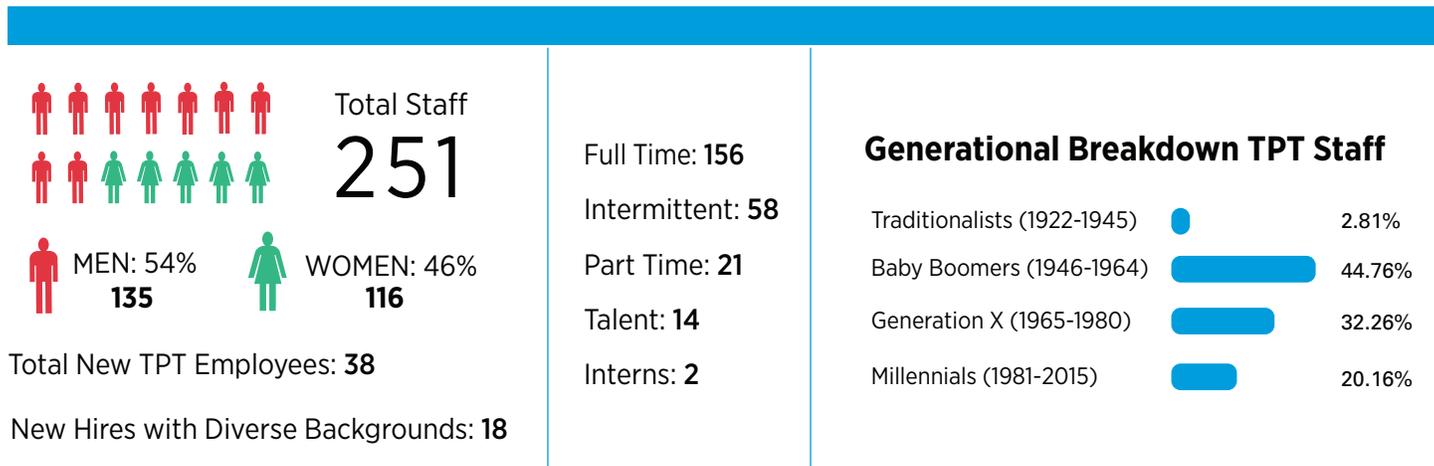


TPT, Twin Cities PBS, is committed to fostering a culturally agile organization to best serve our staff and community. We acknowledge and embrace our differences, value them, and integrate them into our work. Additionally, we seek our audience's multiple perspectives, identities and priorities to encourage ongoing transformation and growth.

This report summarizes TPT's 2014-2015 efforts to build, sustain and expand diversity. The examples of our innovative programs and partnerships emphasize how we work with, reflect and celebrate viewers of various ethnicities, ages, abilities and gender. This year's initiatives have also amplified the voices of our veteran community.



Staff Engagement Programs

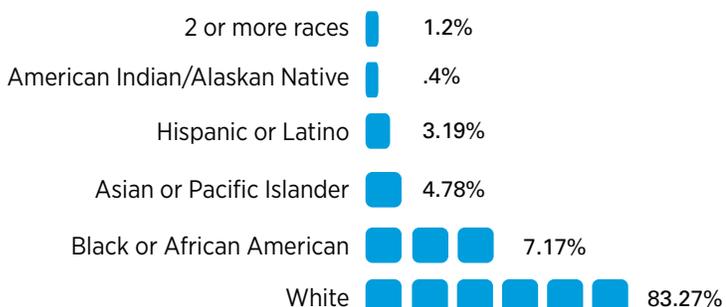
Our diversity leadership group offered more than 15 different staff engagement opportunities on a wide variety of topics. Engagement/enrichment initiatives included partnering with the Council on American-Islamic Relations to explore what it means to be a Muslim in Minnesota; holding a panel discussion on women in media; and discussing *American Promise*, a documentary about the African American experience in today's schools. Employees also participated in volunteer activities, like the United Way's Action Day and collections for Neighborhood House and Gifts for Seniors.

Additionally, TPT invited several external thought leaders to help guide us around diversity issues. The Pacific Education Group facilitated "Courageous Conversations" about racial equity and unconscious bias, and a systems consultant worked with our managers to define and develop our institutional culture as we transition into our newly remodeled building.

Thank you to our diversity leadership group:

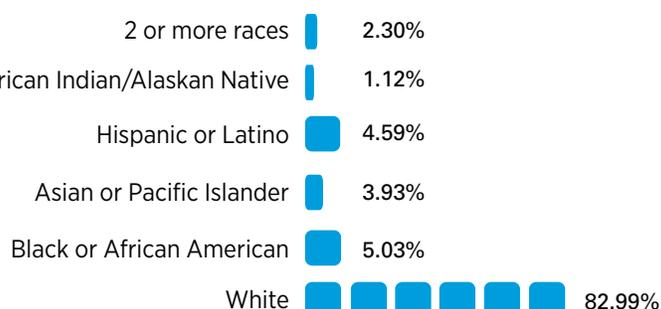
Ariel Tilson, Brendan Henahan, Cindy Hall-Duran, Jenny Masters-Wolfe, John Zimmerman, Jon Van Amber, Ka Vue, Kelly Gavigan-Swanson, Kristin Pederson, Lisa Love, Lucy Swift, Mantha Petrovich, Maribel Lopez, and Rebeka Ndosi.

EEO Breakdown TPT Staff



*Figures reflect staff self-identification.

State Breakdown



* State of Minnesota data is from the 2010 Census Report which represents 17.01% of people from under-represented communities. This is the most current data.

TPT Board Members

Total Members: 27

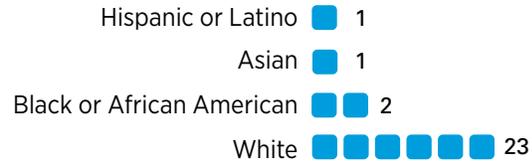
WOMEN: 12



MEN: 15



EEO Breakdown



TPT Audience Breakout

1,730,170

TV Households

Education Profile:

High School or less = 2.7%
 Graduated High School = 22.1%
 Some College = 29.8%
 College Degree = 28.1%
 Advanced Degree = 16.4%

* Information from "the media audit" may not add up to 100% because some respondents do not report on all demographics.

Annual Income:

<15K = 1.7%
 \$15k-25K = 9.9%
 \$25k-35k = 9.5%
 \$35k-50k = 25.3%
 \$50k-72k = 21.1%
 \$75k-100k = 15.5%
 \$100k-150k = 7%
 \$150+ = 10%



Children's Programming

PBS' children's media invites *all* kids on a journey to explore the world around them with standards-based, non-violent, age-appropriate content. According to Nielsen, PBS stations reach more kids aged 2-5, more moms with children under 6 years old and more low-income children than any other kids TV network, and over-index on connecting with underserved youth populations. TPT's local children's audience reflects this national trend.

According to Nielsen, in our market there is a total youth breakout of:

228,000

2-5 year-olds

347,000

6-11 year-olds

27%

of this market watches TPT at least once per week

#1

MON - FRI
 Daytime for
 2-5 year-olds

156,000

children watch
 TPT EACH WEEK.



Diversity and Inclusion Programming Highlights

TPT works across on-air, online and on-the-ground platforms to reach audiences of diverse ethnicities, ages, income levels and abilities. Program examples include:

Almanac at the Capitol This weekly show's 2015 season launched a five-part series examining the complex cultural dynamics affecting communities of color.

American Graduate TPT was one of 34 public media stations selected to create and perpetuate positive narratives of young people from non-dominant backgrounds, and present local stories as part of this national initiative. TPT received the Alliance for Youth STAR Partner Award for its *American Graduate* work.

TPT Focus on Veterans TPT partnered with the Minnesota Assistance Council for Veterans (MAC-V), the Minnesota Department of Veterans Affairs and the Minnesota National Guard to produce three documentaries that explore the lives and experiences of Minnesota's military members and veterans. *Crossing the Threshold* examines the challenges that can lead to homelessness for veterans. *Women Serving in War* shares the history and evolving roles of women in the United States Armed Forces. *Through a Soldier's Eyes* follows a small contingency of Minnesota National Guard members to Italy, where they pay their respects and witness battle sites the 34th Infantry fought for in World War II. Additionally, TPT localized content for national public media initiatives Veterans Coming Home and Sharing Stories of Service.

Make It OK This multiyear, multimedia event works to reduce the stigma surrounding mental illness by "normalizing" discussion of it. *Make It OK* was honored with the Board of Governor's Award.

ECHO Minnesota In May 2015, TPT merged with ECHO, building on its 10-year partnership to serve the state's immigrant communities through original media content produced in six languages (Spanish, Vietnamese, Hmong, Lao, Khmer and Somali). The merger is already enabling TPT to deepen and intensify its work with these growing communities, including creating and disseminating emergency alert systems in multilingual, multimedia formats.

MN Original TPT's weekly arts series features artists working across all disciplines, capturing the richness of Minnesota's creative landscape. Ninety-five percent of this season's MN Original episodes featured diverse artists (defined as African American, Asian, Latino/Hispanic, Middle Eastern, Native American, youth, elderly, GLBTQ and disabled). MN Original also helped pilot media arts integration into underserved Saint Paul Public Schools, and the series received the prestigious 2015 Minnesota Citizens for the Arts Award.

Next Avenue The premiere national public media resource focused on America's booming 50+ audience launched a significant redesign in 2015, and captured the National Travel Journalists Association's Bronze Award. Next Avenue also placed third in the National Society for Features Journalism Contest.

Rewire This multiplatform initiative targets today's web-centric Millennial audience, and includes a series of innovative events, content and online engagement that takes TV outside of the box and into the digital era.

SciGirls TPT's groundbreaking national television series, website and outreach program is designed to do nothing less than change how millions of girls think about science, technology, engineering and math, or STEM! The *SciGirls* approach is rooted in a quarter of a century of gender-equity research around engaging girls in STEM study and career paths. Now in its third season, 100% of *SciGirls* episodes feature ethnically diverse learners and/or adult mentors, and the program's educational engagement has reached 25,000 girls and boys with its culturally responsive content.



Looking Forward: The Year Ahead in Diversity

TPT will continue to advance our cultural diversity efforts in 2016. Some of the initiatives include:

- *Latina SciGirls: Promoting Middle School-Age Hispanic Girls' Positive STEM Identity Development through Media, Outreach and Role Models*, a \$2.8 million National Science Foundation-funded project that includes educational media, outreach and research components.
- *Superhero School*, a \$25 million Department of Education-funded television series, website and educational engagement program that will serve diverse children nationwide.
- TPT website career page revision and enrichment project, which will create multi-lingual options for applicants.

President's Message



I'm pleased with the work that TPT, Twin Cities PBS, continues to do within our programs, leadership and communities. In partnership with our community, we are cultural architects, building an environment that reflects the stories and people we serve. Our recent building renovation focused on breaking down walls and opening our doors more widely to connect more with our community and emphasize transparency.

Beyond our building, we continue to provide innovative programming, reach out to community, and involve partners in fostering impactful conversations, creativity and collaboration. To this end, we recently integrated ECHO MN, a leader in multi-language health, safety, civic engagement and emergency readiness communication into TPT. ECHO MN will continue to broaden our services and abilities to reach even more viewers.

I'm excited to continue to lead and learn through these diversity efforts. I thank those partners who share our vision and work around creating a culturally agile organization. Together, we are extending the powerful reach of public media.

A handwritten signature in black ink, reading "Jim Byrnes". The signature is written in a cursive, flowing style.