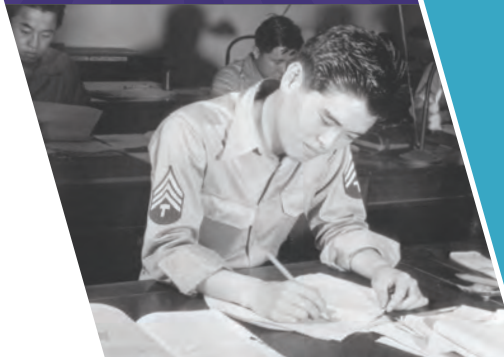




TWIN  
CITIES  
PBS



# *The Future of* **TPT**

STRATEGIC ROADMAP 2030

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# TPT 2030 Strategic Roadmap

## More on the TPT Horizon

We are Minnesota's storyteller—the premier public media voice of the region. We are reimagining how to bring more award-winning stories, in more ways, with more reach, reflecting more of our diverse audiences. Take a glimpse into what more is to come.

### 2030 Vision

**Our new strategic plan will guide our future multimedia initiatives and aspirations.** We are heading into our seventh decade with a renewed sense of purpose. Grounded by six goals and five key supportive strategies, we will forge ahead deepening and broadening our initiatives across Education, History, Arts, Culture, Information and Innovation.

*“By 2030, TPT will be the most trusted media source in the region, and a leader and convener of PBS stations nationally. We are increasing our investment in programming that is most important to our audiences—history, arts/culture, education and public/civic affairs—and addressing systemic barriers by supporting teachers, children, and families with trusted and accessible educational resources. TPT has an incredible opportunity—and obligation—to steward the resources entrusted to us to grow as a community asset and civic institution, accessible to all and amplifier of voices, experiences, and stories of our extraordinary communities within and beyond Minnesota.”*

– Sylvia Strobel, President & CEO

# Goals & Strategies

## GOALS

- » Create welcoming inclusive environments
- » Increase representational diversity
- » Accelerate operational excellence
- » Grow revenue for strategic priorities
- » Engage audiences with valued, trusted, accessible and personalized programming
- » Advance a data-first culture

## STRATEGIES

- » Establish and activate a shared framework of enterprise excellence
- » Leverage content, events, and collaborative community engagement practices to address systemic inequities and support social change
- » Strengthen investment in people to foster a culture of inclusion and learning
- » Increase investment in technology to expand exploration, relevancy, effectiveness, and accessibility across platforms
- » Collect, analyze, and use data to inform decision-making, grow audiences and revenue, and improve user experience



*“Twin Cities PBS has been a trusted media source for the Twin Cities and Minnesota communities for decades. Our new strategic plan honors our legacy while charting a course for us to be an accessible and innovative 21st century educational media leader locally, regionally and nationally.”*

*– Rob Sit, Chair of the TPT Board of Trustees.*

**We have our sights set on being the #1 public media station in the nation.** We don’t think that’s too lofty—we’re currently among the top producing PBS stations today. Here’s a glimpse of what’s to come.



## More Education

**We will be a key supportive resource for educators.** Thanks to the \$9M William D. Wells STEM Education grant and ongoing generous support from donors, we will continue to champion STEM content and deepen our commitment to education—from productions, curriculum, and digital games to community organization and advisory councils.

**MASHOPOLIS** is our brand-new production focused on ages 5-8 releasing soon thanks to funding from the U.S. Department of Education. It seeks to develop critical executive functioning skills that supports learning and lays the groundwork for future business leadership.

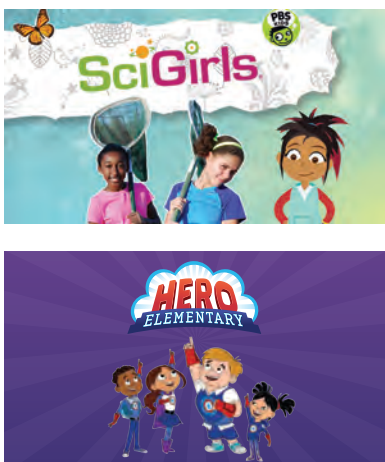
**SCIGIRLS** is our award-winning STEM production that has received over 73 million streams to-date. It is gender equitable and culturally competent. Thanks to funding from the National Science Foundation we will launch even more seasons in 2022.

**HERO ELEMENTARY** is our broadcast and app that has already received 199 million streams. It is devoted to developing STEM across grades K-2 within Latinx communities, low-income communities, and neurodiverse children.

**HYPE** is a pilot initiative that empowers local Indigenous, Black, Asian and Latinx teens to craft and share their stories via the power of public media. This student-centered project will provide youth with mentorship and guidance around media-making, civic engagement, career exploration and communication, preparing them to become tomorrow’s creators, advocates and leaders.

**TPT LEARN** is a strategic, multi-faceted initiative that partners across the state with educators and community stakeholders to ensure community-centered, sustainable, and engaging resources for preK-12 educators and students. Efforts like TPT Learn Advisory Board and Family Enrichment Seminars ensure we source content that benefits broad and diverse needs.

**PBS LEARNING MEDIA** is the multimedia hub that draws an average of 40,000-80,000 page views monthly to the education content TPT produces. We will continue to grow this free classroom-targeted digital resource. Educators from around the state can easily access accurate and research-based materials that aid in crafting and supplementing lesson.

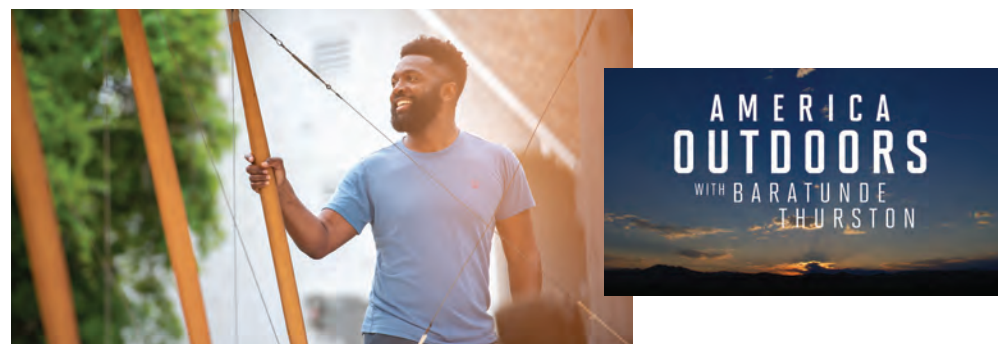




## More *National Content*

**No one tells stories like us.** We will produce more stories and series with national resonance and appeal. TPT's quality, creativity and innovation have both earned popular and critical acclaim, garnering more than 300 awards for artistic and technical achievement.

**AMERICA OUTDOORS WITH BARATUNDE THURSTON** Premiering Summer 2022, this six-part series will take viewers off the beaten path to learn how we explore, enjoy and think about the nation's outdoor spaces. Hosted by best-selling author Baratunde Thurston, the series looks at aspects of the outdoors that are often overlooked, including equal access and the impacts of climate change.



**FACING SUICIDE** is an ambitious national initiative that draws attention to the growing issue of suicide, which takes 45,000 lives in the US each year. A landmark documentary will illuminate what we know about suicide and how to prevent it, and a national outreach campaign will reach local communities with stories and vital information on how to help those at risk. The project is being produced in collaboration with the nation's leading suicide prevention organizations.



**NEXT AVENUE** This online journalism platform offers resources and connection to a nationwide audience of adults age 50+. Here we will continue to celebrate individuals and organizations, redefining what it means to grow older in America.



## More *History*

**We know history is our strength.** We are committed to sharing Minnesota's history so audiences can understand its present and collective impact, lean into historical research, and listen to diverse voices in our communities.

**ARMED WITH LANGUAGE** premiered in 2021 and tells the story of how a little-known military intelligence school in Minnesota played a pivotal role in ending World War II.



**FILM IN THE CITIES** is a retrospective documentary, releasing in 2022. It tells the story of a group of young artists, in the early 1970s, who started a film program for teens in the Twin Cities. Their initiative would go on to become a groundbreaking media arts and education organization.



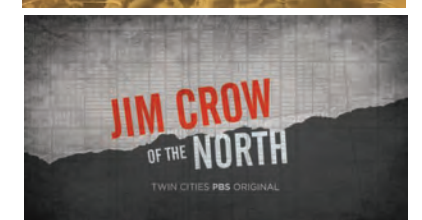
**MINNEHISTORY** is a series of short-form spots on Minnesota History produced for kids, bringing together children's and educational programming with local history in bite-sized history broadcasts.



**CITIZEN** explores the multigenerational march of Minnesota women for the right to vote, from pioneering activists like Sarah Burger Stearns to Progressive Era leaders.



**JIM CROW OF THE NORTH** explores the origins of housing segregation in the Minneapolis area. The story also illustrates how African-American families and leaders resisted this insidious practice, and built community in spite of it.



**BALDIES** in our quest to champion the untold stories of our state, we have created productions like this series, which follows a Minneapolis skinhead crew that fought racists in the 1980s and beyond.





# More Arts

**We will highlight our thriving arts scene.** From our rising stars to our seasoned pros, we introduce you to the new faces on the local, regional and national art scene and let you know about unique events and opportunities.

**STAGE** is our television and digital streaming initiative, designed to celebrate and uplift Minnesota arts organizations and up-and-coming musicians and artists from all around the state.



**THIS IS MINNESOTA ORCHESTRA** is a co-production that invites Minnesotans to tune in for Grammy Award winning orchestra performances.



**SOUNDFIELD** is a Webby award-winning series that highlights accomplished musicians and music teachers exploring the music theory, production, history and culture behind our favorite songs and musical styles. The latest episodes have drawn well over 500,000 views to date.



# More Culture

**We will reflect our diverse communities in all that we do.** At TPT, we are focused on IDEA—inclusion, diversity, equity, and accessibility and embedding this work throughout our content and programming.

**BRING HER HOME** is a new documentary and engagement initiative that tackles the crisis of missing and murdered Indigenous women. Airing in 2022, the urgent film is told through the lens of three Indigenous women as they fight to vindicate and honor their missing and murdered relatives who have fallen victim to this continuing national epidemic.



**OUTSIDE CHANCE** launches in 2022, and is a fresh invitation for Minnesotans from all walks of life to connect with our state's outdoor spaces, culture, and traditions.



**THAT GOT WEIRD** will premiere in 2022 as an all-new web series that challenges stereotypes by highlighting real stories of hope, empowerment, and joy in Minnesota's BIPOC community.



**RACISM UNVEILED** is a multimedia initiative that examines systemic racism. It includes an archive of growing content including interviews, articles, and videos. To date, it has received over 4 million impressions.



**RELISH** will release its fourth season of digital episodes around stories and recipes of cultural heritage. The series has drawn over 225,000 views to-date.



**WORN WITHIN** will release new episodes that explore the stories and people behind traditional clothing of Minnesota's communities, from West African Ankara fabrics to Hmong Paj Ntaub to the intricate artwork of Norwegian Solige.



# More Information

We will engage, inform, and connect Minnesotans to vital information. Our reliable outlets provide Minnesotans with the latest developments around issues of local interest and national resonance.

**TPT NOW** is our health, safety, and emergency communication broadcast and streaming programming service. We are the only media outlet in the country capable of broadcasting real-time 24-hour warning and alerting content in English, Spanish, Hmong and Somali languages.



**ALMANAC** As Minnesota's longest-running public affairs show, Almanac has been a weekly staple on TPT for almost four decades. Broadcast by every Minnesota PBS station, Almanac combines balanced reporting and debates with thoughtful analysis covering the Twin Cities and Greater Minnesota.

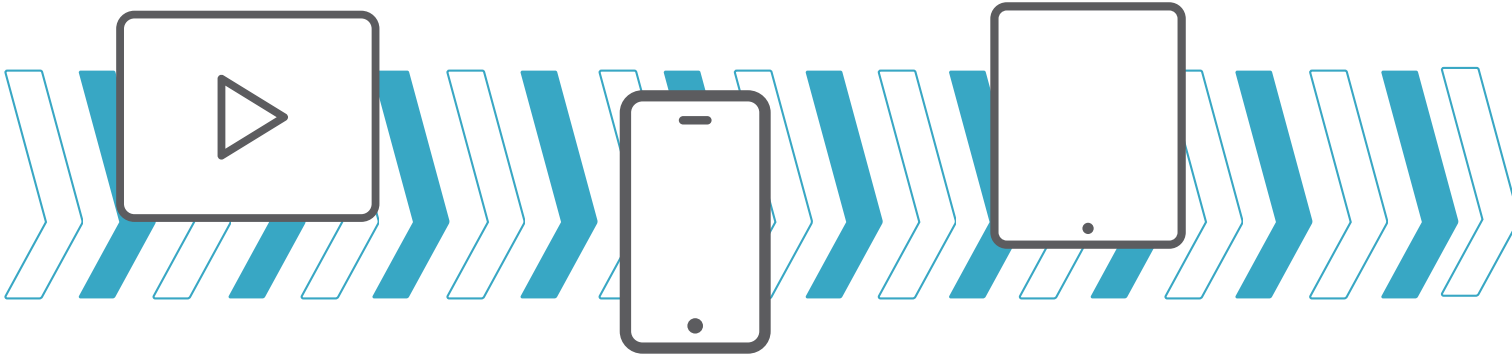


**ALMANAC AT THE CAPITOL** is a companion program to Almanac and is broadcast weekly each winter and spring when lawmakers gather for Minnesota's legislative session. The series focuses exclusively on civic education, making the legislative process more transparent and understandable to all Minnesotans.



# More Innovation

We are an audience-first, data-first organization. We provide critical, accessible and real-time information to our communities on-air, on-demand and in person. That includes smart TV access, streaming (website/YouTube) and mobile using the PBS Video App. We are committed to increasing access and providing the highest visual and streaming quality to our audiences.



**NEXTGEN TV** is the name of our coming broadcast standards optimization. TPT is excited to utilize the increased bandwidth it provides to deliver content in resolutions beyond HD, while providing innovative solutions for user experience. TPT NOW services will be enabled by this technology as well, ensuring we offer targeted public service announcements, multilingual translation, and provide on-demand video to mobile devices and automobiles when Minnesotans need it most.

**DIGITAL TRANSFORMATION PROGRAM** TPT leadership is excited to be selected by the Corporation of Public Broadcasting as a cohort participant in this unique digital innovation training led by The Poynter Institute for Media Studies. The program will provide best strategies and tactics to transform our digital operations/culture to leverage content, platforms, and data to grow and engage new and existing public media audiences.

# The Future of TPT

STRATEGIC ROADMAP 2030









*Enrich lives and strengthen our  
community through the power  
of media.*