

TWIN CITIES PUBLIC TELEVISION

MEDIA ADVISORY

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TWIN CITIES PUBLIC TELEVISION LAUNCHES NEW FAMILY OF SERVICES

Station announces channel line-up and other services for the digital TV era

St. Paul — Twin Cities Public Television (*tpt*) today announced a new family of services to serve its audiences in the era of digital television and beyond.

First is the new line-up of digital channels that it will have in place – beginning at midnight on the morning of February 18, 2009. The channels are:

- 2-1 *tpt 2* in High Definition, featuring 11 ½ hours of daily educational programming for children and the best in PBS prime-time programs, all in HD.
- 2-2 *tpt MN*, The Minnesota Channel, featuring the best in local and regional public television, plus live coverage of the Minnesota Legislature when in session.
- 2-3 *tpt LIFE*, a new channel featuring a mix of lifestyle and how-to programming, convenient encore presentations of PBS programs, and favorites like *Charlie Rose* and the *BBC World News*.
- 2-4 *tpt WX*, full-time MNDOT weather radar.

Channels 2-1 and 2-2 will broadcast from the station's KTCA transmitter, while channels 2-3 and 2-4 will broadcast from the station's KTCI transmitter. Thanks to new technical capabilities made possible by digital TV, all of the channels will be designated as "channel 2-x".

"The digital television transition has given us a great opportunity to align our programming schedules to better serve our viewers," says Executive Director of Programming, Tom Holter. "Our analog channel 17 was a mix of weather radar, legislative coverage, locally produced programming and encores of PBS programs. With our digital multi-cast capabilities, we are now able to segment these various types of programming onto different channels. Plus we are now able to present *tpt 2* in full High Definition."

Beyond the new channel line-up, *tpt* is also making a commitment to the world of on-line and on-demand media. "We are launching the 'new' *tpt*," says *tpt* President and CEO, Jim Pagliarini. "Not only is the vision for our digital broadcast channels being realized, but all of the work we have been doing in other 'digital' arenas is coming to fruition as well. On-line and on-demand media is becoming more and more important; *tpt* is excited to expand our services in order to serve our community better."

Among the services will be:

- The **Minnesota Video Vault**, an online on-demand service which is the result of over two years effort to begin digitizing and archiving Twin Cities Public Television productions. Launching in 2009, the Minnesota Video Vault will include historic footage, such as interviews with Dr. Martin Luther King, Jr. and Eleanor Roosevelt, as well as current productions from **tpt**'s Minnesota Channel. Also included will be classic interviews and performances from *Nighttimes Variety*, *Newsnight Minnesota* and *Almanac* as well as a broad cross-section of **tpt** documentaries.
- Material from the Minnesota Video Vault will soon be available on-demand to Comcast cable subscribers, through Comcast's Get Local on-demand service.
- *Almanac*, **tpt**'s long running public affairs program, which has been available on-demand online for several years, is now simulcasting its live weekly broadcasts at www.tpt.org/almanac.
- Working with PBS, **tpt** will soon expand on-demand offerings – both online and via cable – to include favorite PBS series. This is in addition to the existing on-demand services available through PBS KIDS Sprout (via cable) and PBS KIDS Go (online).

“We will be serving more people, more often, reaching them with more services than ever before. And we are working toward serving them on their own terms – making access to all of what we do available anytime, anywhere, to anyone,” says Mr. Pagliarini.

“In all, the future is incredibly exciting. Viewers can expect an expanding and evolving family of services from **tpt** that will continue to inform, engage, and enlighten our community.”

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 regional broadcast. Productions include the Emmy Award winning *Benjamin Franklin*; the Emmy winning *The Forgetting: A Portrait of Alzheimer's*; the *DragonflyTV* science series for kids; 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.