

Enriching lives and strengthening communities through the power of public media

1957: Twin Cities PBS (TPT), formerly known as KTCA, began broadcast operations in its temporary studios at the Saint Paul campus of the University of Minnesota.



2017: Now permanently located in Saint Paul's historic Lowertown, TPT has built a sixty-year legacy as an award-winning, community-driven, trusted storyteller.

Today more than ever, reliable, trustworthy media is essential. Last year, for the 14th year in a row, PBS ranked #1 in public trust among nationally known organizations. This past year, TPT built upon this deep foundation of public trust to tell stories that matter, educate and inform, and build connections among people and communities across our state.

Grounded in the values of inclusion, trust and respect, all of TPT's work is driven by the core strategy of *leveraging the power of media to drive impact*.

TPT BY THE NUMBERS

served more than
3 million
people every month



100,000 TPT members
41,000 sustainers

11
Regional Emmy®
Awards in 2017



16,500
people attended over
200 TPT events



Volunteers dedicated
4,200
hours to TPT



TPT PARTNERS WITH COMMUNITIES

TPT collaborated with nearly 50 community organizations to create and share compelling media content that informs Minnesotans about issues affecting communities statewide. This work included:

- **Sold Out: Affordable Housing at Risk:** Created in collaboration with the Minnesota Housing Partnership, this documentary examined the dearth of affordable housing in Minnesota through the experiences of displaced tenants.

A nonprofit affordable housing developer was bidding for a property at risk of flipping to luxury condos. In a last-ditch effort to sway the bid and preserve the property's affordability, the developer shared *Sold Out* with the seller two days before the final decision.

"I am quite sure that [*Sold Out*] had a meaningful impact on their thinking, and we did end up as the selected buyer, with a closing scheduled in two weeks. I'm equally sure that this will not be the last time we use your program in this fashion, and it will continue to make a real difference in that hugely important regard."

- **Sheroos:** Produced in partnership with Reviving the Islamic Sisterhood of Empowerment (RISE), this series of short videos profiled Muslim women changemakers. The first episode featured Valerie Shirley, a deaf education teacher, and drew a large and highly engaged audience online.



- **Food For Every Child:** Produced in collaboration with Hunger Impact Partners and Cargill, TPT produced this series of short videos in English, Hmong, Spanish and Somali, with the goal of improving childhood nutrition for all Minnesota children.

Additional community partners in FY17 included the [Urban League](#), the [Farmers Union](#), the [Minnesota Board on Aging](#), [Minnesota Department of Transportation](#), the [State Fair Foundation](#), [Citizens League](#), [Ka Joog](#) and the [University of Minnesota](#), among others.

TPT BUILDS CONNECTIONS THROUGH THE ARTS

TPT's exceptional, original arts programming connects Minnesotans to the broad diversity and extraordinary work of artists across our state. Last year, TPT produced:

- Season eight of its award-winning program, *MN Original*, as well as an hour-long documentary on St. Paul's Winter Carnival.
- Seven new episodes of TPT's music series, *The Lowertown Line*, each designed around a live concert in TPT's Street Space.
- TPT's arts programs earned **five** Upper Midwest Regional Emmy® awards in 2017.



Now broadcast in **37** states nationwide, *MN Original* and *The Lowertown Line* are bringing extraordinary exposure to Minnesota's artists. In a recent survey, **77% of artists** featured on TPT's arts programs reported **increased awareness of and interest in their work** - and **more than \$640,000 in new bookings and sales** as a result of their appearance.

TPT leverages ongoing partnerships to amplify the reach and impact of its arts programming. Last year, TPT partnered with **The Schubert Club**, **McNally Smith College of Music** and **Saint Paul Public Schools**, among many others.

TPT REMEMBERS. HONORS. UNDERSTANDS.

In collaboration with the Minnesota Public Television Association, TPT launched **Minnesota Remembers Vietnam**, a statewide initiative to remember, honor and understand the experiences of Minnesotans whose lives were impacted by the Vietnam War. Building upon Ken Burns' landmark PBS series, *The Vietnam War*, the year-long initiative includes:

○ **The Story Wall**, an online space where Minnesotans can share stories, memories, photos, videos and interviews about how their lives and the lives of loved ones were affected by the Vietnam War. The Story Wall includes nearly 600 stories and counting.

○ **Four** TPT Original documentaries:

- *The Telling Project*, documenting the creation and performance of a play in which Minnesota Vietnam veterans share their own stories.
- *America's Secret War*, telling the history of the CIA's secret war in Laos through the experiences of Hmong people now living in Minnesota.
- *Perspectives*, revealing the unexpected ways that war forever changes someone through personal narratives of Minnesota veterans.
- *The People's Protectors*, sharing the personal journeys of Native American Vietnam veterans. (In production)

○ Film screenings, story sharing days, concerts and community discussions, including a special event featuring Tim O'Brien, MN Vietnam veteran and author of *The Things They Carried*, and Lynn Novick, co-director of *The Vietnam War*.

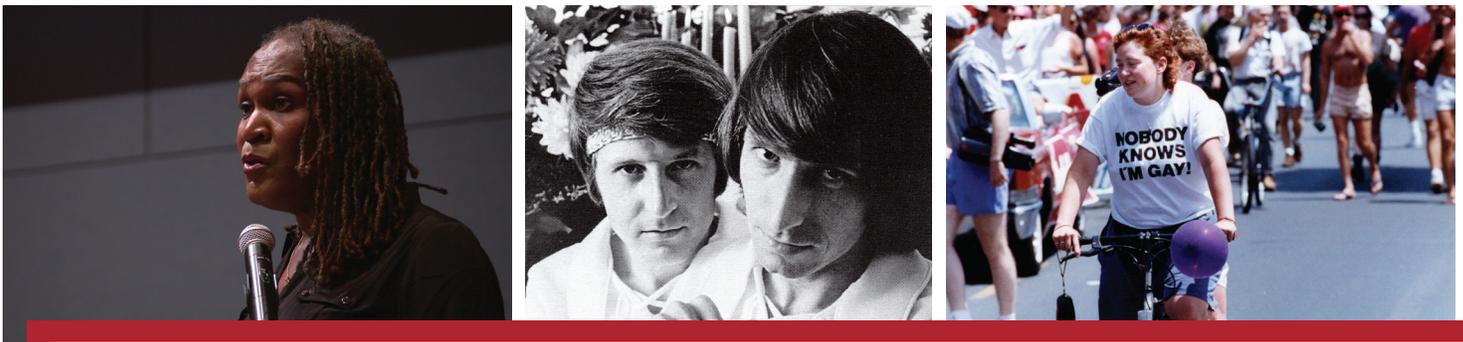


TPT INFORMS AND ENGAGES

At a time when our nation seems defined by partisanship, TPT plays a vital role in providing Minnesotans with trusted public affairs content. During the past year, TPT presented Presidential and Vice Presidential debates; live coverage of the Inauguration, the State of the Union address, and critical House and Senate hearings. Even more, TPT featured gavel-to-gavel coverage of the 2017 Minnesota Legislative Session, including marathon Special Session broadcasts.



TPT's public affairs program, *Almanac*, provided insightful context and analysis on important issues in Minnesota, convening conversations among legislators, activists, analysts, public historians, community organizers and many others. *Almanac* provided a needed space for civil conversation, and Minnesotans responded – *Almanac*'s social media audience tripled in just the past year.



OUT NORTH: MNLGBTQ HISTORY

During the past year, TPT produced *Out North*, the first full-length film to document and honor Minnesota's LGBTQ history. The film lifts up the stories of both well-known and largely unknown LGBTQ Minnesotans who found each other and spoke out when it was a tremendous risk to do so. In addition to the broadcast, TPT held more than 40 community events, screenings, discussions and watch parties enabling Minnesotans of all ages to learn history – in community.

“Mostly I was surprised that I had known so little of what there is to know of our past here, and of the people who continue advocating for GLBTQI visibility and rights. It felt important to consider now of all times, to uphold and humanize these stories and know that progress does not only move forward.” - *Out North* Watch Party Attendee

TPT HELPS CHILDREN SUCCEED

Every day, TPT helps tens of thousands of children learn and grow through extraordinary PBS KIDS educational programming. More than 30 years of research has shown that this programming is highly effective at preparing children for school and sustained learning. During the past year, TPT **expanded its service to children** through the launch of a new 24/7 PBS KIDS broadcast channel.

In addition, TPT welcomed children and families to monthly *Second Saturdays* in its Street Space. Regularly filled to capacity, these free events featured hands-on activities and opportunities to meet popular PBS characters. In March, TPT hosted a special “Be My Neighbor Day,” drawing more than 1,300 people. Children and parents visited a variety of “neighborhood” stations, where they could write postcards to military service members, make seed packets, sing along with Engineer Paul from Choo Choo Bob’s Train Store, get tips on healthy learning from the African American Babies Coalition and meet the wildly popular Daniel Tiger himself.



More than 82% of attendees surveyed said they were likely or very likely to do something for their neighbor after attending Be My Neighbor Day.



TPT DRIVES STEM LEARNING

TPT is the national leader in creating and leveraging public media to advance gender-equitable and culturally-inclusive teaching and learning in science, technology, engineering and math (STEM). The centerpiece of TPT's current work is *SciGirls*, a nationally broadcast series, leveraged by extensive online content and a national network of trained STEM educators.

Last year, *SciGirls*:

- Reached 92% of all US television households, with 100% penetration in the top 25 markets. Online, *SciGirls* drew approximately 28 million views of episodes.
- Engaged 25,000 girls and boys in 38 states - including 7,000 in the Twin Cities - in hands-on STEM activities through the *SciGirls* outreach network. More than 3,000 educators participated in *SciGirls* professional development workshops.
- Continued production of *Latina SciGirls*, including six new half-hour episodes premiering on PBS in February 2018. Produced primarily in Spanish, the series is also accompanied by nationwide bilingual STEM outreach programming.



TPT HELPS YOUNG ADULTS THRIVE

From videos featuring young entrepreneurs to stories about the real costs of rental housing, TPT's digital platform **Rewire** helps young people grow, thrive and build a better world.



Rewire explores the challenges young adults are facing: choosing a career path, defining their identities, building relationships and much more. Through fresh, original content, Rewire works to:

- *Inspire action* through conversations with changemakers;
- *Amplify* local stories of interest to national audiences; and
- *Engage young adults* with content that invites and enables them to make their voices heard.

Last year, Rewire stories were read more than 300,000 times, and its videos were watched 1.5 million times by people across the United States via Facebook, Twitter, Instagram, YouTube, LinkedIn, Tumblr, Giphy, Pinterest, Google+, Apple News and more. In addition, Rewire shared its content with PBS stations across the country, helping them to connect with younger audiences and securing the future of public media.



“Because of the [Rewire] story we were contacted by a nonprofit group from Thailand (Courageous Kitchen) that works with young Hmong refugees who are seeking asylum. They’re in the works of building a teaching kitchen for these refugees and they’re hosting a food festival in Austin TX and asked us to come down and help with it. They’ve also talked about what it would look like to get us to Thailand to help teach some classes! Thank you so much for putting us on the map and thank you for telling our story!” – Chef Yia Vang, Union Kitchen

TPT SUPPORTS VITAL AGING

Through trusted and actionable content, TPT's **Next Avenue** is meeting the needs of the rapidly growing population of people age 50+. Now in its sixth year, Next Avenue draws 1 to 2 million unique users to its site every month and reaches 15 million more through partnerships (e.g., Forbes.com, PBS.org). Last year, Next Avenue:



- Produced in-depth coverage of the Presidential elections, elevating the issues that matter to 50+ voters, especially in the areas of aging, caregiving and long-term care.
- Created original videos on topics ranging from how to know when it's time for assisted living to the power of art in vital aging.
- Presented the second annual Next Avenue Influencers in Aging, a list of 50 thought leaders, executives, writers, artists, researchers, health professionals, entrepreneurs and everyday people who are redefining what it means to grow old in America.

One story, in particular – *Sorry, No One Wants Your Parents' Stuff*, by Next Avenue's Rich Eisenberg – took off on social media. In addition to drawing 2.3 million page views on Next Avenue, the story reached nearly 6 million people on Facebook, inspired 40,000 shares, and drew more than 6,000 comments.

