2020

report to the community

september 1, 2019 - august 31, 2020
IN 2020
RESPONDS TO COVID-19
CONFRONTS RACISM
UNEARTHS ORIGIN STORIES
INSPIRES HEROES
ADAPTS EDUCATION
BUILDS STEM INNOVATORS
SPARKS LIFELONG LEARNING
SPEAKS TO ALL AGES
INFORMS MINNESOTANS
CONTEXTUALIZES HISTORY
SHARES LOCAL STORIES

interrupted

2020 was a year of extraordinary change and challenge. In February, Twin Cities PBS (TPT) welcomed Sylvia Strobel as its 6th President and CEO. Three weeks later, the coronavirus took hold in Minnesota. Two months after that, the killing of George Floyd sparked a national reckoning for racial justice.

In a year that might best be described as “unprecedented,” TPT stepped up with fact-based information, accessible and highly engaging educational programming, and media that brings people together – even from a distance.
When the coronavirus began to spread in Minnesota and nationwide, TPT responded quickly and decisively to help our audiences navigate the pandemic – with content, care, and connection.

**content**

With new information emerging by the hour, TPT vetted and delivered timely health and safety information directly from the source.

**ALMANAC**

In February, TPT’s public affairs team launched *Coronavirus: An Almanac Special*, a 30-minute broadcast that aired on Friday nights for 16 weeks. Designed to deliver essential information and answer viewer questions, including in multiple languages, the special weekly broadcast was also picked up by dozens of other media outlets reaching communities across the state.

I appreciate how TPT seems to find experts we don’t usually hear from. Good clear information is presented with depth and without hysteria.

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**TPT NOW**

TPT’s multi-lingual, 24/7 broadcast and online emergency preparedness and response system shared timely and essential messaging about COVID-19 in up to 8 languages. Working closely with the Minnesota Department of Health (MDH) and the Governor’s office, as well as with its certified linguists, several community partners and a network of cultural and community-based media outlets, TPT NOW produced and widely disseminated:

- Real-time, multi-lingual broadcasts of several Governor Walz/MDH news conferences.
- Long- and short-form videos on quarantine, social distancing, isolation, and mental health.
- Dozens of PSAs and social media messaging in multiple languages focused on preventing the spread of COVID-19.

**ALMANAC**

TPT’s digital platforms offered timely content to help readers take care of themselves and others.

**NEXT AVENUE**

As the pandemic struck, Next Avenue hustled to serve its national audience of older adults – many of whom are particularly vulnerable to the virus. Next Avenue has answered hundreds of readers’ questions through 200+ originally reported articles of essential health information, personal experiences, and thought leadership.

The industry leader has helped its readers navigate every stage of the pandemic – from prevention, diagnosis and management of symptoms, to caregiving, end-of-life planning, and grief. This exceptional work has been featured in Harvard University’s Nieman Journalism Lab, Current, and a panel on journalism innovation for the PBS Major Market Group.

**connection**

As social distancing led to social isolation, TPT helped audiences connect to friends, neighbors, and even strangers.

**HIPPOCRATES CAFÉ**

Co-produced with University of Minnesota Medical School’s Center for the Art of Medicine, this one-hour show shared intimate performances by 27 artists on the impact of COVID-19 through music, art, animation, photography, story, poetry, and dance.

**PREGNANT IN THE TIME OF CORONAVIRUS**

With uncertainty, fear and isolation at its height, this short-form series followed the experience of pregnancy shared by approximately 6 million women in the US during the pandemic.

I’m due July 5 with a C-section planned for the week prior...the same time cases are supposed to hit the top of the curve! I’m really looking forward to this! It makes me feel less alone in this insanity!
TPT and Black Public Media hosted the Regional Black Media Story Summit in February 2020. The all-day gathering for, by, and about Black content creators included roundtable and panel discussions to address the legacy of media narratives, the next generation of creators, and centering Black voices in media.

**RACISM UNVEILED**

In April, TPT launched *Racism Unveiled*, a multi-year, multi-platform initiative designed to explore racism and racial inequities in Minnesota. Community-centered and impact-driven, the initiative combines community voice, journalism, interview, history, and first-person story to explore the legacy and impact of racism in Minnesota and illuminate solutions.

**DULUTH LYNCHINGS: 100 YEARS LATER**

2020 marked the 100th anniversary of the horrific lynching of Elias Clayton, Elmer Jackson, and Isaac McGhie by a white mob in Duluth in 1920. In partnership with the Minnesota Humanities Center, TPT hosted a live virtual event for over 800 participants. Nine expert panelists reflected on the parallel failures of historic and modern criminal justice systems, the devaluing of African American lives, and steps we can take as a society.

**BLACK MEDIA STORY SUMMIT**

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Rewire launched a new content series in spring 2020, *Talking About Race*. In FY20, Rewire published 27 original stories to this growing collection, such as:

- ‘Our Culture is Beautiful’: The Voices of Indigenous TikTok
- Black Anxiety: How to Talk to Your Therapist About Racism
- Transracial Adoptees are Facing an Identity Reckoning

**COMING TO MNI SOTA**

This original documentary explores conflicts, contradictions, and solidarity among the millions who have moved through, and to, Minnesota. By examining our state’s narratives, communities reveal unique stories that lead to greater understanding.

**DEAR MINNESOTA**

The audience-generated, multi-media project invites Minnesotans to share their own stories of origin and immigration by writing a letter that can include pictures, audio recordings, and video. TPT has gathered letters from participants across Minnesota, multiple generations, diverse backgrounds, and origins around the world - Ukraine, Phillipines, Norway, Laos, Togo, Mexico, and regions of the United States.

**ASIAN AMERICANS**

The two-part virtual event series highlighted the history, artistic expression, and experience of Asian Americans in Minnesota, coupled with broadcast of *Asian Americans*. The events drew more than 350 people, 92% of whom said they learned more about Asian Americans and US history.

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**240,000 pageviews of collection**

credit: angel trazio
Halfway through the first episode, my son said, ‘AJ is my favorite because he has autism like me.’ I asked how we knew that, if it had been stated on the show. He answered, ‘I can just tell.’ We are so grateful that he sees parts of himself in a science superhero!

Hero Elementary is distributed on PBS KIDS, named by parents as the number one educational media brand for children. The first season includes 40 original, half-hour episodes and earned a 5-star rating for family programming from Common Sense Media.

On the ground, Hero Elementary has engaged 54 formal and informal education partners nationwide, serving 3,500 students, averaging 55 hours program time per student. Certified trainers have trained more than 800 educators and provided more than 350 hours of professional development.

Learners can power up with 25 science-themed playlists - online collections of related videos, digital or analog games, hands-on science activities, non-fiction e-books, Science Power Notebook, educator assets, and parent and caregiver resources.

The groundbreaking research initiative tests all content with children to gather feedback and make changes across the development process. The program also includes embedded learning analytics to track student progress and make changes based on data.

In June 2020, TPT premiered Hero Elementary, a new multi-platform, animated series for PBS KIDS national audiences. Five years in the making, the series is designed for children in grades K-2 with an emphasis on Latinx communities, children with disabilities, English Language Learners, and children from low-income households.

Last spring, TPT mobilized a cross-departmental team to respond to the urgent needs of educators, parents and children. The result was TPT Learn, a substantially expanded education initiative designed to leverage the power of educational media to engage and serve teachers and learners of all ages in Minnesota. All TPT Learn content is informed by an external Advisory Board of parents, educators, and nonprofit leaders.

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For over 30 years, TPT has inspired youth to explore learning and careers in science, tech, engineering, and math (STEM). Anchored by the award-winning SciGirls multi-media initiative, TPT's STEM education department delivers broadcast, hands-on activities, outreach and engagement, professional development, and much more.

SCIGIRLS

Code SciGirls! (Season 5) premiered in December 2019, with new episodes, a digital game, workshops and outreach focused on computer science and coding. TPT launched production for SciGirls in Space (Season 6), a blended series empowering girls to explore space science education and career paths. Finally, TPT secured support for SciGirls in the National Parks (Season 7), exploring citizen science in all its wild forms in 16 National Parks across the nation.

2,615,000 on-air viewer impressions
16,178,000 episode streams
708,000 online users per month

EMPOWERING EDUCATORS

TPT trained 10 educators from across Minnesota for SciGirls Strategies. Each educator will train 10 high school STEM teachers in gender equitable and culturally responsive instruction, ultimately reaching 100+ Minnesota educators. TPT has also trained 1,000+ Minnesota educators in coding instruction to date as the state’s lead partner for Code.org. Plus, 52 professional STEM women participated in role model training.

34,000 educator & student participants

TPT’s National Production unit focused on production and program development for major new projects for the PBS system.

LAURA INGALLS WILDER: PRAIRIE LEGEND


SUZE ORMAN’S ULTIMATE RETIREMENT GUIDE

Acclaimed personal finance expert Suze Orman provides essential advice on planning for and thriving in retirement. Since its March premiere, the pledge special has raised $6.5 million for stations nationwide.

FAST-FORWARD

The new film for PBS follows 4 Millennials, each paired with one of their parents, as they simulate being 85. The families grapple with the realizations, actions, and mindset required to age successfully. TPT will pair the film with a rich editorial collection and action-focused toolkit from Next Avenue. Premiere in March 2021.

WHEN WHALES WALKED: JOURNEYS IN DEEP TIME

After this film’s successful 2019 premiere, TPT hosted 7 Family Fossil Festivals nationwide using the film, hands-on activities, and virtual reality game to engage families in co-learning about deep time and evolution. These resources helped families increase their comfort level and learning around science, see connections between science and their lives, and feel greater capability to help their children with science.

Awesome seeing many of the methods used in modern science and making them accessible.
With engaged readers across the nation, TPT’s digital publishing platforms, Rewire and Next Avenue, helped young adults and older adults navigate the many challenges of 2020.

**Rewire**

In addition to its work responding to COVID-19 and engaging audiences in conversation around race and racism, Rewire also sought out new writers and voices for fresh content on topics including health, money, work and relationships, suicide awareness, mental health, and self-care.

65% of Rewire’s story sources and interviews were with BIPOC folks

Rewire also continued Sound Field, the award-winning digital series exploring the music theory, production, history, and culture behind our favorite songs and musical styles. The episode “Wait...Where Did Dubstep Go?” garnered more than 2.1 million views.

60% of readers under age 44

172,000 users per month

**Next Avenue**

Next Avenue worked every day to provide older Americans with the information, support and inspiration they need to navigate the experience of aging. In addition to Next Avenue’s extensive work related to COVID-19, the team produced:

- **Still Here, Still Positive**, a multi-part series about Americans aging with HIV/AIDS.
- **In Good Company**, an impact-driven initiative designed to mitigate loneliness among older Americans.
- **Telling Our Stories**, a dozen moving essays submitted and read aloud by our readers.

750,000 users per month

I love the idea that the show is not so Twin Cities-centric. It’s good to be reminded that we’re a big state.

In addition to its comprehensive coverage of COVID-19, Almanac and its sister broadcast, Almanac at the Capitol, provided depth and illumination to statewide public affairs and policy issues.

**Almanac**

In FY20, TPT continued its long legacy of providing trusted, fact-based reporting on political and public affairs issues. Both Almanac and Almanac at the Capitol delivered reliable, balanced journalism to Minnesotans statewide.

77% of Almanac’s survey respondents feel more connected to the state of Minnesota and its people

Almanac was awarded a Report for America fellow, Kyeland Jackson, an early-career reporter who joined the program to report on racial disparities through the lens of data journalism.

**Report for America**

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**One Greater Minnesota**

Almanac’s One Greater Minnesota reporter Kaomi Goetz covered 33 new stories from around the state on issues like telemedicine, meat shortages, rural journalism, and more.
In its first podcast, the Minnesota Experience team collaborated with author Jack El-Hai to explore the unsolved case of the Klein brothers who went missing in Minneapolis in 1951 and were never seen again. Ranked in the top 20% of Apple Podcasts, the 6-part series drew more than 80,000 plays in 65 countries.

As Americans sought to understand the roots of systemic racism, Jim Crow of the North, TPT’s groundbreaking 2019 documentary on the history of redlining in Minneapolis, catapulted to over 1 million views on the TPTOriginals YouTube channel from across the United States and internationally.

TPT’s newest platform, TPTOriginals.org, is a multimedia storytelling hub that presented a wide range of stories, articles and films all aimed at inspiring Minnesotans to dive deeper into this place we call home.

The collection of stories unpacks the complexity of Minnesota’s affordable housing challenges from a variety of perspectives. Community-centered research led to the first-ever East Side Housing Summit, and included several additional convenings and collaborations.

I listen to a lot of historical crime podcasts and I really appreciate that Long Lost focuses on both the human experience and impact of such a tragedy on the family and community. I really hope this podcast helps to open the case back up and find answers.
enrich lives and strengthen community through the power of media.

tpt.org