

# TWIN CITIES PUBLIC TELEVISION

## MEDIA ADVISORY

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## **Twin Cities Public Television Names Vice President of Finance and Business Administration**

**ST. PAUL** — Twin Cities Public Television (*tpt*) is pleased to announce the appointment of Barbara Van Loenen as the station's new Vice President of Finance and Business Administration.

Ms. Van Loenen has over 20 years experience working in a variety of financial and administrative positions at Best Buy. She worked there from the company's infancy and was part of the team who grew Best Buy into the multi-billion dollar enterprise it is today.

She has extensive experience with all aspects of finance and accounting, from entering the debits and credits herself to working with the leadership of the organization in strategy, business development and board and shareholder relations. At *tpt*, Ms. Van Loenen will oversee Finance and Accounting, Engineering and IT, and Building Services.

She says, "After accepting early retirement from Best Buy, I wanted to re-connect with my community. I wanted to re-enter the workforce and work for a non-profit organization that I believed in and could be passionate about. Happily *tpt* turned out to be that organization."

President and CEO Jim Pagliarini says, "Under Barbara's leadership, *tpt* will strategize and create efficiencies that will help us not only weather the current economic situation but thrive well into the future."

Ms. Van Loenen has served in leadership positions with a number of non-profit boards and was elected to the Hudson Board of Education. She earned her MBA from the University of Minnesota School of Management.

### **ABOUT *tpt***

The mission of Twin Cities Public Television is to "harness the power of television and

other 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](http://www.tpt.org) and [www.mnvideovault.org](http://www.mnvideovault.org) , as well as through YouTube, Yahoo! and other online distribution channels.

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