

TPT Imagining Year 2012

From the Viewer's Living Room

In the living room, I now see a **family of television channels available from *tpt***. It is a variety of channels aimed at engaging individuals while consistently delivering on ***tpt's*** promise to use television and other media purposefully, thoughtfully, honestly and respectfully. I see programs that enrich the lives of ***tpt's*** viewers and the life of the community in which they live.

There is a full time channel that speaks to the **needs of children and families**. In the mornings and late afternoons, there are programs designed to ready and inspire a child for a lifetime journey of learning. In the evenings, I see programs that the entire family can watch and enjoy.

The **Minnesota Channel**, now broadcasting 24 hours a day, seven days a week, is a place where people can learn about their community, better understand and celebrate its diversity, be challenged intellectually and be engaged politically. It is a place where they can feel present at community events and happenings even when they cannot be there in person. It connects them to Minnesota. From projects produced by Hmong and Somali community groups, to major documentary collaborations with the University of Minnesota, viewers see the results of sharing the power of television with other organizations who work to further the public good.

There is a channel that speaks to the **needs and interests of the 55+ population**. It speaks not just about the challenges of aging, but also to the unprecedented opportunities community members have as a result of living longer and healthier lives. It inspires and shows users how to make the most of their "bonus decades" – the 60s, 70s and 80s.

I see that people still turn to ***tpt*** to feed their curiosity and to satisfy a hunger to learn more – to be more. They turn to ***tpt's*** high definition (HD) channel, now ***tpt's*** main variety channel, to see great performances, and travel through space and time. Public television is still the place they go for the very best that "television" has to offer, whether the content is local, national, or international in its focus.

And today, users have alternative ways to watch the programs on these channels. If they haven't planned ahead, they use the Video on Demand (VOD) service provided by the cable company. Parents can comfort a sick child awake at night by ordering a favorite children's program from a VOD service, or they can order a collection of Rick Steve's videos to help prepare for an upcoming vacation.

And because of the family's program preferences, their TIVO, personal video recorder, automatically records there favorite *types* of program on *tpt*. In their free time they look at the menu of choices and pick one or two favorites to watch.

And perhaps what is most exciting for them is how the Minnesota Collaborative has collected great programs and content from throughout the community and organized it so they can access it anytime through their internet connection.

In their living room I see a family knows that they are a part of **tpt**— and that it is an indispensable part of their community. It is not an abstract mega media company. It is a media outlet with which they connect on a personal level. It is as important to them as the local school system, the food shelter they support, and the public library. It stands out within the media landscape as something that belongs to them.

From the Board Room of a Local Foundation

In the Board Room of a local foundation I hear the foundation's President explain that **tpt** has grown to be an indispensable part of the community. She describes how, through ongoing collaboration with others in the community, **tpt** has contributed to the success, engagement and growth of many local partners and individuals. She highlights the Minnesota Collaborative as an initiative that has helped to amplify and call attention to important work being done by a number of local nonprofits organizations, leading **tpt** to become a hub around which people can better serve and understand their community. And she explains how, in many ways, **tpt** is helping make the foundation's funding to these local nonprofits have a bigger and broader impact in the community.

She describes **tpt** as well known, well respected, and well represented as a media organization; local non-profit organization; and center for arts, culture and education in the community. It has a presence that is felt by all—in cities and rural areas, local events, offices, and living rooms

She explains how **tpt** has taken a leadership role in using new technology for public services, offering a digital library of content that relates directly to the community and the state of Minnesota. The Minnesota Archive allows teachers, students, and all of **tpt's** diverse viewers to access content online to suit a number of educational needs.

And she explains how **tpt** has used the power of media to serve Minnesota's aging population with content, resources, and opportunities to help members in this demographic better navigate their later years. Twin Cities Public Television has continued to develop a strong national reputation for its strength in this area, with a number of nationally distributed programs having been well-received throughout the country.

Finally, she describes a diverse, talented, creative and mission-driven staff that makes it a priority to help **tpt** explore innovative ways to serve its surrounding community in the best ways possible. And she describes a community that, in turn, has strongly expressed a desire and need to continue to support **tpt**, so that it may continue to develop and expand upon its vital contribution to the community.

From Inside the Station

My first impression when I walk through the door is that I have just entered a vibrant organization. I see the breadth of work being undertaken, the quality of work, and I sense that **tpt** is making a difference every day in people's lives.

I also see "the community" within the four walls of **tpt**. I see a list of meetings and events being held at **tpt** for the coming week – an ESL language class, a Lowertown Arts Group Board meeting, and a forum on affordable housing being taped for the Minnesota Channel. I see the names and faces of people and organizations that have appeared on **tpt** and those who have contributed to the station. Twin Cities Public Television has brought the outside, inside.

I see the **tpt** studios opening and welcoming, in which some of my favorite shows take place – *Almanac*, *Minnesota Public Square*, *Minnesota Music*. I see the set for the weekly, live national public television show, *Second Act*, produced by **tpt** that speaks to my generation. (That would be 55+ers.)

As I walk through the halls I feel welcomed, intrigued and excited by the energy coming from the technology and the people I see. Everywhere I look I am left with an impression that every ounce of this organization is focused on service and stewardship. What is done at **tpt** is not hidden behind walls – but it is open and visible.

From the President's desk I see a complex, multi-faceted and diversified \$30 million media organization that has built itself strategically and effectively. Today **tpt** can honestly claim to be **television and much more**. **TPT** creates media content that is seen throughout the world.

At the same time, it has realized its vision of being a local "**public service media hub**," providing a broad array of production and distribution services to Minnesota's public agencies and non-profit institutions. I see a group of employees who not only are the best in making television, but have developed new skill sets so that **tpt's** content, and others' content, can be indexed, stored and accessed by people at the times they want, and through multiple platforms. The **tpt** staff is working with 50 Minnesota Collaborative partners providing a broad array of media support to further their missions and to make their institutions stronger.

I see that **tpt** has soundly established itself as the **preferred media partner** for Minnesota organizations that use media for training. Twin Cities Public Television's experience in transforming effective face-to-face training into effective on-line and interactive media training is being put to use, not only in schools, but by state and local government.

I see a staff that is diverse from top to bottom – one that brings not only the best media talents to bear on **tpt's** mission, but the best business, non-profit management, fundraising, legal, HR, IT, and customer service skills as well. Staff members know why they are here, that they are making a difference, how to succeed, and where they are going.

I see Board members that are diverse in their life-experiences. They are engaged and execute their fiduciary responsibility seriously. They contribute significantly to guiding *tpt's* strategic thinking and planning. They are actively engaged in “giving and getting;” recognizing that *tpt* cannot achieve its enormous potential to serve the community, without the resources to do so.

Although the organization has changed significantly since 2006, its character and values have remained constant. It sees itself as an organization that has been entrusted with a powerful educational and inspirational tool. Its focus on the mission using that tool for the public good has served *tpt* well.