REPORT TO THE COMMUNITY
2018
TPT does things for our community that are so vital, in ways that we rarely get otherwise. We need organizations like TPT because they shine a light on a slice of humanity that the world doesn’t always get to see.

Pavielle French, musician

50,000 people attended
185 events

107,000 members
47,000 sustaining members

9 EMMY® Awards
24 Upper Midwest EMMY® Nominations

450 volunteers donated
5,750 hours

1.6 million people visit TPT’s online platforms every month

TPT completed its First Ever Stationwide Initiative on the Vietnam War.

TPT is where you go, if you want to spend the time to learn the truth.

Event attendee

2 million people served every month in Minnesota & nationwide

TPT.ORG
Your Second Saturdays allow my daughter to attend something wonderful that we normally could not afford. Second Saturday has given us the best gift EVER and I cannot thank you enough.

Second Saturday Attendee

SECOND SATURDAYS

Every month, TPT invites kids and families to our Street Space to participate in hands-on literacy + STEM activities and meet PBS Kids characters. Last year, TPT introduced a Sensory Hour where children who need different levels of sensory stimulation can enjoy adapted activities and smaller crowds.

BE MY NEIGHBOR DAY

This wildly popular annual event engages children and caregivers in visiting a series of “neighborhood” activity stations before meeting Daniel Tiger himself. This past year, more than 1,300 people attended Be My Neighbor Day. Given the event’s popularity, TPT will expand it to two days in 2019.

HERO ELEMENTARY

Created by TPT, this new national, multi-platform program is scheduled to premiere in 2020. Hero Elementary is designed to advance literacy and STEM learning among early elementary-age children with 40 half-hour episodes, 20 online games and apps, and more!

6,396

Kids and families participated in Second Saturdays in FY18
Some of Rewire’s most widely shared content in the past year focused on environmental sustainability. Rewire formed a new partnership with WNET’s Peril and Promise: The Challenge of Climate Change, a national public media initiative reporting on the human stories of climate change.

Rewire launched America From Scratch, a new online video series that asks: If you were designing America from the ground up, how would you do it? Episodes explore topics like policing the police, gender representation in government and lowering the voting age. The Facebook Watch episode “Should we make voting mandatory?” drew over 1 million views.

Rewire continued its coverage of entrepreneurship through its partnership with the Entrepreneur & Innovation Exchange (EIX), as well as Living for the City, a new web and event series focused on bringing visibility to the entrepreneurs, makers and innovators of downtown Saint Paul.

TPT’s digital platform Rewire has expanded its content in:

- **CIVIC ENGAGEMENT**
  - Rewire launched America From Scratch, a new online video series that asks: If you were designing America from the ground up, how would you do it? Episodes explore topics like policing the police, gender representation in government and lowering the voting age. The Facebook Watch episode “Should we make voting mandatory?” drew over 1 million views.

- **SUSTAINABLE LIVING**
  - Some of Rewire’s most widely shared content in the past year focused on environmental sustainability. Rewire formed a new partnership with WNET’s Peril and Promise: The Challenge of Climate Change, a national public media initiative reporting on the human stories of climate change.

- **ENTREPRENEURS & INNOVATORS**
  - Rewire continued its coverage of entrepreneurship through its partnership with the Entrepreneur & Innovation Exchange (EIX), as well as Living for the City, a new web and event series focused on bringing visibility to the entrepreneurs, makers and innovators of downtown Saint Paul.

**Rewire**

- **63,000+ UNIQUE VISITORS PER MONTH**
- **3:00 AVERAGE TIME SPENT BROWSING ON REWIRE.ORG**
- **2 UPPER MIDWEST EMMY® AWARDS FOR AMERICA FROM SCRATCH**
TPT’s digital platform, Next Avenue, works every day to change how older Americans – and aging, in general – are viewed in our country, and to provide people with the information and resources they need to age well.

800K people visit NextAvenue.org every month
96% of readers have taken action based on something they read on Next Avenue

LAST YEAR

0 Created new projects spotlighting end-of-life issues, and health care for aging Americans living in rural communities
0 Launched a nationally-syndicated, weekly Next Avenue newspaper column
0 Kicked off a new partnership with Univision to bring Next Avenue content to Spanish-language audiences
0 Created in-depth content on Vitality Arts
0 Collaborated with Chasing the Dream, a multi-platform public media initiative with WNET/New York, focusing on older adults and financial strain
In 2017, TPT launched a 24/7 multilingual, emergency preparedness and response broadcast channel called TPT NOW. Dedicated to strengthening community resiliency through cross-sector partnerships, TPT NOW delivers public health and safety messaging, TPT NOW fills a critical communications gap identified by emergency responders and public health and safety officials who need reliable ways to reach Minnesota’s increasingly diverse population.

TPT is the ONLY broadcast station in the country to provide real-time emergency alerts in Somali, Hmong, Spanish and English.

TPT INFORMS & CONNECTS

For more than 30 years, Almanac has informed community members, voters and policy-makers about issues facing our state – from politics to the environment, health care reform to education.

For the 22nd year in a row, TPT also continued statewide, gavel-to-gavel coverage of the Minnesota Legislative Session, as well as Almanac at the Capitol, a weekly program that provides additional analysis of the legislative session.

Viewers report that Almanac:

- gives you knowledge or tools to help you engage in our democracy (93%)
- sparks conversations with family, friends, colleagues, or community (73%)
- helps you make up your mind about where you stand on an issue (67%)

TPT.ORG
In pre-production, we focus on what our communities, producers, and experts hope to achieve. We set clear impact goals, define what success will look like, and outline what to track to know we got there.

We create content for specific platforms based on impact goals.

Throughout the project, we collect data and measure outcomes using creative methods that suit the audience and the project, like emoji surveys for kids and video interviews.

We distribute content across our platforms: online, on-air and in-person. We work with partners to share content with community - in classrooms, clinics, convenings, and more.

We share our findings with partners and communities - what worked well and what needs to change. This iterative process helps inform new projects and impact goals.

Using the data collected, we assess how well we met our impact goals, lessons learned, opportunities and challenges.
TPT launched One Greater Minnesota, a new Almanac initiative designed to engage a broad, statewide audience in learning more about the many ways Minnesotans are interconnected. For the first time in its 35-year history, on-the-ground reporting from Greater Minnesota is an integral and sustained part of Almanac.

Appearing on-air and online, One Greater Minnesota reports have covered topics like:

- DACA policy in St. James
- Mom + Pop resorts
- Racial reconciliation efforts in Bemidji
- Affordable housing in Winona
- Electrolux layoffs
- Birthing Centers in rural Minnesota
- Cambodian Temple in Hampton
- Enbridge Pipeline
- Superior Hiking Trail
- and more

“Being originally from Blue Earth I really appreciated the pieces you recently did about Duluth and the Muslim country doctor and his family. When are you going to do some more?”

Almanac Viewer

“As a Twin City longtime resident, I enjoy all the stories about rural life and small-town business owners. Occasionally I will check these places out on Google maps and make a mental note to visit them.”

Almanac Viewer
Fifteen years ago, TPT pioneered a groundbreaking model, collaborating with community organizations to create and share media that helps those organizations amplify their message and expand their impact. Since that time, TPT’s partnership work has grown and evolved, but has always focused on telling local stories that matter.

TPT partnered with Gilda’s Club Twin Cities to produce Listen/ Stories of Cancer/Resilience. The film highlights the voices, movements and experiences of Minnesotans living with cancer. As a result of Listen, Gilda’s Club raised $300,000 and counting in support of their work.

“In my heart I’ve known Gilda’s Club Twin Cities was such a gift to so many, however, this documentary just brought it to life, and what an incredible organization it is.”

Gilda’s Club Member
TPT continued its long legacy of arts innovation through a month-long Arts Lab and a deepened focus on story-driven, highly shareable, digital-first content. The 9th season of *MN Original* featured writer Nora McInerny, Justin Vernon and TU Dance, and many others.

TPT invited four established artists of color to “curate” three emerging artists of their choice – across any genre – and co-create public events. TPT produced more than 60 short videos featuring the artists and their performances, sharing all of it online and on social media, as well as giving it to the artists for their own ongoing use.

There is demand for events like this and there is a scarcity of events like this. Now is the perfect time to be supporting talented emerging artists from various cultural and artistic backgrounds.

Emerging Artist

"... There is demand for events like this and there is a scarcity of events like this. Now is the perfect time to be supporting talented emerging artists from various cultural and artistic backgrounds.

Emerging Artist"
A new broadcast series hosted by David Gillette that features kids participating in live experiments in TPT’s Street Space. In each episode, TPT partners with a different organization – like the Science Museum of Minnesota – to take the lead in conducting experiments.

A new, national project to provide Spanish-speaking children and families with bilingual and culturally responsive media and in-person educational programming about brain structure and function, neuroscience careers and mental health.


For more than 30 years, TPT has been a national leader in producing exceptional media that advances equitable and inclusive teaching and learning in science, technology, engineering and math (STEM).

97% of all students left feeling Good or Awesome about science
only 76% arrived feeling that way

200+ young people have participated in TPT’s STEM programs
3,000 educators trained in gender-equitable strategies
2007 - 2018

TPT ADVANCES STEM LEARNING

200+ community partners hosted SciGirls programs in 36 states
In April 2017, TPT launched **MINNESOTA REMEMBERS VIETNAM** – the most ambitious engagement initiative in the station’s history. Inspired by Ken Burns and Lynn Novick’s landmark series **THE VIETNAM WAR**, TPT collaborated with the state’s 5 other public television stations to create an online Story Wall, original documentaries, and public events to remember, honor and understand the lasting impact of the Vietnam War.

**REMEMBER.**

TPT produced 4 original documentaries to **amplify Minnesota’s stories** of the Vietnam War era – from the perspectives of Hmong veterans, Native American veterans, and other Minnesotans.

*America’s Secret War / The Telling Project / Perspectives / The People’s Protectors*

**2M**

**PEOPLE WATCHED VIETNAM CONTENT ON TPT2**

**HONOR.**

At the heart of the initiative was the **Story Wall**, an inclusive space for Minnesotans to share personal videos, narratives, and photos about the Vietnam War. The platform was embraced as **a safe space to not only share, but be heard** as many of these stories were shared for the very first time.

**800**

**STORIES SHARED ON mnvietnam.org**

**UNDERSTAND.**

Students and educators statewide participated in the initiative through Minnesota History Day, educational workshops, and Welcome Home events for local veterans.

“I am so proud of you sixth grade students. From now on I will think of you as the real people who greeted me when I came home from Vietnam.” Michael Harvey, Vietnam Veteran

**25,000+**

**STUDENTS & EDUCATORS SERVED**

**HEAL.**

TPT hosted **The Wall That Heals**, a replica of the Washington, D.C. monument. The Wall created **healing space** for community to pay respects and connect with fellow veterans.

**24,000**

**PEOPLE ATTENDED**

**60+**

**VIETNAM EVENTS**