





CALL THE MIDWIFE



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**VISIONARY
SOCIETY**

If you have questions or would like additional information about including
Twin Cities PBS in your will or estate plan, please contact:

Planned Giving
Twin Cities PBS
172 E. 4th Street
St. Paul, MN 55101
651-229-1276

www.tpt.org/visionarysociety

Why is Public Television Important to You?

Through our programming, we do the following:

- Twin Cities PBS serves more people more often than any other cultural and, educational organization in Minnesota, with 1.3 million viewers watching each month.
- Twin Cities PBS is consistently in the top three PBS stations nationally for viewing audience and, for nearly two years, it has been #1.
- As a curator of quality TV, Twin Cities PBS seeks out the highest quality, most trustworthy television programs from PBS and other sources to satisfy viewers' demands for substance and variety. Programs like *Nature*, *Nova*, *Frontline*, *Masterpiece*, *Great Performances*, *Ken Burns' specials*, *American Masters*, *American Experience* and *The PBS Newshour*.
- Twin Cities PBS is a prolific creator of local content designed to educate, inform and inspire. Twin Cities Public Television has a weekly arts series called *MN Original*, as well as historic and cultural specials funded through the Legacy Amendment.
- Twin Cities PBS has one of the most popular and longest-supported public affairs programs in the country – *Almanac*.
- Much of Twin Cities PBS' work is created in partnership with mission-driven organizations and it can be seen statewide. Twin Cities PBS has co-produced almost 600 programs with 200 partner organizations.
- Not only a local producer, Twin Cities PBS creates original television programs, and web and mobile content for national and regional distribution through the PBS system.
- As one of the nation's leading public media organizations, Twin Cities PBS uses television, interactive media and community engagement to advance education, culture and citizenship.



"There is quality you can't find anywhere else... If you want to be well-informed, public television gives wonderful, in-depth coverage of important issues for the overall health of our community. We love Almanac, National Geographic specials, and PBS NewsHour. We and others should be as generous as possible in order to continue TPT, not only for ourselves and our preferences, but for our grandchildren... The future for TPT will be a glorious time as the digital age unfolds and we experience the potential of multiple channel."

- Terry Saario & Lee Lynch on their legacy to public television

Why is Public Television Important to You?

Through our programming, we do the following:

- Over its 54-year history, Twin Cities PBS has been recognized for its innovation and creativity with hundreds of prestigious awards, including Peabody awards, and national and regional Emmy awards.
- Almost 3,700 hours per year of Twin Cities PBS' broadcast time is devoted to educational programs for kids. Twin Cities PBS reaches 200,000 children ages 2-11 each week in homes, classrooms and care centers. Many studies have shown that watching public television has a measurable effect on children's learning and social skills; *Sesame Street*, alone, has been the subject of more than a thousand studies over the years.
- Through broadcast, cable and satellite Twin Cities PBS 2 is currently received by more than 70% of the population of Minnesota and 5% of the population of Wisconsin.
- More than 90,000 households have shown their support for Twin Cities PBS by becoming members.
- Finally, Twin Cities PBS' audience reflects the full diversity of the communities we serve.



"My goal is to be an ancient woman of wisdom. When I watch tpt it moves me closer to my goal. Twin Cities Public Television is television for the curious mind: it respects your intelligence, helping you to learn and grow throughout your life. It's always there to inspire you, enliven your daily life and take you to fascinating destinations near and far. It is important to leave the wonderful legacy of public television to my children and grandchildren so they can enjoy it for years to come."

- LaVonne Ellingson on her legacy to public television

Help Secure TPT's Future

By including TPT in your will or estate plan, you can play a significant part in securing the future of public television.

Over the years, we've received bequests from community members of all backgrounds and walks of life who have one thing in common: their passion for public television. Your gift of any size, unless otherwise directed by you, will be designated for TPT's General Endowment Fund, where it will provide support for the station for years to come.

Or, you may wish to support a particular genre of programming by contributing to an endowment fund for children's programming; science and nature; arts, culture and history; or responsible media.

Leave a Legacy for Your Children, Grandchildren and the Community

Leaving a legacy can be as simple as amending your will, or changing the beneficiary of your IRA or insurance policy.

You, a friend or loved one can also receive a fixed, annual income through a charitable gift annuity or an annuity trust. Creating a lasting legacy is possible for each of us—no matter our situation.

By including TPT in your will or estate plan, you can ensure that the joy of public television will be available for your children, your grandchildren and for generations to come.



MASTERPIECE



LOST TWIN CITIES



AMERICAN MASTERS

TPT Endowment

With your gift to our general endowment, you will ensure Twin Cities PBS' service into perpetuity.

Legacy gifts made through your estate plans will support the general endowment, and will help these program areas:

Science & Nature

Children's Programing

Arts & Culture

Net Gen/Digital Media

Next Avenue

MN Collaborative/MN Channel

Equipment & Capital Needs

A strong endowment fund will sustain and grow Twin Cities PBS, even through the most difficult economic cycles. The endowment fund will ensure that no matter how much technology changes or how wildly the economy swings; TPT will continue to be there for viewers, reliable and trustworthy, now and into the future.



"We enjoy the consistent excellence in public television – the meaningful and enjoyable programs and the most intelligently presented and least biased news reporting on TV. You can't watch a Ken Burns series and not be proud to support public television. Leaving a legacy through the Visionary Society is a way to support the common good ... a way to support our democracy."

– Miriam Simmons & James Schenz on their legacy to public television

Planned Gift Options

Some types of planned gifts can often reduce or eliminate estate, income, capital gains or gift taxes. Other gift vehicles allow you to turn appreciated assets into income-producing fixed payments.

Determining your goals will help you decide which type of gift is right for you.

Outright Gift Opportunities:

- Cash
- Securities
- Pension assets
- Closely held stock
- Personal property
- IRA (required distribution)

Income Producing Gifts:

- Charitable Gift Annuity
- Charitable Remainder Trust

Other Gift Opportunities:

- Bequest in will
- Retirement plan beneficiary
- Charitable Lead Trust
- Life insurance



PBS NEWSHOUR



MISTER ROGERS



CHRISTMAS IN NORWAY
WITH THE ST. OLAF CHOIR

Sample Bequest Language for Wills & Trusts

I give and devise to Twin Cities Public Television, Inc., a not-for-profit corporation of the State of Minnesota, _____ percent of my estate (or the residue or the sum of \$____; or the properties, securities, etc. described herein) to be used for its unrestricted purposes, or for its endowment.

Full legal name of TPT:
Twin Cities Public Television, Inc.

TPT Tax I.D. Number: 41-0769851

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Frequently Asked Questions

I'm not wealthy. How could I have an estate big enough to make a charitable gift?

Most people are surprised at the total value of their assets when they take into account their home, retirement plans, IRAs, personal property, cash, stocks, bonds and other investments. After providing for family and friends, it is often possible to plan a gift that is larger than you might imagine. And planned gifts such as Trusts or Charitable Gift Annuities often provide a higher return than many other types of investments. A TPT staff member will be happy to answer any questions you might have with absolutely no obligation to complete a gift.

How can I make a gift to TPT through my present will?

It's an easy process. Your attorney can simply add a "codicil" to your current will, using simple bequest language that allocates a fixed amount, a percentage of your estate or the remainder of your estate to Twin Cities Public Television, Inc. See previous page for sample bequest language that can be used.

I am a member of TPT and give a gift every year. Why should I also consider a planned gift?

In essence, a planned gift can ensure that TPT receives "annual" gifts from your estate after your death. Planned gifts help build TPT's endowment—a percentage of which is an extremely important annual source of income for the station. By adding your gift to those of others in the endowment, your support provides an even larger return for TPT.

I've already made a gift to TPT through my will, but I'm not sure if I want to remain anonymous or let TPT know about this gift. How would notifying TPT be of value?

We feel strongly about expressing our gratitude to you for your gift and would be honored to welcome you into TPT's Visionary Society—which honors everyone who has included TPT in his or her estate plan. Your gift may also inspire others to give!

I'm intrigued by the idea of a Charitable Gift Annuity. How can I find out more details?

Please call, write or e-mail TPT's Planned Giving Department. A staff member will be happy to provide information about your yearly rate of return and tax benefits for your particular situation.

Summary of Planned Gift Benefits by Type of Gift

	Goal: To Give a Gift After Your Lifetime
Type of Gift	Bequest
How to Make a Gift	Name Twin Cities Public Television, Inc. in your will or add a codicil to your will.
Benefits of Gift	<p>100% deductible from your estate.</p> <p>Reduces your potential estate taxes.</p> <p>May enable you to make a larger gift at your death than you could during your life.</p>
Excellent For	<p>Those who wish to reduce the tax burden on their heirs.</p> <p>Those who wish to maintain control of their assets during their lifetime.</p> <p>Those who want the option to change their plans if they so desire.</p>

Goal: To Give a Gift That Provides Income

Charitable Gift Annuity (CGA)

Charitable Remainder Trust (CRT)

CGA: Donate cash or appreciated securities to TPT. A contract is prepared and annual payments begin.

CRT: Establish a trust with an investment/financial firm that manages the assets and provides annual income payments. Twin Cities Public Television (and other non-profits) can be named beneficiaries of the trust.

CGA: Provides income tax deduction in the year gift is made (can carry forward five years).

Bypasses capital gains taxes if funded with appreciated securities.

Removes assets from taxable estate.

CRT: Immediate income tax deduction.

Bypasses capital gains tax.

Removes asset from taxable estate so may lower estate taxes.

CGA: Those who would like a fixed, stable, attractive income for life.

Those who wish to earn a greater return than on some securities or savings vehicles.

Those who wish to give a relatively simple, uncomplicated gift.

CRT: Those who wish to have professional financial management of assets.

Goal: To Reduce Taxes on Qualified Retirement Plan Assets

Gift of a retirement account (IRA) or other qualified retirement plan assets, such as 401(k), 403(b), Keogh plan, etc.

Complete a change of beneficiary form to transfer assets to TPT upon your death. Note: Naming a charity as a beneficiary of retirement plans in a will is not a guarantee that your wishes will be carried out. It is necessary to complete the change of beneficiary form.

Avoids income and estate taxes on these assets which can total 65% or more!

Easy to make or change plans.

Those who wish to leave their heirs other assets that carry less of a tax burden than retirement plans.



DANIEL TIGER



MISTER ROGERS



ARTS & THE MIND

“When my preschool daughter was quite young and I scolded her, she replied: ‘Mister Rogers likes me just the way I am!’ ”
-- Fran Langevin

“Public television has opened up worlds—especially in terms of travel and history. Without a doubt, it has broadened my life by exposing me to places, people and things I knew little or nothing about.”
-- Sheila Henderson

“It’s like a beacon of light in the midst of some pretty dismal media choices out there.”
-- Barbara Swanson

“The accurate news programs inspire me to be a helpful, volunteering citizen and to protect, as best I can, our country for our children and our future.”
-- Helen Ellenbecker

“Public television has brought events and productions into the homes of those of us not living in metropolitan areas. We have been able to experience things that only people in New York, Chicago and LA were able to see by buying expensive tickets.”
-- Barbara Tittle



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