

TWIN CITIES PUBLIC TELEVISION

MEDIA ADVISORY

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For immediate release

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KSMQ and Twin Cities Public Television Sign Cooperative Master Control Agreement

*Agreement reduces costs and improves efficiencies for
Minnesota Public Television Stations*

ST. PAUL – Public television stations KSMQ (Austin, Minnesota) and Twin Cities Public Television (*tpt*, St. Paul, Minnesota) have signed a three- year Cooperative Master Control Agreement designed to reduce costs for KSMQ and improve efficiencies for both stations. The two stations are independent organizations and the new agreement preserves the full organizational independence and operational flexibility of KSMQ, in order for it to best serve its local community.

Under the terms of the agreement, *tpt* will be providing – via an existing State of Minnesota fiber network – a broadcast-ready signal comprised of programs and promotional elements produced by KSMQ, programs acquired by KSMQ, and PBS programs which both KSMQ and *tpt* include in their schedules. The PBS programs then need only be recorded and stored once to serve both stations.

The agreement allows KSMQ to reduce technical staff and to avoid investment in additional Master Control and digital media archive equipment. At *tpt*, the existing air operator will be able to manage all of *tpt*'s and KSMQ's broadcast services simultaneously so the total staff costs for the combined organizations are reduced.

“This cooperative effort between KSMQ and *tpt* will allow KSMQ’s small but dedicated staff to concentrate our efforts on our numerous local production efforts,” Marianne Potter, President and CEO of KSMQ said.

Jim Pagliarini, President and CEO of *tpt*, noted, "By sharing technology and reducing costs, this agreement strengthens public television for the citizens of Minnesota. It preserves community based television, allowing us to provide regionally-customized program schedules for each market at less overall cost to the individual members, businesses and foundations that support the work of public TV."

ABOUT KSMQ

KSMQ Public Media, Inc. is based in Austin, Minnesota and serves the surrounding areas of Austin, Albert Lea, Rochester, Mason City, Mankato, Owatonna, Winona and other communities throughout Southern Minnesota and Northern Iowa. KSMQ uses the power of technology to provide programs and services uniquely designed to enhance the quality of life for people in our region. It is the mission of KSMQ to educate, enrich, inform and entertain.

KSMQ has many locally produced series including *Health Connections*, *Garden Connections*, *The Week*, *Cities on the Move* and *Diversity Connections*. All of KSMQ's locally produced programs are also available on www.ksmq.org and through YouTube. The KSMQ blog is also a primary tool that allows our viewers to communicate with our hosts and staff. In addition to KSMQ's digital channel, KSMQ offers three subsidiary channels to their viewers including Megahertz Worldview, KSMQ *Create* and the Minnesota Channel.

ABOUT *tpt*

The mission of Twin Cities Public Television is to “harness the power of media for the public good.” A not-for-profit educational, civic, and cultural resource, *tpt* presents original television productions for national and state broadcast. Productions include the *DragonflyTV* science series for kids; the Emmy Award-winning *Benjamin Franklin*; the Emmy-winning *The Forgetting: A Portrait of Alzheimer's*; our new DIY series *Make.;* the popular public affairs program *Almanac*, and the innovative Minnesota Channel, which magnifies the impact of Minnesota's finest public service organizations using the power of television.

One of the most watched PBS affiliates in the nation, *tpt* is based in St. Paul and operates channels *tpt 2*, *tpt LIFE*, *tpt MN*, and *tpt WX*. The organization is also developing and distributing online content via www.tpt.org and www.mnvideovault.org, as well as through YouTube, Yahoo Podcasts and other distribution channels.