

TWIN CITIES PUBLIC TELEVISION

1. Development of MN Channel partnerships
 Twin Cities Public Television invites mission-oriented nonprofit and public service organizations into partnership to create broadcast programming based on the partner's mission to broaden their community impact.
2. Broadcast of Program
 Each partner production is broadcast a minimum of five times on the 24/7 statewide digital **tptMN** with an additional broadcast on **tptLIFE**.
3. Branding and Promotion of the MN Channel on **tptMN** and **tptLIFE**
 Twin Cities Public Television has invested substantial resources in the development of the Minnesota Channel through **tptMN**. All programs will receive on-air promotion for their premiere and multiple repeat airings on **tptMN** as well for their broadcast on **tptLIFE**. We are committed to building public awareness of and viewership for these services on an ongoing basis.
4. Production of Program
 Every partner production is staffed with **tpt's** highly experienced television production personnel and created with state-of-the art production equipment and facilities.
5. Recognition of Partners and their Sponsors
 The broadcast of each program opens with a brief highlight of the partner organization, its mission and its role in the MN Channel co-production. Sponsors who helped fund the partner's program are also recognized in the broadcast.
6. Promotion of Broadcasts
 Twin Cities Public Television coordinates program listings for all MN Channel productions with all published and on-screen television grids, including those in local newspapers, TV Guide, cable on-screen guides, TIVO, etc. Broadcasts are further promoted in **tpt** Magazine (circulation 90,000+), **tpt's** e-newsletter (circulation 55,000), and online at www.tpt.org and www.mnchannel.org.
7. Internet and Other Distribution of Program
 Twin Cities Public Television can provide DVD authoring services as well as encoding and distribution of programs through partner Web sites, mnchannel.org, YouTube iTunes, Yahoo, Google, and other online video services.

In addition, **tpt** is in the process of launching the web-based Minnesota Video Vault (MVV). Over the next year, the MVV will make available streamed and searchable captioned versions of all MN Channel partner programs approximately six months after their broadcast premiere.

education

8. Final Program Package
Twin Cities Public Television will provide a partner with a final version of the broadcast production. The copyright will be in the partner's name. Other versions of the production, unedited materials for re-purposing and promotional materials can be available upon request.

arts

PARTNER ORGANIZATIONS

business

1. Content Identification
Each partner creates "content" in the form of interviews, speakers, lectures, forums, town meetings, and other special events. Partners will suggest what might be suitable for a broadcast audience and work with **tpt** staff to refine the best approach. They will also help with arranging logistics.
2. Production Support
Once a partner and **tpt** have agreed on a simple production budget, the partner will seek production funding. MN Channel staff will help with letters of support and participation in funding calls as requested.
3. Legal Clearances
Broadcasting of partner events requires legal clearances from all participants, which **tpt** will expect the partners to obtain in writing. A template for these clearances will be provided by **tpt**.
4. Joint Promotion
Partners are expected to help promote their MN Channel program using their standard promotional tools (press releases, brochures, etc.).

cultures

environment

faith

health

history

politics

science

world

technology