



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. ”

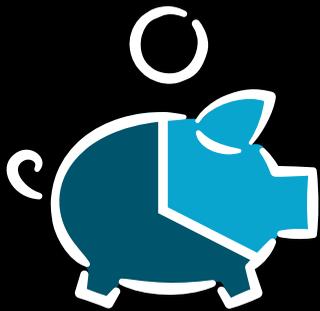
PAVIELLE FRENCH, MUSICIAN

50,000
PEOPLE ATTENDED

185
EVENTS

AT TPT, IN THE TWIN CITIES &
ACROSS MINNESOTA

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

2 MILLION
PEOPLE SERVED
EVERY MONTH
IN MINNESOTA
& NATIONWIDE

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



TPT.ORG



TPT HELPS KIDS LEARN & GROW

“ 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**

TPT INSPIRES YOUNG ADULTS

TO GROW, THRIVE AND BUILD A BETTER WORLD

TPT's digital platform **Rewire** has expanded its content in:



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**.



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 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 SUPPORTS VITAL AGING

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.



ART & VITAL AGING • PERSON-CENTERED CARE • CAREGIVING •
ENTREPRENEURSHIP OVER 50 • AND MORE

800K

people visit
NextAvenue.org every
month

96%

of readers have taken
action based on something
they read on Next Avenue

LAST YEAR

nextavenueSM



- Created new projects spotlighting end-of-life issues, and health care for aging Americans living in rural communities
- Launched a nationally-syndicated, weekly Next Avenue newspaper column
- Kicked off a new partnership with Univision to bring Next Avenue content to Spanish-language audiences
- Created in-depth content on Vitality Arts
- Collaborated with **Chasing the Dream**, a multi-platform public media initiative with WNET/New York, focusing on older adults and financial strain

TPT BUILDS RESILIENT COMMUNITIES



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.

ALMANAC

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



sparks conversations with family, friends, colleagues, or community



helps you make up your mind about where you stand on an issue

TPT DESIGNS FOR IMPACT

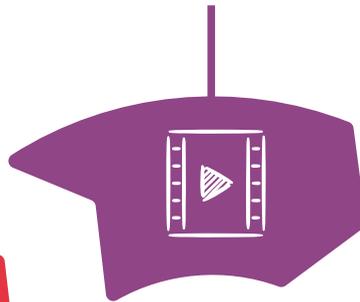
plan

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.



make

We create content for specific platforms based on impact goals.



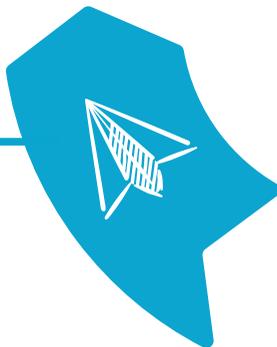
activate

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.



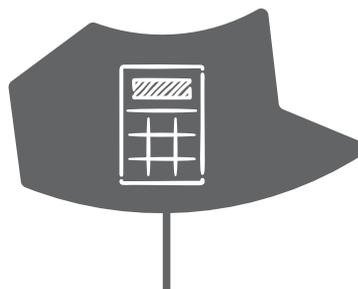
share

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.



analyze

Using the data collected, we assess how well we met our impact goals, lessons learned, opportunities and challenges.



gather

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.



TPT BRIDGES DIVIDES



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



67
REPORTS



383,403
DIGITAL VIDEO
VIEWS



35,726
LIKES/SHARES/
COMMENTS



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

TPT AMPLIFIES COMMUNITY STORIES

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.



50 PARTNER ORGANIZATIONS

Minnesota Coalition Against Sexual Assault *Gilda's Club*
Hmong Chamber of Commerce *Minnesota Theater Alliance*
Minnesota Department of Veteran Affairs *Minnesota Farmers*
Union University of Minnesota Press *Macalester College*
Citizens League *Ramsey County Historical Society* and more

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.

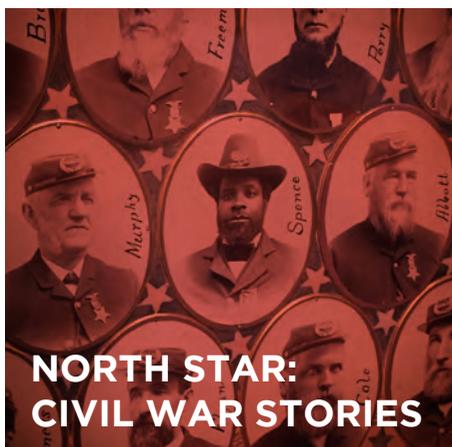
Gilda's Club Member



117 PRODUCTIONS

The Changing Earth: Crossing The Arctic *Our Rights: Raising The Stakes* *Nature: Walking With Emerson & Thoreau* *The Rosemary Pledge* and many more

8 UPPER MIDWEST
EMMY® NOMINATIONS **3** EMMY®
AWARDS



TPT MAKES CONNECTIONS THROUGH

ART & HISTORY

MNO MINNESOTA ORIGINAL

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 McInerney, Justin Vernon and TU Dance, and many others.

MINNESOTA EXPERIENCE

TPT developed *Minnesota Experience*, a new, year-round, broadcast and online series focused on Minnesota history. A major commitment to exploring and activating the history of our state, *Minnesota Experience* will be a high visibility signature series for TPT.



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.



of people said they would seek out artists' work as a result of attending ART IS

“ 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. ”

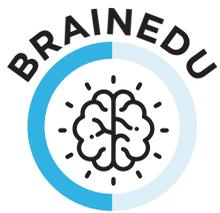
Emerging Artist

TPT ADVANCES STEM LEARNING

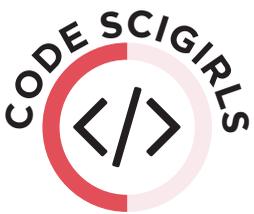
For more than 30 years, TPT has been a national leader in producing exceptional media that advances equitable and inclusive teaching and learning in science, technology, engineering and math (STEM).



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.



The fifth season of *SciGirls* began production in January 2018 - new episodes, digital games, professional development workshops and educational outreach all focused on computer science and coding. *Code SciGirls* premieres on PBS in spring 2019.



200+ community partners hosted *SciGirls* programs in 36 states

2007 - 2018

3,000 educators trained in gender-equitable strategies

60,000+ young people have participated in TPT's STEM programs

97%

of all students left feeling Good or Awesome about science

only 76% arrived feeling that way





TPT HELPS US HEAL

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