THE VIETNAM WAR
A FILM BY KEN BURNS & LYNN NOVICK

THE VIETNAM WAR
A 10-PART, 18-HOUR DOCUMENTARY FILM SERIES
DIRECTED BY KEN BURNS AND LYNN NOVICK.

In an immersive 360-degree narrative, Burns and Novick tell the epic story of the Vietnam War as it has never before been told on film.

The Nine Network was honored to host Ken Burns in St. Louis. He was our featured guest at a sold-out preview and discussion at the Touhill Performing Arts Center on September 9, 2017. Later, he was our keynote speaker at the Pioneer Spirit Gala, the first gala in our 63-year history.

AWARENESS
UNDERSTANDING
ACTION

The Nine Network is able to achieve community impact through the power of public media. The scale of Nine’s reach across the region is a distinctively unique asset. We are a trusted convener and storyteller around issues affecting our region. The result of our work raises awareness, increases understanding, and moves our community to action.
Moving Hearts and Minds

The public screening of *The Vietnam War* at the Touhill Performing Arts Center connected more than 1400 community members to this powerful film. Attendees included Nine Network members, the general public, veterans, and the Vietnamese community.

“Actually, hearing the production in a theater space, I froze in my seat and had to re-enter the presentation 30 seconds later. My body tightened. To me it was real.”

94% of guests rated the screening event excellent or very good.

93% of guests have or will encourage someone else to watch *The Vietnam War*.

88% of guests had or will have a conversation about the Vietnam War.

“You could get a sense of people’s curiosity, understanding, patriotism as well as misunderstanding of the entire war.”

29 different zip codes were represented.
Broadcast Series on Nine PBS
Veterans said they learned new things about Vietnam, and themselves, by watching the series. The community praised the sensitivity of the messages we created that ran before and after each episode of The Vietnam War to connect veterans to services they or their families might need.

OVER 83,000
PEOPLE WATCHED THE SERIES PREMIERE ON NINE

On air alone, The Vietnam War exceeded total views on THE NINE NETWORK

Pioneer Spirit Gala
More than 450 friends of the Nine Network attended our Pioneer Spirit Gala, featuring honored guest Ken Burns.

Guests were taken on a journey through our 63-year history, beginning with KETC’s beginnings in educational television and ending with a vision of the future of the Nine Network. The evening also celebrated the Public Broadcasting Act of 1967.

OVER 450 PEOPLE
attended the PIONEER SPIRIT GALA
where Ken Burns was keynote speaker

OVER HALF A MILLION
dollars in sponsorships were raised for the GALA & VIETNAM WAR PREVIEW SCREENING

Ongoing Community Engagement
The armed conflict was one of the longest and most divisive in U.S. history. The Nine Network is partnering with the Missouri History Museum as part of the relaunch of Soldiers Memorial Military Museum to collect and share the many untold stories about the war. Read their stories at nineNet.org/VietnamStories.

130 stories to date collected from the community via the STORY COLLECTION PROJECT
Thank you to our Pioneer Spirit Gala and *The Vietnam War* preview screening sponsors

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