

Nine Listens: Community Survey Results

Nine Network sends biannual surveys to its email list. In July, more than 1,100 community members responded to the survey, and we are listening. The survey responses help us set priorities, provide input on content creation, and give feedback on our community events.

As a trusted and essential community institution, Nine is here to celebrate successes, convene challenging conversations, and illuminate the powerful connections we have to each other. We can't do this without listening to our community.

Nine follows a model of community engagement. We start by listening to our partners and community members to determine what community priorities our content needs to address. With that information, we create content to increase understanding around those topics.

Here's what we heard from survey respondents.

76%

of respondents **“strongly agreed”** or **“agreed”** that Nine's local content accurately reflects what should be talked about in the St. Louis region.

Of the respondents who watched **programming on Black history and experiences...**

88%

“excellent” or **“very good”**



A 2019 in-person event was attended by the officers in the Nine special.

“The recent **[Of Black and Blue: The Journey of African American Police] virtual screening was excellent**. I have often had concerns about how today's attitude towards law enforcement weighs upon officers of color.”

—Sue Anne Whitener
survey respondent

What we heard (continued):

Of the respondents who watched content that discussed the **region's response to the COVID-19 pandemic...**

86% → **RATED IT AS**
"excellent" or "very good"



In the May PBS special on COVID-19, *In This Together*, a couple pick up their twin babies from the hospital, seeing them for the first time.

"Nine programming sets a prompt for more open discourse among all of us. That **Nine is putting tough topics out there really helps convene further conversations.**"

—Susie Morice
survey respondent

Of the respondents who watched **Teaching in Room 9 content...**

80% → **RATED IT AS**
"excellent" or "very good"



Raymel Speed teaches reading on *Teaching in Room 9*.

"I am a substitute teacher at the elementary school level, and I've been **watching the math lessons on Teaching in Room 9. I'm finding the instruction helpful.**"

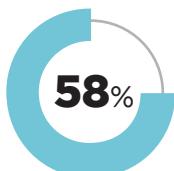
—De Schneider
survey respondent

Community Priorities

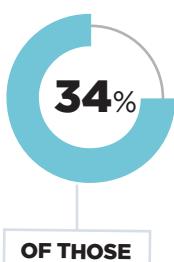
Here's how survey respondents rated us on fostering understanding and sparking conversation and action around identified community priorities:



agreed they are **more aware or have a better understanding of issues** facing our community and region, because of viewing content on Nine.



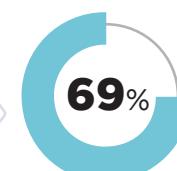
have engaged in a conversation because of viewing content on Nine.



have acted or done something differently based on what they have learned from viewing content on Nine.



shared information with family and friends.



sought out more information on a topic.

Smaller percentages of community members made more significant changes, including **becoming more civically involved (24%)**, **and making healthy lifestyle and eco-friendly lifestyle changes (at 23% each)**.

Those surveyed were asked to describe both what **they've learned and the conversations they have had with others after viewing Nine's content**.

Topic areas most-often cited included:

- › White Privilege
- › Social Justice
- › Systemic Racism
- › Police and Community Relations
- › COVID-19 Pandemic
- › Local and National Politic

Four Key Principles Guide Nine's Work

While respondents ranked our effectiveness representing these four principles highly, we continue to strive to do even better.

- 1 Trust.** Serving as a trustworthy media voice on air, online, in print, and in the community.
- 2 Engagement.** Understanding community priorities by listening and responding with content related to those priorities.
- 3 Innovation.** Continuously increasing the quality of our content and enabling access using multiple platforms (on air, online, in print, and in the community).
- 4 Inclusion.** Representing the diversity of experiences of all people throughout our region.

87% trust

81% engagement

79% innovation

76% inclusion

Percentages show ratings of "excellent" or "very good."

Steps for Improving Our Work



A child learns through play on a PBS Playtime Pad at a Nine early-learning opportunity for parents and caregivers.

We deeply appreciate the time survey respondents gave us to share this feedback.

The results reaffirm that our work is making a difference in our community, but there is room for improvement. Our next steps include finding additional ways to solicit feedback from the community, featuring more experiences from other communities in the region, and ensuring we provide content that is trusted, balanced, and fosters understanding around community priorities.