

**OVERVIEW**

- The MN Channel is a mission-driven, community service initiative of Twin Cities Public Television.
- The MN Channel works with nonprofit and public service organizations to reach a broader audience by partnering with **tpt** to create mission-centered programs.
- Since its inception in 2003, MN Channel has created more than 500 programs with over 185 nonprofit and public service organizations. Over 60% of organizations have returned for multiple projects.
- In 2008 the MN Channel worked with 67 unique partners to create 115 new broadcast programs serving the needs of Minnesotans.

**AUDIENCE REACH**

- MN Channel programs are broadcast on the full-time **tptMN** digital channel.
- Typically, each program premieres on **tptMN** Sundays (6pm – 10pm).
- Through on-air broadcast, cable and satellite and with the support of ALL public television stations across Minnesota, **tptMN** can be seen by nearly 100% of the population of Minnesota.
- Over time, each program is shown at multiple times and day-parts on **tptMN**.
- In the Twin Cities metro area, **tptMN** is carried by Comcast and Mediacom Cable systems as well as by DirecTV. Check local listings for statewide coverage information.
- There will also be one additional broadcast on **tptLIFE**.
- Typical MN Channel programs are seen by 3,000 – 5,000 households, with the most popular programs watched by up to 70,000 households.

**IMPACT**

- Partner organizations collaborate based on their mission and expertise, share in the costs of production and retain copyright ownership of their program
- Partner organizations can also build their brand and reputation with their MN Channel program to create powerful outreach tools such as DVDs and internet distribution.
- Programs educate, inspire and motivate based on the needs of our community by raising public awareness of issues, organizations and resources.
- Programs increase audiences for speeches, lectures, forums, debates, concerts and performances.
- Beyond broadcast, programs are used as high quality video content for presentations, Web sites, distribution to funders, fundraising events, educational outreach, etc.