 2020 Nine PBS ranked number 1 among public television stations nationwide with the highest percentage of households watching.

Source: TRAC Media Services, 2020

“The ability of Nine PBS to react to changing needs in such a comprehensive and effective way speaks volumes about your dedication to serve the community.”

—Chris Nicastro, Community Advisory Board member, Nine PBS

In 2020 Nine PBS had more than:

62,000 social media followers across all platforms.

900,000 social media engagements across all platforms, an increase of 180% from 2019.

15.5 million impressions across all platforms, an increase of 145% from 2019.

Sources: Facebook Insights, Twitter Analytics, YouTube Studio, and Instagram Insights.
TEACHING IN ROOM 9

Nine PBS began TEACHING IN ROOM 9 as a response to calls from education leaders, district superintendents, the Missouri Department of Elementary and Secondary Education (DESE), and the St. Louis Metropolitan Pandemic Task Force to meet the emerging learning needs of the one in three children without reliable access to digital devices or internet access. (Common Sense, 2020)

TEACHING IN ROOM 9 broadcasts 30-minute lessons for students in pre-kindergarten through fourth grade. The virtual classrooms are led by area teachers throughout the region, representing public, charter, and private schools and urban, suburban, and rural districts.

The lessons in literacy, math, science, social studies, and related arts are free in all households in the Nine PBS viewing area. Curriculum for each lesson is guided by Missouri state standards and learning objectives that were created specifically for TEACHING IN ROOM 9 by the DESE.

In 2020, TEACHING IN ROOM 9 has garnered a devoted audience of young learners.

- **850 EPISODES AIRED**
- **908,000 VIEWS ON AIR FROM KIDS AGES 2-11**
- **1.9 million VIEWS ON AIR OVERALL**
  Source: TRAC Media Services, 4/27-12/31, 2020
- **568,058 ONLINE VIEWS**
  Source: Google Analytics

TEACHING IN ROOM 9 has been successful in reaching vulnerable families. Of the kids watching:

- **85%** ARE FROM HOUSEHOLDS WITH NO COLLEGE DEGREE
- **30%** ARE MINORITIES
- **20%** LIVE IN HOMES WITH AN ANNUAL INCOME OF $25,000 OR LESS
  Source: November 2020 Community Survey

Teaching in Room 9 is supported by Bank of America, Berges Family Foundation, Dana Brown Charitable Trust, Edward Jones, Emerson, Fred Rogers Productions, and Pershing Charitable Trust, in partnership with STEMpact, the Saint Louis Art Museum, Missouri Department of Elementary and Secondary Education, regional district and education leaders, Crabtree Publishing, and St. Louis Black Authors of Children’s Literature.
Since our founding in 1954, free educational content has been a core part of Nine PBS’s mission. From *The Finder* and *The Letter People* to *Teaching in Room 9*, as well as national PBS programming, Nine PBS continues to be a trusted learning guide for kids and families in the St. Louis region. Over the past few years, we have expanded on this educational mission. Our work has grown on air, online, and in the community, reaching over 2.4 million viewers. We work closely with more than 60 community partners that serve thousands of our region’s educators, families, and kids.

COVID-19 required Nine PBS to come up with innovative solutions to address community needs as they emerged. These new initiatives have the capacity to continue to serve the community beyond the current crisis.

Nine PBS’s early education initiative is supported by Ameren, Bank of America, Berges Family Foundation, Dana Brown Charitable Trust, Delta Dental, Edward Jones, Emerson, Fred Rogers Productions, MO CARES Nonprofit Relief & Recovery, Norman J. Stupp Foundation, PBS KIDS, Pershing Charitable Trust, PNC Grow Up Great, Ready to Learn, Raymond H. Wittcoff Foundation, and STEMpact.

Families, caregivers, and teachers rely on OUR SAFE AND TRUSTED PBS KIDS CONTENT.

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**EDUCATOR AND CAREGIVER TOOLKIT**

Nine PBS has curated its vast library of PBS KIDS content and resources into an online toolkit so that educators and caregivers have easy access to content to serve students while schools are closed. The toolkit includes a broadcast and streaming schedule of kids’ programs available by targeted ages, learning goals, air times, and links to PBS KIDS apps.

In 2020, the toolkit attracted:

- 36,514 **PAGEVIEWS**
- 22,921 **SESSIONS**
- 20,774 **USERS**

Source: Google Analytics, December 22, 2020

The toolkit is supported by Ameren, Bank of America, Berges Family Foundation, Dana Brown Charitable Trust, Edward Jones, Emerson, Norman J. Stupp Foundation, PBS KIDS, Pershing Charitable Trust, PNC Grow Up Great, PBS KIDS Ready to Learn, and Raymond H. Wittcoff Foundation.
IN THE COMMUNITY
Nine PBS believes that every kid in our region deserves the opportunity to succeed in school and in life. Throughout the pandemic, we deepened our relationships with partners and regional initiatives to share essential resources with children in high-need areas to bridge the digital divide. In 2020, Nine PBS connected with more than 6,500 vulnerable families through 24 trusted community partners serving low-income communities across the St. Louis region with the following resources:

4,525 learning kits were distributed with curriculum-based PBS KIDS Education Materials, Activity Materials, Nine PBS Learning Guide, School Supplies, and Directions for At-Home Learning.

2,047 PBS KIDS Playtime Pads were distributed equipped with educational videos and games for use with or without internet access.

The resources were packed into tote bags provided by PNC and delivered to Saint Louis Public Schools as part of a collaborative effort to address literacy gaps through books and digital devices. The project was made possible by funding from the Missouri CARES Act, with help from Turn the Page STL and St. Louis Black Authors of Children’s Literature.

FAMILY AND COMMUNITY LEARNING SESSIONS
Nine PBS Family and Community Learning sessions engage families with kids ages 2-8 in hands-on, project-based learning over four weeks. In each two-hour session, families meet in a community-based setting (library, school cafeteria, apartment complex, etc.) or on a virtual platform to explore various themes. In 2020, sessions were grounded in PBS KIDS’s Molly of Denali to create a multi-generational learning experience that blended Alaska Native values, social-emotional skills, and knowledge in science and social studies.
In addition to the in-person sessions held in January and February, Nine PBS piloted our first virtual Family and Community Learning session for 15 families through the Parents as Teachers program at the Maplewood Richmond Heights Early Childhood Center.
VIRTUAL EDCAMP

Nine PBS’s third annual PBS KIDS Edcamp, generously sponsored by PNC, connected educators and caregivers with key PBS KIDS media and curriculum to promote early learning. This opportunity is offered at no cost to attendees and remains accessible to those working in low-income communities.

Due to the pandemic, our PBS KIDS Edcamp was held virtually on October 17 for educators, administrators, and partners from public, private, and informal education centers, who collectively reach 825 high-need children from birth through age eight.

Virtual Edcamp is supported by PNC

Our 2020 Edcamp achieved the following outcomes:

- 82% of attendees surveyed said Edcamp met their professional development needs
- 70% of attendees surveyed saw themselves using the ideas and resources they learned

BRIGHT BY TEXT

Bright by Text provides free tips, information, and resources to help all parents and caregivers give every child a “bright beginning.” The goal of the service is to make the most of everyday interactions between parent and child. The text service delivers age-targeted, actionable information from trusted early childhood experts to parents and caregivers of young children—from prenatal to age eight—to support healthy child development and build strong, resilient families.

Bright by Text is supported by PNC and Delta Dental

82% of subscribers agreed that Bright by Text increased their knowledge of what they should do as a parent or caregiver.
NEW PBS KIDS PROGRAMMING

Clifford Reboot
The new series features an expanded world and bigger adventures, with new character designs, original songs, and new friends. The rebooted show also has a strong emphasis on social emotional skills and a solid curriculum designed to boost early literacy and encourage imaginative play.

Elinor Wonders Why
Elinor Wonders Why centers on the adventures of Elinor, a curious and observant bunny rabbit, who models the foundational practices of science inquiry and engineering design using her amazing powers of observation and her willingness to ask questions.

Hero Elementary
Hero Elementary is a school for budding superheroes, where kids learn to master their innate powers, like flying and teleportation, while exploring science along the way. The series helps kids solve problems by encouraging them to think and act like scientists.
Nine PBS is committed to telling stories that bolster the importance of positive outcomes for people in our community. In 2020, members of the Regional Youth Employment Coalition (RYEC) entrusted Nine PBS to become its new leader and home. This new component deepens Nine PBS’s commitment to the work happening on the ground with underserved youth, ages 14–26, and broadens our network of high-quality partners. RYEC’s vision is to increase youth employability and create diverse talent pipelines by expanding access to and improving the quality of youth employment programs to align with employer needs.

One of the strengths of Nine PBS’s unique media assets is increasing the visibility of the work happening on the ground. As a trusted convener and storyteller, Nine PBS unites community organizations from across the region to create content and innovative community solutions around a shared vision that empowers individuals economically.

In 2020, Nine PBS’s workforce development content and resources expanded to reach those impacted by the coronavirus pandemic and to consider its long-term effects on the workforce landscape. This expanded audience includes the newly unemployed or those employed who are looking to change careers because of a loss of stability or gainful employment.

Our *LIVING ST. LOUIS SPECIAL: 2020 STATE OF THE WORKFORCE*, which aired on December 14, addressed the changing workforce. This special featured virtual interviews with local experts and shared the latest findings from St. Louis Community College’s 2020 *State of the Workforce* report on the pandemic’s impact on jobs in our region.

In this time of uncertainty, Nine PBS’s community partners are finding help through our network of support. Our November 2020 partner survey provided insight into the impact of the COVID-19 crisis on organizations serving jobseekers who are looking for work in careers that do not require a four-year college degree.
PARTNER
SURVEY RESULTS

92% REPORTED THAT NINE PBS MEETINGS WERE HELPFUL IN STRATEGIZING WITH OTHER ORGANIZATIONS about challenges related to COVID-19

94% REPORTED INCREASED POSITIVE PERCEPTIONS ABOUT THE value of high-demand skilled careers

88% REPORTED INCREASED CONNECTION TO TRAINING AND EDUCATIONAL PATHWAYS THAT lead to high-demand skilled careers

Nine PBS’s Workforce Development Initiative is supported by Bank of American, Corporation for Public Broadcasting, Emerson, James S. McDonnell Foundation, Maritz, and Spire.

In 2020
NINE PBS WORKFORCE DEVELOPMENT INITIATIVE broadcast content
AIRED 755 TIMES AND WAS VIEWED 432,350 TIMES

Source: TRAC Media Services, 2020
CONVERSATIONS ABOUT INJUSTICE AND RACISM

Nine PBS is committed to diversity, equity, inclusion, and belonging. We understand the importance of our role as a trusted, community-licensed public media organization and are dedicated to amplifying voices that reflect the experiences of all people across our region.

Racial equity is a focus of our work. For everyone in our community to have equitable access to positive health, social, educational, and economic outcomes, we must condemn racism and explore ways to dismantle the structural institutions that continue to further disparities.

During the racial reckoning this summer, we preempted scheduled programming to broadcast newsworthy programs, historical documentaries, and biographies about influential Black Americans and heard first-person accounts of inequity from our community members on social media through living st. louis voices.

To understand each other’s experiences, uncomfortable conversations are sometimes required. By sharing content on injustice and racism, we hope to bring context and depth to these issues as we work together to find solutions that lead to a more just, equitable, and democratic future.

The family programs provided a starting point to have conversations with children about race, anti-Black racism, and how to be actively antiracist. Nine PBS also curated a list of resources at ninepbs.org/talkingwithkids.
Living St. Louis Special: Kids, Race, and Racism
Senior Director of Content Anne-Marie Berger served as host for a community conversation about diversity, equity, and inclusion. The special was supported by PNC.

The Power of We: A Sesame Street Special
The special addressed racism and modeled how children can stand up to it.

PBS KIDS Talk about: Race and Racism
The special featured kids and their parents talking about race and racial justice-related topics in an age-appropriate way.

“NINE PBS IS PUTTING TOUGH TOPICS OUT THERE, WHICH REALLY HELPS CONVENE FURTHER CONVERSATIONS.”
—SUSIE MORICE, Member, Nine PBS

“[NINE PBS] HAS BROADENED MY KNOWLEDGE AND UNDERSTANDING OF FACTORS WHICH HAVE IMPACTED VARIOUS GROUPS OF PEOPLE IN THE REGION.”
—CAROLYN PETERSON, Member, Nine PBS
Local Content

Nine PBS doubled down on local stories that both celebrate and hold our community accountable. We produced digital-first stories on our YouTube channel and Facebook page on everything from the symptoms of coronavirus, to where to find trusted resources, and the people and organizations that are helping our community get through these challenging times. Viewers can stream most of our local content on ninepbs.org and the free PBS Video App.

Living St. Louis

Now in its 17th season, Nine PBS’s flagship magazine series, Living St. Louis, produced stories on reopening schools during the coronavirus, the Switzer candy story, the USS St. Louis, the Red and Black Brass Band, Dred Scott’s descendants, a North St. Louis neighborhood garden, high-school graduation during the coronavirus, and other local stories that moved us in 2020.

Donnybrook and Donnybrook Next Up

On Donnybrook, five quick-witted, highly opinionated St. Louis journalists discuss important news of the day. On Donnybrook Next Up, the panelists interview local experts. You can find full episodes of both programs on ninepbs.org, Nine PBS’s YouTube channel, the Donnybrook podcast, and live-streamed at the time of broadcast.

Food Is Love

Chef-host Lasse Sorensen introduces viewers to the passionate people and the cultural influences behind the food scene in St. Louis. When it premiered in July, Food Is Love outpaced our last food show premiere by +200% in ratings and +182% in impressions.
Night at the Symphony

*NIGHT AT THE SYMPHONY*, now in its fifth season, is broadcast monthly on Nine PBS and includes performances and interviews with St. Louis Symphony Orchestra (SLSO) conductors, soloists, and guest performers. Nine PBS’s media assets enable a broad reach of the program across the region, including bringing the symphony to those who otherwise might not be able to attend.

The Nine Outline

The *NINE OUTLINE* web series can be found on Facebook and YouTube. The improvised show, hosted by two Nine PBS staffers, promotes upcoming programs and events. Cohosts Sean and Ernmardia created a series of videos on voting during the pandemic during the run up to the November 2020 election.

Mid-Century Modern in St. Louis

The regional Emmy-nominated documentary tells the story of how mid-century architecture represented progress by breaking from tradition and how the democratizing style had an impact on St. Louis for decades to come.

Supported by Mackey Mitchell Architects.

Songs for St. Louis

*SONGS FOR ST. LOUIS*, a coproduction of Nine PBS and Opera Theatre of Saint Louis, captures the beauty of the human voice and reminds us of the power of music to inspire and bring us together.
St. Louis County Executive Democratic Candidate Primary Debate

This one-hour, socially distanced debate in Nine PBS’s Bayer Studio was a partnership with St. Louis Public Radio and 5 on Your Side.

3,500 viewers STREAMED THE DEBATE ON FACEBOOK AND NINEPBS.ORG

12,045 viewers AGES TWO AND UP WATCHED THE DEBATE ON NINE PBS

Sources: Facebook Insights and Google Analytics

BrainWorks

A new edition of BRAINWORKS hit the airwaves nationally in 2020 through American Public Television. Performed and filmed in St. Louis, BRAINWORKS explores the wonders of the human brain by dramatizing neurological cases of Alzheimer’s, epilepsy, brain tumors, and stroke.

Brainworks is a collaboration between Washington University neurosurgeons Eric C. Leuthardt, MD, and Albert H. Kim, MD, Barnes-Jewish Hospital, and Nine PBS.

Women of Achievement Celebration

A group of 10 women from the St. Louis metro area were honored for their outstanding volunteer service and leadership.

The 2020 St. Louis Baseball Writers’ Dinner

The Cardinals collected post-season awards from the Baseball Writers’ Association.

St. Louis Teen Talent Competition

For the first time in the competition’s history, the winner of the annual competition was announced during the Nine PBS broadcast, which was taped at the Fox Theatre in July, with social distancing guidelines in place. Dancer DemBari Taneh from Kirkwood High School received the first-place prize of a college scholarship.

Supported by Mary Strauss.
Soul of Ferguson Revue

Filmed on location at EarthDance farm in Ferguson, MO, in June 2020, this musical revue features Brian Owens, with appearances by the Red and Black Brass Band and 2019 Teen Talent winner Joanna Serenko.

Papa Ray’s Vintage Vinyl Roadshow

This documentary on one of St. Louis’s most beloved institutions tells the history of the independent record store, with archival footage and videos from in-store performances and signing events.

America’s Last Little Italy: The Hill

In the late 1800s, Italians immigrated to St. Louis in search of the American Dream, resulting in one of the largest Italian American neighborhoods in the U.S. today. This historical documentary looks at the past, present, and future of The Hill, a self-sufficient “city within a city.”

33 and Counting

The documentary by the St. Louis Post-Dispatch’s Aisha Sultan raises questions about whether justice was served in the case of Patty Prewitt, now a 70-year-old grandmother serving a life sentence. She has spent 33 years in prison for the murder of her husband, while maintaining her innocence.
PBS turned 50 in 2020. With unparalleled content, PBS programs have shined a light on our shared history, explored the treasures of our natural world, and shared world-class performances with millions of Americans.

PBS NewsHour
For 45 years, Americans and citizens of the world have turned to the PBS NEWSHOUR for the solid, reliable reporting that has made it one of the most trusted news programs on television. The 2020 election year was no exception. The NEWSHOUR team provided perspective and solid reporting to help citizens vote with confidence. The Gateway Journalism Review/St. Louis Journalism Review honored anchor Judy Woodruff with a lifetime Achievement Award in October.

American Masters: Miles Davis: Birth of Cool
AMERICAN MASTERS presented Stanley Nelson’s Grammy-nominated film of Miles Davis, who is widely regarded as one of the most innovative, influential, and respected figures in music.

Driving While Black: Race, Space, and Mobility in America
The documentary explores how the automobile brought new mobility and freedom, but also discrimination and deadly violence, and how that history resonates today.

Policing the Police 2020
FRONTLINE investigates race, policing, and the struggle to hold departments accountable in the wake of George Floyd’s killing.
The four-hour documentary series told the dramatic story of the epic—and surprisingly unfamiliar—crusade waged by American women for the right to vote during the centennial of the ratification of the 19th Amendment, which gave women the right to vote.

World on Fire

A World War II drama that follows the intertwining fates of ordinary people in five countries as they grapple with the effects of the war on their everyday lives.

SIX NEW DRAMA SERIES ON MASTERPIECE

PACKED WITH ACTION, LOVE, MYSTERY, BETRAYAL, AND, MOST IMPORTANTLY, DRAMA, PREMIERED IN LATE FALL 2020, INCLUDING The Trouble with Maggie Cole AND Roadkill.
COMMUNITY EVENTS

VIRTUAL SCREENINGS AND DISCUSSIONS

Nine PBS quickly moved to virtual events in spring 2020. We brought the community together for numerous free events, both virtual and in our studio before the pandemic to watch, learn, share, and discuss culture, science, history, the arts, and current events.

Mid-Century Modern in St. Louis | FEBRUARY 19

Examples of masterful mid-century architecture in St. Louis and why the style became so popular.

Prehistoric Road Trip | MAY 27

For the dinosaur and science lover, Emily Graslie, host, writer, and executive producer of the series, and Eva Dunn, president, Bollinger County Museum of Natural History, were on hand.

Viral: Antisemitism in Four Mutations | JUNE 4

The film examines acts of hatred, such as the mass shooting at the Tree of Life Synagogue in Pittsburgh and incidents in Hungary, England, and France.

Of Black and Blue: The Journey of African American Police Screening | JUNE 16

Race and police-community relations through the eyes of Black police officers in the St. Louis area.

Supported by Emerson.

No Small Matter | JULY 8

A film exploring the importance of early childhood education.

Investing in the Age of COVID-19 | JULY 28

A seminar about putting your money to effective use in today’s volatile economic landscape.

“I APPRECIATE THE EFFORT [YOU HAVE] MADE DURING THIS PANDEMIC TO OFFER STIMULATING PROGRAMMING THAT HELPS TO FACILITATE MEANINGFUL CONVERSATION AMONG OUR COMMUNITY MEMBERS. IT’S WONDERFUL THAT NINE PBS OFFERS BOTH LIGHTHEARTED AND SERIOUS PROGRAMMING FOR BALANCE IN OUR MEDIA LIVES.”

—MARY MCFERSON, Chew in the Lou survey respondent

87% of Nine PBS Virtual Event Attendees Rated the Experience As Excellent or Very Good.

Source: Nine PBS event surveys
Chew in the Lou Live!

What started as a Facebook group to ponder food trends, restaurants, and food-related topics with other St. Louisans, Chew in the Lou expanded into a series of free, live, virtual events with food chefs and public television personalities. Jack Bishop whipped up a batch of gooey butter bars and Cat Neville made pasta with prosciutto and sheep’s milk cheese during these virtual events.

- **Jack Bishop from America’s Test Kitchen** | July 15
- **Lasse Sorensen from Food is Love** | August 19
- **Catherine Neville from Tastemakers** | October 21
- **Nick Stellino from Storyteller in the Kitchen** | November 18
ON AIR, STREAMING, AND SOCIAL MEDIA

STREAMING
Easily accessible on various platforms and devices, most of our content streams free on-demand on our website for a limited time. And, the community can livestream our programs at the time of broadcast at ninepbs.org/live.

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

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 select entire seasons at the time of the premiere episode.

YOUTUBE TV
Content from Nine PBS and Nine PBS KIDS channels can be found on this subscription-based service. Options include livestream or 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.

PBS VIDEO APP
The free app offers the convenience of creating the perfect watchlist and connecting with PBS shows like Masterpiece, Nova, Nature, PBS Newshour, Frontline and local Nine PBS specials and series—anywhere content is watched.

PODCAST
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.
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.
Membership rose steadily over the course of the year as many of our members and friends chose to show their support through increased financial contributions.

42,345 MEMBERS AS OF DECEMBER 31, 2020

39% THE PERCENTAGE OF NINE PBS MEMBERS WHO SHOW THEIR ONGOING SUPPORT with monthly sustaining memberships.

96% MEMBERS ELIGIBLE TO STREAM Nine PBS Passport.

“THANK YOU FOR BEING SO REACTIVE TO YOUR VIEWERS’ NEEDS AND FOR BRIGHTENING MY LIFE AT THIS UNCERTAIN TIME.”

—Lucinda Allen, Sustaining member, Nine PBS

Volunteers

It was a challenging year to put our volunteers to work because of the safety precautions instituted to stem the pandemic. As a nonprofit community organization, we could not achieve our goals without volunteers. We were able to find small ways to safely use our dedicated volunteers on mailings from home. Every year, we host a volunteer appreciation night to honor those who brighten our lives and help us ignite the spirit of possibility in our region. The theme of 2020’s virtual event was aptly named “Turning Lemons into Lemonade.”
HOLIDAY GIVING

Nine PBS staff gave back to the community during our annual day of giving. New toys, clothing, gift cards, and more were distributed to Uni-Pres Kindercottage Daycare Center and Our Daycare & Learning Center.
THANK YOU TO OUR COMMUNITY OF SUPPORTERS FOR HELPING US REALIZE OUR VISION FOR A STRONG AND HEALTHY COMMUNITY.

All gifts as of June 30, 2020.

CONTACTS

Angie Carr | Vice President and Chief Impact Officer
(314) 512-9021 | acarr@ninepbs.org

Roya Bromell | Senior Director of Development
(314) 512-9129 | rbromell@ninepbs.org
I HAVE NEVER SEEN A TEAM THAT HAS BEEN SO PROACTIVE AND ENERGIZED TO MAKE A DIFFERENCE FOR SO MANY PEOPLE.

—JIM LYONFIELDS, Torchlight member, Nine PBS

MOST TEAMS ARE NOT STRONG ENOUGH TO JUST GET BY IN THESE CIRCUMSTANCES, YET YOUR TEAM HAS REALLY SET THE BAR FOR SUCCESS.
Demetrick M. Coleman
Corporation for Public Broadcasting
Deliniere Charitable Foundation
Delta Dental of Missouri
Department of Education—Ready to Learn
Emerson
Express Scripts
Mr. and Mrs. David Fagerness
The Fox Performing Arts Charitable Foundation
Mrs. Henry O. Johnston
Mary Ranken Jordan and Ettie A. Jordan Charitable Foundation
JSM Charitable Trust
Lesley C. Knowles
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PNC
Spire Inc.
Steward Family Foundation
Norman J. Stupp Foundation
James M. and Lois Urnes
Washington University School of Medicine
WTTW

Robert and Caralmae Knickmeyer
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Maritz
Bette B. Miller Charitable Foundation of St. Louis Community Foundation
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Maxine Clark and Robert Fox
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Hope R. Edison
James and Lionelle Elssesser
Gayle F. Faris
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Juanita Hinshaw
Diane Holm
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Mr. and Mrs. John F. McDonnell
Tom and Georgianna Melzer
Cathy Rogers
John and Elizabeth Samet
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Carol Ann Schwab
Lois and John Scully
Robert and Amy Shaw
Jim and Kathy Snowden
Staenberg Family Foundation
Mary Strauss

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$10,000
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Dr. Patricia Martens Balke
Donald and Carolyn Beindiek
Mr. and Mrs. John Beuerlein
Robert Blankenship and Elizabeth Dorland
Sandra Blassingame and Gary Hall
Sandra Calhoun
Ms. Jean Cody
Mrs. Trina Cotner
Ellen Uhlemeyer
Mr. and Mrs. Hank Webber
Gerhild Scholz Williams, PhD
Roy Williams
Otto R. Wirgau
Christian and Cynthia Wunderlich

TO $2,499
$1,000
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$10,000
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Allison Burgess and Roger Kepner
Mr. and Mrs. Dan Burhardt
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Fred Rogers Company
Edward Chase Garvey Foundation
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Mr. and Mrs. Sanford N. McDonnell Foundation
Constance and John McPheeters
Joan Mueth
Shirley Murray
Mr. and Mrs. Robert T. Pieper
Bruce and Jane Roberts
Ms. Eddie Rosenheim
Reggie and Philip Roy
Colleen Schoendienst
Richard Schumacher
Kenneth and Patricia Schutte
Russell K. Scott
Dr. Al Senske
Anita Siegmund
Steven B. and Jan Stark
Dale and David Steinberg
Marcella Stevens
James and Claire Taylor
Lee and Pat Trame
Sarah Trulaske
Eileen Uhlemeyer
Mr. and Mrs. Hank Webber
Gerhild Scholz Williams, PhD
Roy Williams
Otto R. Wirgau
Christian and Cynthia Wunderlich

TO $2,499
$1,000
Anonymous
Dr. and Mrs. Joseph Ackerman
Barbara and Ernest Adelman
Michael Aimerito
Robert D. Alder
Laura Allender
David Alpers
Claire Anderson
Scott Anderson and Robin Weinberg
Robert Austen
Donald and Jennifer Aven
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Ms. Kelly Brendel
Mr. Glenn Brenton
Kerry and Susan Brethauer
Mrs. Roya Bromell
Ms. Barbara M. Bryant
Mrs. Lee Bryant
Chauncy and Joyce Buchheit
Ms. Louise C. Bullock
Marilyn Bush
Donald and Claudia Busiek
Cory I. Bys
Lisa Caldwell
Kate Calhoun
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John W. Carr and Kay Kaiser
Barry T. Cervantes
Lezlie and Jean C. Chase
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THAT’S WHY I THINK IT IS IMPORTANT; WE HAVE TO KEEP IT STRONG AND HEALTHY.”

—VIOLET LI, Torchlight Member, Nine PBS
THANK YOU FOR THE
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Rhonda Maddison
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Luedke
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Coulter
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Stanley and Lucy Lopata
Charitable Foundation
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Lister
James Love
Rebecca Luce
Patricia Ludwig
Drs. Dan and Susan
Luedke
Mary Lutz
Lux Family Foundation
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Jane Mahan
John and Carolyn Malan
Ms. Eileen Manchisi
Sawyer Marglous
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“THANK YOU FOR THE
VALUABLE WORK YOU DO.
NINE PBS IS MY
LIFELINE TO
MY HEALTHY
FUNCTIONING
IN THE WORLD.”
— JEAN HUBER, Member, Nine PBS

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Ms. Katherine Marshak
Charlotte Martin
Edward Martin
Wilma Matta
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Virginia McDonald
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Eileen McKelvey
John and Margaret
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Meyer
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Tim and Wanda Michels
Bruce and Renee
Michelson
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Navarro
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Sima and Philip
Needleman
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Nelson
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Nielsen
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Nussbaum
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Robert Eigenrauch
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O’Connor
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Ifeanyi Orizu
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Sedwick Mead
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Sherrington
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Thad and Betty Simons
Margie Skiljan
Dr. Raymond Slavin
Dr. and Mrs. William Sly
John and Gloria Small
Judith K. Smart
Gerald Smith
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Sparks
Richard and Phyllis
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Jerry Steiner and Denise
Bertrand
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Muriel Stephens
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Stevens
David and Thelma
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Stiening
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Stupp Bros. Bridge
and Iron Company
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Kathleen M. Zorica

32
WITH YOUR SUPPORT WE

- **CREATE AND SHARE** quality content that strengthens civic life
- **ENGAGE OUR COMMUNITY** around issues that matter
- **MAKE OUR CONTENT** easily accessible
- **CONNECT OUR CITIZENS** with one another to bring St. Louis together
- **REMAIN INDEPENDENT** because it is the basis of trust

CORPORATE SUPPORTERS

Air Comfort Service Heating and Cooling
Ameren
American Quilter’s Society
Art on the Square
Bayer
Bellefontaine Cemetery
Brentwood Travel
Butler’s Pantry
Byerly RV Center
Callier’s Catering
Carol House Furniture
Chaumette Vineyards
Citi
Community Music School
The Curtain Exchange
Delta Dental of Missouri
Employees Community Fund of the Boeing Company
Entertainment Cruise Productions
The Fabulous Fox Theatre
Foss Swim School
Furniture Marketplace
Gateway Center
Gateway Mobility
Gateway Region YMCA
Girl Scouts of Southern Illinois
Grand Center Arts Academy
Grand Center, Inc.
Heise Advisory Group
Holocaust Museum and Learning Center
The Jewish Federation of St. Louis
Johnnie Brock’s Dungeon
Kodner Gallery
Mackey Mitchell Architects
The Magic House
Michele C. Catering and Events
Missouri Botanical Garden
Missouri Department of Childhood and Secondary Education
Missouri Department of Transportation
Missouri Falun Dafa Association
Missouri History Museum
Missouri Humanities Council
The Muny
Nidec Motor Corporation
Opera Theatre of Saint Louis
Parents as Teachers
PNC Bank
Ranken Jordan Pediatric Bridge Hospital
Saint Louis Art Fair
Sare Food
Schlafly
Schnuck Markets
Scotsman Coin and Jewelry
Sheldon Concert Hall
Spire Inc.
Stages St. Louis
Starrs Specialty Grocery Store
Stifel Theatre
St. Louis Aquarium at Union Station
St. Louis Cardinals
St. Louis Children’s Hospital
St. Louis Community Foundation
St. Louis Public Library
St. Louis Public Radio
St. Louis Regional Chamber
St. Louis Speakers Series
St. Louis Symphony Orchestra
Webster University
Wells Fargo Advisors
Wood Financial Partners
FINANCIAL SUMMARY
FISCAL YEAR 2020

Nine PBS’s strong financial health and commitment to accountability and transparency have been highly rated by Charity Navigator for the past five years. This independent evaluation is meant to give the public, our members, and our donors greater confidence in the decisions they make to support Nine PBS and the nonprofit sector as a whole. It upholds our values of integrity and trust.

REVENUES AND SUPPORT
AUDITED YEAR ENDING JUNE 30, 2020

$14,749,566

EXPENSES
AUDITED YEAR ENDING JUNE 30, 2020

$13,786,639
### Statement of Activity
FOR YEAR ENDING JUNE 30, 2020

#### REVENUES AND SUPPORT

<table>
<thead>
<tr>
<th>Description</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2020 TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDIVIDUAL CONTRIBUTIONS</strong></td>
<td>4,381,288</td>
<td>2,692,560</td>
<td>7,073,848</td>
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<td><strong>GOVERNMENT SUPPORT</strong></td>
<td>2,415,132</td>
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<td>2,415,132</td>
</tr>
<tr>
<td><strong>CORPORATE AND FOUNDATION SUPPORT</strong></td>
<td>32,481</td>
<td>1,954,668</td>
<td>1,987,149</td>
</tr>
<tr>
<td><strong>COMMUNITY ENGAGEMENT REVENUE</strong></td>
<td>102,114</td>
<td>961,298</td>
<td>1,063,412</td>
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<tr>
<td><strong>PRODUCTION AND OTHER REVENUE</strong></td>
<td>2,108,881</td>
<td>101,144</td>
<td>2,210,025</td>
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<tr>
<td><strong>NET ASSETS RELEASED FROM RESTRICTIONS</strong></td>
<td>5,256,704</td>
<td>-5,256,704</td>
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<tr>
<td><strong>TOTAL REVENUE AND SUPPORT</strong></td>
<td>14,296,600</td>
<td>452,966</td>
<td>14,749,566</td>
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</tbody>
</table>

#### EXPENSES

<table>
<thead>
<tr>
<th>Description</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2020 TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM SERVICES</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>BROADCASTING</strong></td>
<td>4,070,781</td>
<td>—</td>
<td>4,070,781</td>
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<tr>
<td><strong>PRODUCTION</strong></td>
<td>1,904,910</td>
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<td>1,904,910</td>
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<tr>
<td><strong>COMMUNITY ENGAGEMENT AND EDUCATION</strong></td>
<td>1,735,040</td>
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<tr>
<td><strong>PUBLIC INFORMATION</strong></td>
<td>1,323,937</td>
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<td><strong>TOTAL PROGRAM SERVICES</strong></td>
<td>9,034,668</td>
<td>—</td>
<td>9,034,668</td>
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<tr>
<td><strong>SUPPORTING ACTIVITIES</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>DEVELOPMENT</strong></td>
<td>3,462,461</td>
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<td>3,462,461</td>
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<tr>
<td><strong>ADMINISTRATION</strong></td>
<td>1,289,510</td>
<td>—</td>
<td>1,289,510</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>13,786,639</td>
<td>—</td>
<td>13,786,639</td>
</tr>
</tbody>
</table>

#### INCREASE IN NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2020 TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS BEGINNING OF THE YEAR</strong></td>
<td>14,296,433</td>
<td>11,432,891</td>
<td>25,729,324</td>
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<tr>
<td><strong>NET ASSETS END OF THE YEAR</strong></td>
<td>$14,806,394</td>
<td>$11,885,857</td>
<td>$26,692,251</td>
</tr>
</tbody>
</table>
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