



education

OVERVIEW

- The MN Channel is a mission-driven, community service initiative of Twin Cities Public Television.
- The MN Channel invites nonprofit and public service organizations to reach a broader audience by partnering with **tpt** to create mission-centered programs.
- MN Channel programs are broadcast on **tpt17** and statewide on the full-time **tptMN** digital television channel.
- 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 leverage their MN Channel program to create powerful outreach tools such as DVDs and internet distribution.
- MN Channel has created more than 350 programs with over 160 nonprofit and public service organizations. Over 60% of organizations have returned for multiple projects.

arts

business

cultures

environment

faith

AUDIENCE REACH

- Typically, each program is shown three times on **tpt17** on Saturdays (7pm – midnight) and Sundays (6pm- midnight). Through broadcast, cable and satellite, **tpt17** can be seen by nearly 70% of the population of Minnesota.
- Each program is shown multiple times on **tptMN**, a full-time digital television channel carried by Comcast and Mediacom Cable systems in the greater Twin Cities area – reaching over 250,000 households.
- Typical MN Channel programs are seen by 3,000 – 5,000 households, with the most popular programs watched by up to 70,000 households.

health

history

politics

IMPACT

- Educate, inspire and motivate based on the needs of our community.
- Increase audiences for speeches, lectures, forums, debates, concerts and performances.
- Raise public awareness of issues, organizations and resources.
- Create high quality video content for presentations, Web sites, distribution to funders, fundraising events, educational outreach, etc.
- Build your organization's brand and reputation.

science

world

technology