

# REPORT TO THE COMMUNITY

## 2015



TWIN  
CITIES  
PBS

# TWIN CITIES PBS

## Impact. Driven by media.

Twin Cities PBS (TPT) works to enrich lives and strengthen our community through the power of media.

Founded in 1957, Twin Cities PBS is one of the most innovative public media organizations in the country. TPT presents the best in educational and cultural programming—from PBS Kids to *Masterpiece Theater* to *NOVA*—drawing an audience of 1.3 million Minnesotans every month. TPT produces more local programming than virtually any other public television station—telling the stories of Minnesota’s pioneers and innovators, artists and changemakers. Leveraging the power of media, TPT makes a difference in our communities every day.

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Community

### SPECIAL FEATURES

ECHO Partnership

TPT Renovation

Giving Thanks in Many Voices

# TPT BY THE NUMBERS



**200,000,000+**  
views of TPT tweets

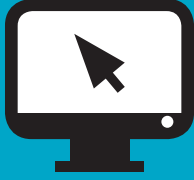
**93,000**  
TPT members

**150,000**

children reached every week



**2,666,680**  
website page views  
every month



**1.3 million**  
viewers every month



**15** Regional Emmy  
Awards in 2015

**4** consecutive years  
TPT has been most-watched  
public television station  
in the nation

## SERVING A CHANGING MINNESOTA



In 2015, TPT joined forces with ECHO Minnesota, building on a 10-year partnership that leverages media to serve the state's growing immigrant, refugee and New American communities. Together, TPT and ECHO (Emergency, Community, Health and Outreach) have produced 200+ broadcasts in many languages —Spanish, Vietnamese, Hmong, Lao, Khmer and Somali—providing critical information on health, safety, civic engagement financial literacy, emergency preparedness and more. TPT / ECHO's groundbreaking work includes a current initiative with many partners such as Minnesota's Department of Homeland Security to develop a first-of-its-kind, multi-lingual and multi-platform emergency warning and alert system.



# TPT BUILDS CONNECTIONS THROUGH THE ARTS



TPT serves as both stage and lab for the arts. Last year, TPT:

- \* Helped artists connect to new audiences and communities. TPT produced 20 new episodes of *MN Original*, featuring 550 Minnesota artists.
- \* Featured local and emerging musicians on its cross-platform music show, *Lowertown Line*. TPT presented and broadcast 7 live concerts, including a performance at the Northern Spark Festival that drew 4,000+ people.
- \* Produced 6 “pop-up” concerts in St. Paul skyways, *Skyway Sessions*, and launched an online video series, *Artist Day Jobs*, exploring how different artists make ends meet.
- \* Created documentaries celebrating the work of leading Minnesota artists, from painter and sculptor George Morrison to storyteller Kevin Kling.

## TURNING THE STATION INSIDE OUT



In 2015, TPT completed a \$40 million capital campaign that funded a full renovation of its Lowertown, St. Paul building and supported the launch of multiple major program initiatives. Driven by the goal to “turn the station inside out,” the renovation of TPT’s building was designed to facilitate openness to and collaboration with the broader community. One major outcome was the creation of TPT Street Space, a flexible and dynamic space for performance, community convenings, concerts, events for families and children, film screenings, and much more.

# TPT HELPS YOUNG PEOPLE SUCCEED

Children and youth need support in order to thrive. Last year, TPT:

- \* Presented top-quality educational television programming proven to catalyze early learning, support the development of social skills, and sustain reading and math achievement. Approximately 150,000 children tune in to TPT every week.
- \* Conducted workshops and trainings for educators, and learning activities for families. Approximately 4,000 children and parents/caregivers participated in events specifically targeting low-income communities.
- \* Facilitated listening sessions with teens and worked with young people to shape positive narratives about our community's youth. Outcomes included *Black Brilliance*, a 30-minute documentary that has aired statewide and in special community-led screenings; and *The Roots of Negative Stereotypes*, an online illustrated essay that quickly went viral, drawing more than 500,000 views.

**“*Black Brilliance* succeeds on many levels, but its largest victory may be that it makes clear it’s possible to present a very different, compelling narrative—one that depicts young people of color as gifted learners who meet and surmount challenges as they exercise their talents.”**

– Beth Hawkins, MinnPost

## IN THE COMMUNITY

TPT meets its audiences where they are. Last year, TPT:

- \* Led 21 fun and educational Family Nights at schools, YMCA’s and neighborhood community centers.
- \* Participated in community events and festivals from Rondo Days to Slice of Shoreview.
- \* Offered TPT-led camps that engaged kids in hands-on STEM learning.
- \* Provided trainings for educators, helping them integrate arts and media into their teaching.
- \* Featured live performances by *MN Original* artists at its Minnesota State Fair booth. TPT also produced *State Fair Stories*, a documentary that aired nightly in Carousel Park.





# TPT DRIVES STEM LEARNING

Minnesota's ability to compete economically and find innovative solutions to emerging problems is increasingly dependent on a workforce that is skilled in science, technology, engineering and math (STEM). However, too many young people—especially girls and youth of color—lose confidence and interest in STEM around the time of middle school. In Minnesota—and nationwide—TPT's *SciGirls* is working for change. Last year, TPT:

- \* Produced the third season of *SciGirls* for national television broadcast, reaching more than 90% of households nationwide.
- \* Launched a multi-year initiative, *SciGirls Strategies*, to help career and technical educators and guidance counselors in Twin Cities high schools keep more girls from diverse backgrounds on STEM learning and career pathways. This initiative is a partnership among TPT, the Minnesota Department of Education, Minnesota State Colleges and Universities (MnSCU), St. Catherine University and the National Girls Collaborative.
- \* Created a Twin Cities outreach initiative that will bring inclusive, hands-on STEM learning to Boys & Girls Clubs and Minneapolis Beacons middle school sites.

Research shows that *SciGirls* works. It increases kids' interest in STEM. It expands their understanding of the process of scientific inquiry and engineering design. It motivates them to do their own science investigations. And it grows their confidence that they can pursue STEM careers themselves.





## TPT HELPS PEOPLE AGE WELL

More than 1.7 million Minnesotans are age 50 or older — a number that will continue to grow significantly over the next decade. In Minnesota and nationwide, TPT is working to help older people navigate the next stages of life. Last year, TPT:

- \* Produced on-air, online and in-person programming that explores late-life planning and care. Together with its partners, TPT is helping families, communities and health care providers to talk with each other about late-life decision-making, and to find and replicate innovative models of care.
- \* Continued to grow *Next Avenue*, TPT's digital platform for people age 50+. Nationally, more than one million people visit [nextavenue.org](http://nextavenue.org) every month where they find engaging and useful information about health, caregiving, financial planning and living well. *Next Avenue* readers trust and value what they find: 96.9% report that they have taken action based on something they saw or read on *Next Avenue*.

## TPT BUILDS HEALTHIER COMMUNITIES

TPT helps Minnesotans learn — and talk — about important health care issues and decisions. Last year, TPT:

- \* Raised awareness about important health issues including the historic lack of health insurance in the African American community and how families and communities are facing dementia.
- \* Created a series of engaging on-air and online videos that encourage parents and children to share the joys of cooking and eating together.
- \* Collaborated with community-based health organizations to increase awareness among Latino, Hmong and Somali communities about the values that affect end-of-life decision-making.
- \* Created videos in five languages to provide information and support to community members who are caregivers for older adults.



# TPT INFORMS AND ENGAGES COMMUNITIES

TPT leverages the power of media to engage people around issues that matter. Last year, TPT:

- \* Informed approximately 50,000 people every week through its statewide public affairs program, *Almanac*. Over the course of three decades, there have been more than eighty million views of *Almanac*, establishing it as the definitive source for news and thoughtful discussion about issues affecting Minnesota.
- \* Created on-air and online programming that uses storytelling to explore topics ranging from disability rights to climate change to cybersecurity. During the past year, TPT produced and broadcast nearly 50 new programs on important local and statewide issues.
- \* Collaborated with veterans' organizations to share the stories and experiences of Minnesota's veterans. Since 2006, TPT has produced eleven documentaries and series on topics including veterans' mental and physical health; critical non-combat work performed in war zones; and reintegration into civilian life. Last year, TPT premiered three new documentaries: *Through a Soldier's Eyes*, *Crossing the Threshold* and the Emmy Award-winning *Women Serving in War*. All three were broadcast statewide and nationally.
- \* Provided a lens on Minnesota politics by broadcasting 945 hours of the 2015 Legislative Session.



**“Thank you for making us proud and putting us on the map.” - Ebla E.**

**“Wow! The America we don't get to see often.” - Deka A.**

## GIVING THANKS IN MANY VOICES

TPT's one-hour documentary, *Giving Thanks in Many Voices*, explored how families from some of Minnesota's largest and most under-represented immigrant communities express and maintain their own traditions of gratitude. The show featured several members of Minnesota's communities, including Sikh, Oromo, Hmong and Somali. The documentary aired on TPT-2 over Thanksgiving weekend and quickly reached a large online audience. It was also shared widely through social media and by faith communities. *Giving Thanks* was produced by TPT in partnership with United Theological Seminary and with funding from Thrivent Financial.