



REPORT TO THE

COMMUNITY



2019



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TWIN CITIES PBS 2019

IMPACT. DRIVEN BY MEDIA.

3.4M

people served every
month in Minnesota and
nationwide

2.3M

nationally via Next
Avenue, Rewire, national
productions and STEM
education initiatives

1.1M

in Minnesota through
events, broadcast and
online platforms

248

events at
TPT + in the
Twin Cities

106K

members

51K

sustaining
members

26

Upper Midwest
Regional Emmy®
Nominations

9

Upper Midwest
Regional Emmy®
Awards

413

volunteers donated

5,000+

volunteer hours

70,000

people attended a
TPT event

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TPT NURTURES YOUNG MINDS

TPT has a deep commitment to helping children learn, grow and thrive.

SECOND SATURDAYS

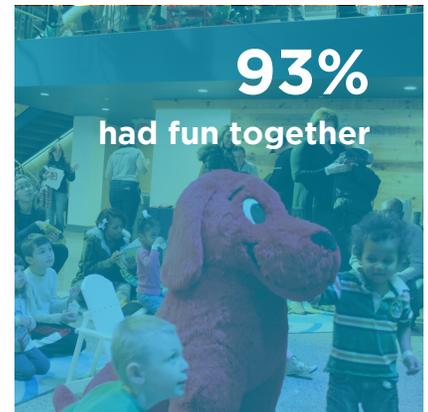
This free, monthly event in the TPT Street Space drew nearly 4,500 attendees who participated in fun, hands-on activities and met live PBS Kids characters.

I want to express my heartfelt thanks for a great outing for our family. Our son [3] is a little shy and overwhelmed...the staff could not have been more accommodating and kind...what Mr. Rogers had in mind all those years ago.

Parent Attendee

In March, TPT hosted a special *Be My Neighbor Day* with interactive neighborhood stations, a sing-along with Engineer Paul and a meet and greet with Daniel Tiger and Katerina Kittycat.

At Be My Neighbor Day



HANDS-ON SCIENCE

Hands-On Science brings science to life through television, online media and live experimentation to drive curiosity and learning in STEM for elementary students. Since Fall 2017, TPT has created 12 episodes with partners like the Bakken Museum, University of Minnesota's Physics Force and First Robotics.



Hands-On Science aims to:

- Spark excitement about the idea of science.
- Inspire participation in science.
- Advance understanding of key science principles.

It's working! On average, 90% of students left feeling Good or Awesome about science; only 72% arrived feeling that way. Students' attitudes toward science improved by every measure in our analysis.

TPT SPARKS STEM LEARNING

During the past year, TPT expanded its long-standing leadership in creating original media and educational initiatives that engage girls and youth of color in science, technology, engineering and math.



CAREER & TECHNICAL EDUCATION

TPT delivered professional development training for 127 career and technical education (CTE) educators and guidance counselors from Minnesota schools. This work helps educators and counselors recruit, instruct and retain more girls from diverse backgrounds in technology, engineering and manufacturing fields.

SALUD DEL CEREBRO

TPT provided 200+ Spanish-speaking children, families and educators nationwide with media resources and in-person educational programming about neuroscience and mental health.

CODING

TPT produced *SciGirls CODE*, a new 5-episode season for PBS KIDS (aired December 2019), digital game, educator workshops and educational outreach around computer science and coding.

SciGirls served as a Code.org Regional Representative and trained 250+ K-12 educators in Minnesota in inclusive methods for teaching coding and computer science.

Finally, TPT partnered with Minneapolis Beacons after-school clubs, engaging more than 1,000 educators, “near-peer” mentors, families and children in learning about and participating in coding and computer science programming.

SciGirls Code
Outreach
Participant

You know that
feeling when a
lightbulb goes
off in your head?



20M
views

National
Daytime
Emmy®
Nomination



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TPT BUILDS A BETTER FUTURE

Rewire, TPT's national online platform by and for young adults, produced relevant and engaging original content addressing social justice issues, career development, environmental sustainability, mental health, relationships, financial concerns and more.

153K users per month

130%
growth in
monthly website users

AMERICA FROM SCRATCH

Rewire's civic education series asked youth + young adults: *If we could create our country from the ground up, how would we do it?*

This video gets at the heart of the discussion that I think our country should be having right now.

3.6M views

15K followers

America From Scratch Viewer



SOUND FIELD

A new music education series hosted by musicians LA Buckner and Nahre Sol.



**Silver
Telly
Award**

Best Online
Music Series

100K+
subscribers

Each smart, fast-paced episode explores the music theory, production, history and culture behind favorite songs and musical styles, and culminates in an original composition by Buckner and Sol. This one-of-a-kind approach sparked new levels of engagement as fans downloaded compositions and added lyrics to the songs.

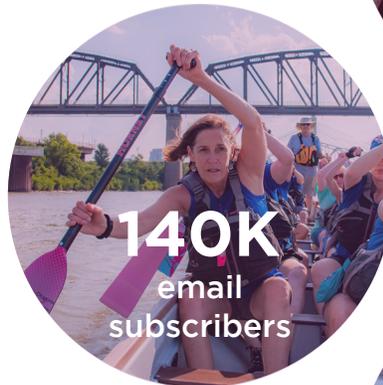
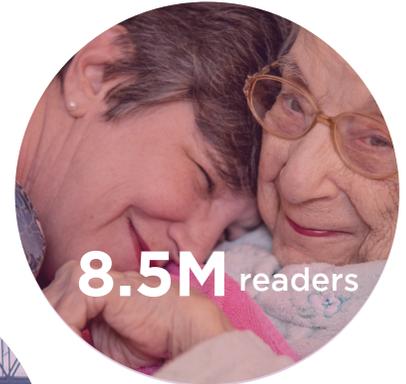
It's amazing that you approach all types of music from the equal distance without showing any prejudice and this deserves huge appreciation... Thank you so much again and over again for providing this mind-expanding series.

Sound Field Viewer

TPT GUIDES VITAL AGING

Next Avenue, TPT's national digital platform for people age 50+, 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. Last year, Next Avenue:

- Produced extensive original daily coverage on staying healthy, planning for retirement, starting a business, the importance of art in vital aging, caregiving and more.
- Announced the Next Avenue 2019 Influencers in Aging: 12 honorees who push beyond traditional boundaries and change our understanding of what it means to grow older.
- Co-published its first book, “Never Too Old to Get Rich,” by Next Avenue writer Kerry Hannon.
- Held its first photography exhibition of powerful portraits which premiered in San Francisco and will continue to Atlanta and the Twin Cities.
- Continued partnerships with Forbes, PBS NewsHour and MarketWatch.



Your stories are always relevant, always a breath of fresh air in the current atmosphere of journalistic pollution and always welcomed. Thank you for upholding integrity and quality in journalism.

Next Avenue Reader

THE NEGATIVE EFFECTS OF ELDER SPEAK

This Next Avenue article explored the detrimental effects of talking down to older adults. The piece resonated deeply, drawing more than 180,000 pageviews and more than 2,500 social media comments. It was picked up and shared by PBS, the National Council on Aging, Dementia Awareness, Family Caregiver Alliance and LeadingAge, among others.

TPT INSPIRES ACTIVE CITIZENS

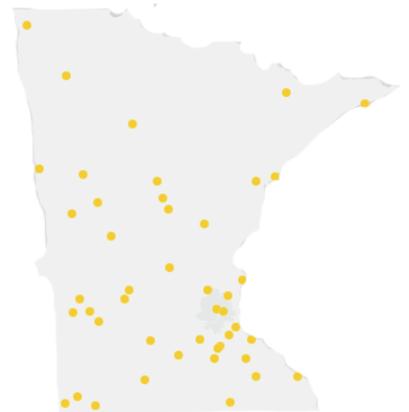
TPT plays a vital role in informing Minnesotans about public affairs issues that affect communities across the state. In its 35th year, *Almanac* delivered a 30% increase in broadcast ratings over the previous year and grew its online audience as well, demonstrating its importance and relevance to viewers statewide.



ONE GREATER MINNESOTA

In 2017, *Almanac* launched *One Greater Minnesota* (OGM), a reporting initiative to engage a broad, statewide audience in learning more about the many ways Minnesotans are interconnected. OGM Reporter Kaomi Goetz travels throughout the state to find and tell these stories.

OGM has created and widely shared more than 140 highly visible segments that have reached audiences online, on-air and at public forums. Through this work, OGM has helped to foster civic participation, cultivate a more respectful civic environment and inform Minnesotans about the human stories that make up their state.



After watching OGM segments, I am exposed to new aspects of MN.

67% agree or strongly agree

I care about the issues covered.

70% agree or strongly agree

I feel more connected to the state of Minnesota and its people.

69% agree or strongly agree

140+

pieces for digital & broadcast

50

MN towns & cities featured

3.6M+

views on social media, online & on-air

Responses from TPT's 2019 Almanac Survey



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TPT CONNECTS ARTS + COMMUNITY

TPT serves as the state's largest stage for the arts and a major incubator for emerging talent. Last year, TPT created original media showcasing Minnesota's artists and opened its doors for community art events, open mic nights, youth band performances, concerts and more.

MUSIC FOR MANDELA

TPT produced a one-hour Emmy Award-winning special featuring the Minnesota Orchestra's historic tour to South Africa. More than 300 Minnesotans traveled to South Africa to make music with South Africans in their schools and communities. TPT traveled along, documenting the groundbreaking tour for statewide audiences.

[I am inspired to] continue and fight for equity, access, and inclusion for all in my community.

Screening Attendee

ART IS

ART IS Season 2 focused on established spoken word and literary artists of color – African American spoken word artist Tish Jones, Hmong author Kao Kalia Yang and Native writer Marcie Rendon. Each lead artist selected three emerging artists and collaboratively designed a live event. Half of attendees had never attended a TPT event.

As an emerging artist, having an interview describing my body of work helps enormously in continuing to find work and amplify my reach.

Emerging Artist

It exposed me to art that I wouldn't have normally sought out...What an impressive group of talented artists being bold in exposing and exploring who they are.

Event Attendee

55K+
video views

99%

of audiences rated the events as superior or excellent

97%

would seek out these or other artists' work as a result of this event

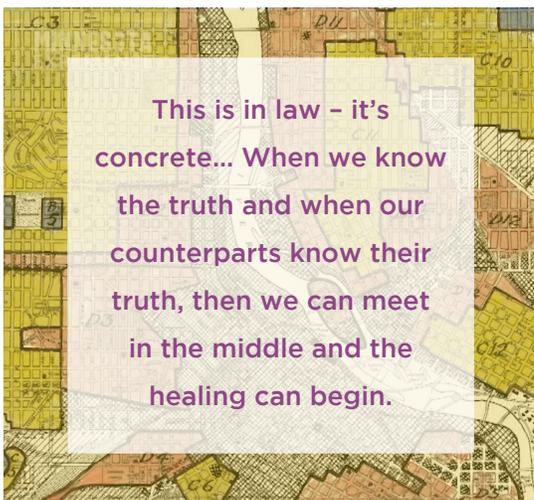


TPT MAKES THE **PAST PRESENT**

TPT launched *Minnesota Experience*, a new, weekly, primetime broadcast dedicated to illuminating and activating Minnesota's history. In its exciting premiere season, the series created context, built connections, educated Minnesotans about their shared history and earned 3 Upper Midwest Emmy® Awards.

JIM CROW OF THE NORTH

Inspired by the groundbreaking research of Mapping Prejudice, this film delves into the complex history of racial covenants in Minneapolis and their lasting impact on housing inequities today. This story also illustrates how African-American families and leaders resisted this insidious practice, and how Black people built community — within and despite — the red lines that these restrictive covenants created.



24+

community screenings

300K+

views on YouTube

2.5K

viewer comments

The film inspired audiences to take action – from integrating content into classroom curriculum, to volunteering with Mapping Prejudice, to petitioning City Council on affordable housing and reparations.



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The rise of the milling industry and how it helped shape the state we know today.



Four Native American veterans reflect on their experiences in the military during the divisive Vietnam War.



Refresh of the 1988 film on Minneapolis' vibrant music scene of the early 1980s.

TPT AMPLIFIES LOCAL STORIES

TPT Partnerships collaborates with local non-profit organizations to find, share and amplify the stories of people who are working to make our community stronger.

GAME ON: WOMEN CAN COACH

Despite an explosion of women participating in athletics since Title IX, only 40% are coached by women. This co-production with the University of Minnesota Tucker Center for Research on Girls and Women in Sport explored why this matters and celebrated women who coach.

FOOD FOR THOUGHT

This 3-year, digital initiative explored family nutrition, included multi-lingual content on food access, and addressed food security across the life span. In December 2018, TPT joined with community-based organizations to host Common Ground, an intergenerational event to celebrate food justice in the Twin Cities.



WHOLE PEOPLE

CentraCare Health and TPT co-created a 5-part documentary series to raise awareness about the impact of Adverse Childhood Experiences (ACES) and to help audiences shift perceptions from judgment to compassion.

Four years in the making, *WHOLE PEOPLE* involved 40 TPT staff members, 16 partner organizations, and 4 listening sessions with the St. Cloud Somali community, Promise Neighborhood and CentraCare. Educators, parents, health care providers and citizens have reported using the series in staff trainings and community screenings to build a trauma-informed community.



TPT BUILDS RESILIENT COMMUNITIES

TPT NOW is the only 24/7 broadcast and live stream channel in the country dedicated to delivering public health and safety messaging and real-time emergency alerts in four languages: Somali, Hmong, Spanish and English. In the last year, TPT NOW:

- Collaborated with Hennepin County Emergency Management and the City of St. Paul to produce multi-lingual snow emergency and wind chill warnings during winter's cold spells.
- Partnered with the St. Paul Police Department to develop new multi-lingual content focused on improving race relations and communications between communities of color and police.

TPT NOW reaches

1M households

813 cities

30 counties

- Initiated partnerships with five ethnic broadcast and social media partners to distribute TPT NOW content.
- Launched a partnership with Nextdoor (nextdoor.com), bringing emergency-preparedness content to 3,757 neighborhoods.
- Partnered with Union Pacific to create a series of multi-lingual messages about railway safety.

COMMUNITY RESILIENCY ADVISORY COUNCIL

In partnership with the Minneapolis Foundation and Metro Region 6 Emergency Managers, TPT NOW assembled a multi-sector group of decision makers to help strengthen community resiliency across Minnesota. CRC's goals are to:



- Use public media to provide health, safety and emergency preparedness programming.
- Develop a community-centered workplan for resiliency initiatives.
- Strengthen partnerships with public, private and community stakeholders.
- Promote the integrated use of emergency preparedness systems and culturally relevant resources in metro and rural areas.

TPT INFORMS OUR NATION

TPT continued its legacy of excellence in creating documentary films and series for national PBS audiences.

An absorbing,
richly documented
work.

The Wall Street
Journal

THE DICTATOR'S PLAYBOOK

The six-part series invited viewers nationwide to explore the biographies of 20th-century dictators from Benito Mussolini to Saddam Hussein. The series revealed that the dictators traveled a well-worn path, following a series of essential steps, from seizing power to eliminating enemies – an unwritten dictator's playbook.



This gave me so much information that I had never heard before. The similarities in how dictators stay in power astounded me.

The Dictator's
Playbook Viewer



WHEN WHALES WALKED: JOURNEYS IN DEEP TIME

This spectacular two-hour film is the centerpiece of a major media and engagement initiative designed to grow public understanding about the history of life on Earth. The initiative combined the power of public broadcasting, the interactive learning potential of Virtual Reality (VR) and extensive educational outreach with the Smithsonian Institution's National Museum of Natural History. The national broadcast reached 5.2 million views.

Fascinating discussion with real scientists doing the work.

It was amazing and made me more curious.

When Whales Walked Viewers

Evolution is not linear; birds are even cooler than I previously realized.

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TWIN
CITIES
PBS

TPT IGNITES CURIOSITY

Premiering in 2020, *Hero Elementary* is an expansive, national educational media initiative focused on improving school readiness in science and literacy, with an emphasis on Latino communities, English Language Learners, youth with disabilities and children from low-income households.

Hero Elementary's transmedia universe integrates science and literacy to ignite children's natural curiosity, broaden their understanding of how the world works and empower them to make a positive difference in their communities. All materials are aligned with the Next Generation Science Standards.

TELEVISION

40 episodes
on PBS KIDS
Summer
2020

DIGITAL

15 games
& 30
digital
playlists

OUTREACH

17
community
partners
reaching
1,113
students

RESEARCH

2 research
studies
& 1
program
evaluation



Independent research around the *Hero Elementary* digital and hands-on activities found that participating students showed improved understanding of science content and ability to articulate scientific thinking. What's more, students saw technology as a powerful learning tool rather than a device for watching videos.

[Hero Elementary] supports [science learning] by starting early... and then by putting a fun and interesting twist to it... They are obviously learning while they're doing these fun activities...

After School Educator

Educators have noticed positive changes in students' attitudes towards science and learning, including:

- Increased self-esteem
- Increased curiosity
- Positive attitude towards learning

I learned to persevere... when you try and try.

1st Grader



TPT LISTENS TO COMMUNITY

Over the past two years, TPT's Impact Lab has honed a "community-centered design" approach that puts impact planning with community throughout the production cycle. This work has resulted in an evolving and responsive toolkit of strategies to gather quantitative and qualitative data from audiences, communities and partners.



LISTENING CHAIRS

TPT set up Listening Chairs at the Minnesota State Fair, giving TPT staffers a unique opportunity to listen to the public about their stories, ideas, suggestions and questions. It also gave fairgoers a chance to connect with TPT staff behind-the-scenes in a personal and engaging way.

AMERICA'S SECRET WAR

In response to the tremendous reception of TPT's documentary *America's Secret War*, TPT partnered with the Minnesota Humanities Center to host a series of community gatherings with Hmong elders, youth, veterans, community leaders and educators to identify ways to amplify this history.



As an educator and Hmong community member, I am grateful for your efforts to be inclusive of my community in making history.

Importantly, I appreciate your prudence and care to make sure it is done well. You make me proud to live here.

Hmong Educator

The result? A brand new collection of educational resources based on the film that empower educators to bring this story into their classrooms in fresh and engaging ways.

A day-long workshop at TPT invited educators to learn how to use the tools and experience Hmong culture. An additional film screening and tour of the Hmong Archives engaged educators on an even deeper level.



TWIN CITIES PBS

IMPACT. DRIVEN BY MEDIA.