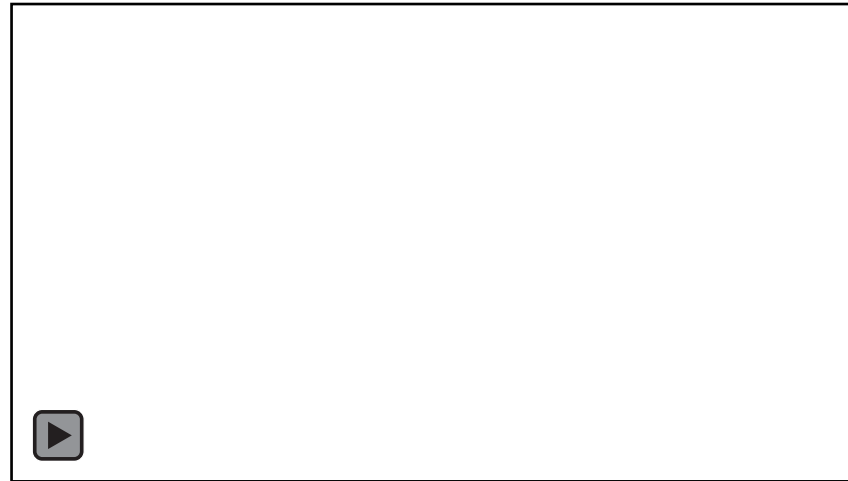




NOW



AMC Futures / February 2019

Lillian McDonald, Managing Director, Emergency Response Services (ERS)

About TPT NOW (promo)



NEW CHANNEL 2.5:

Helping Diverse Communities
Be Healthier, Safe, and Ready

**Public
Officials**

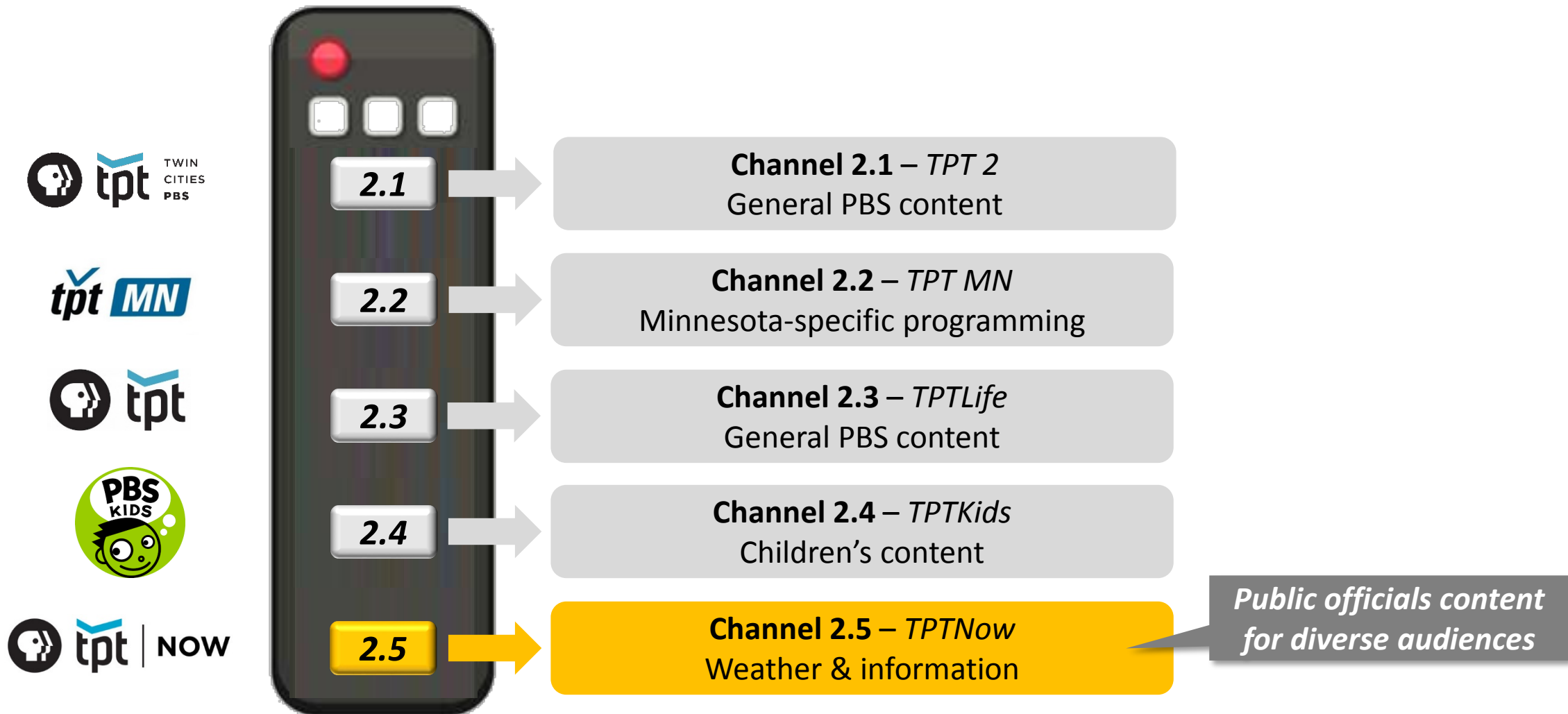


**Health and
Safety Topics**



TWIN
CITIES
PBS

TPT NOW is one of five Local PBS channels



How Do People Find Critical Info?

• Pew Research

↓ Broadcast Viewers (Radio and TV)

↑ Portable Device Users

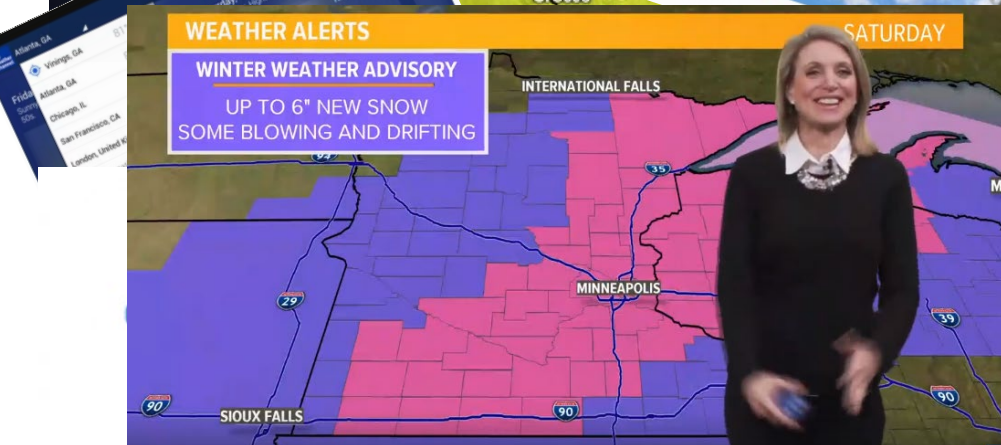
✌ Top 3 Weather Sources

1. Internet
2. Radio & TV
3. Multiple Apps + Social Media

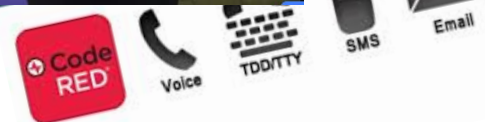
↑ More consumers want **local** news, weather, sports and stocks

↑ Most people check 1-2x daily

HELP WANTED People Want Frequent Updates

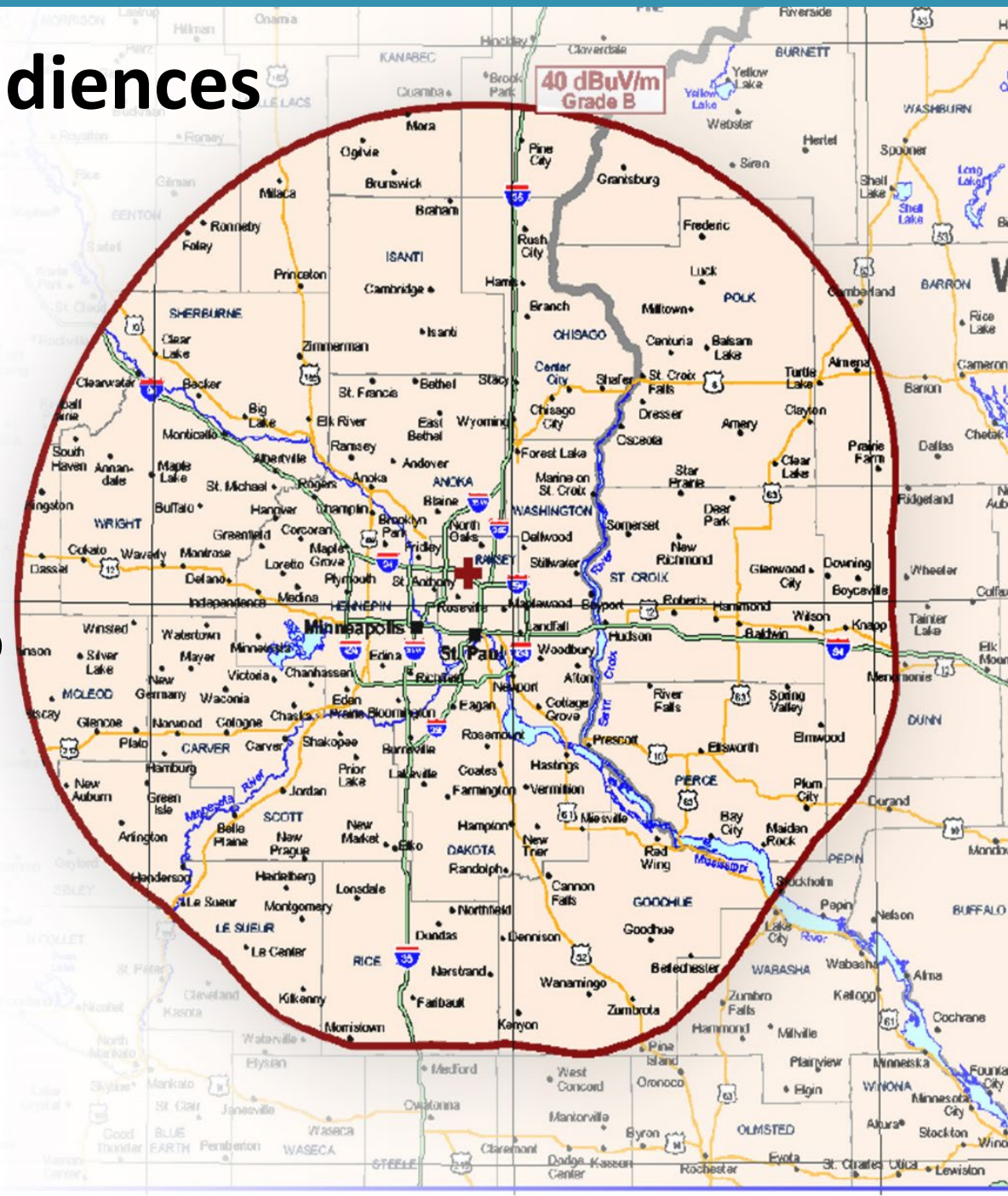


GET STARTED



Dedicated Reach for Diverse Audiences

- Channel 2.5 coverage spans 1 million households across 30 counties / 518 cities
- Programming supports public health and safety, emergency response and community resiliency
- Content from public officials is translated into Spanish, Hmong and Somali languages
- TPT NOW reaches the majority of English Second Language residents in Minnesota
- Public broadcasting is available free to anyone with a TV



TPT NOW & Metro Region 6 Goals

1. Convert channel 2.5 for “public officials”
2. Program weather, health, and safety info
3. Integrate MESONET weather towers
4. Develop emergency activation plan
5. Improve alerts for English, Spanish, Hmong and Somali speakers
6. Brand TPT NOW “go to for trusted info”
7. Exercise with emergency management
8. Recommend future capabilities, costs and cross-sector sustainability





SUMMER

DNR - boat safety

FALL

MDH - flu shots

CONTENT

SPRING

MPCA - air quality

WINTER

DPS - snow emergencies

TPT NOW is the nation's first to broadcast emergency alerts in 4 languages

Weather forecasts
for over 60 cities

Local, state and
regional radar

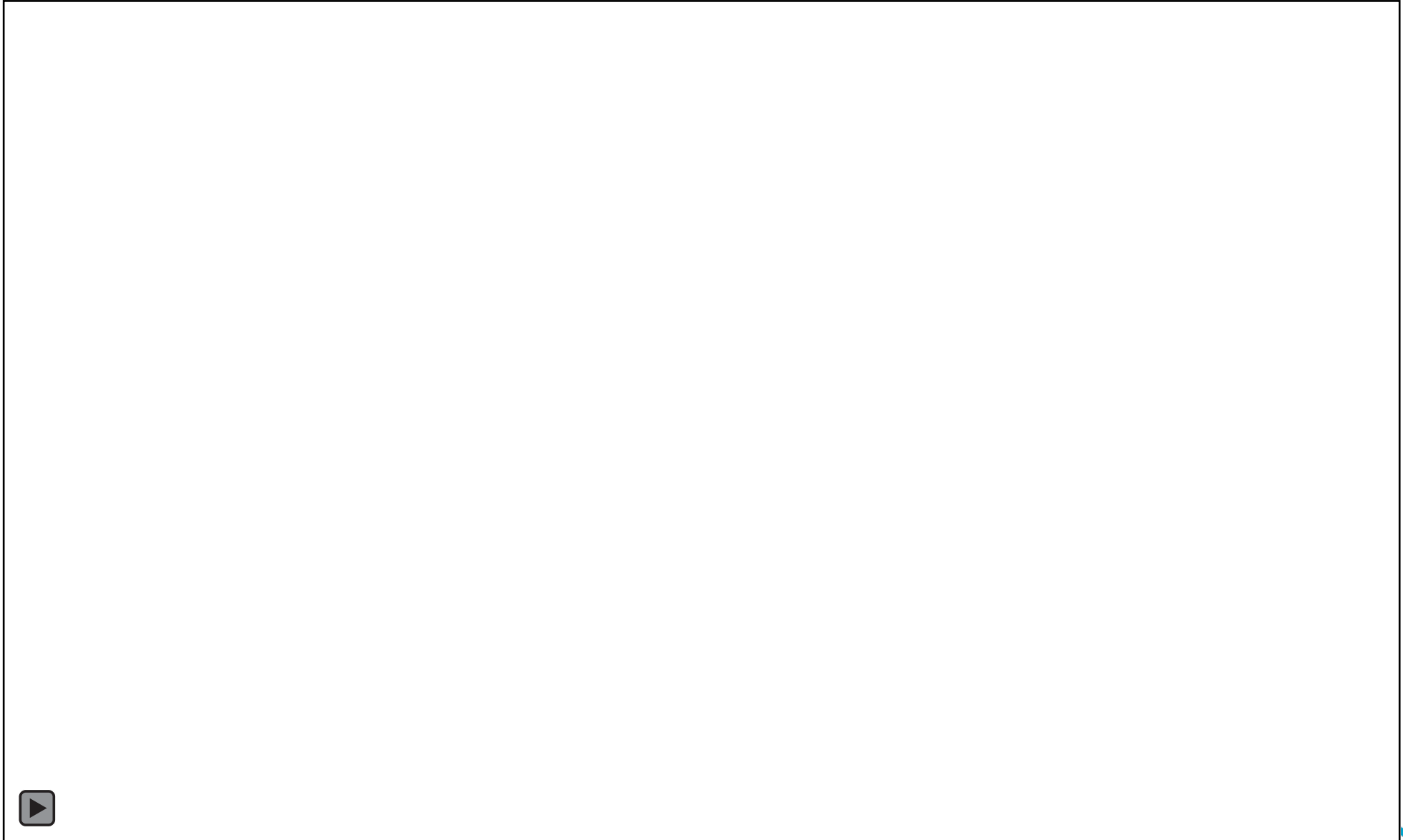


Data and
information from
trusted partners

Alerts in 4
languages:
English, Spanish,
Hmong and
Somali

TPT NOW was developed in partnership with Metro Region 6 Emergency Management to fill an emergency response communication gap so English, Spanish, Hmong and Somali residents would receive life-saving info

April 12, 2018 Tornado Warning



Warnings: January 29th, 2019

The metro counties are in a

Wind Chill Warning

starting from 12:00 pm Tuesday, January 29
until 9:00 am Thursday, January 31

Dangerously cold wind chills as low as
60 below zero are expected



Alerts: English, Spanish, Hmong and Somali

LUS CEEB TOOM TXOG CUA TXIAS


Muaj kev Qhuab Qhia txog Cua Txias rau cov nroog
nyob hauv cheeb tsam zos ntxaib no thaum 3:00
teem sawv ntxov mus rau 12:00 teem tav su hnuv
Tuesday, ib hli ntuj hnuv tim 29.



Language: Hmong


Locally Driven by Public Officials & Public Media

LIVE 2

 **tpt** | NOW


10:49 AM


Mora



18°

WIND **NNW 6**
BAROMETER **29.94**
24-HR PRECIP TOTALS **0.12"**


SAINT PAUL WAXAY KU
DHAWAAQDAY XAALAD BARAF
OO DED-DEG AH




 **Xaaqidda barafka ee maalintii waxay
bilaabanaysaa 8-da subaxnimo**
stpaul.gov/snow





Sunrise: 7:17 AM Sunset: 5:37 PM





 **PNG is missing almost 300 cars after international summit**

ST PAUL
The Heart of the
City in America


SIoux FALLS AREA TODAY
Hi **28°** 
Clouds and sun; not as cold

THU

19°

FRI

10°

SAT

15°

IN PARTNERSHIP WITH


**City of Saint Paul
Emergency
Management**
Public Safety, Public Trust

KTCA • KTCI | SAINT PAUL • MINNEAPOLIS

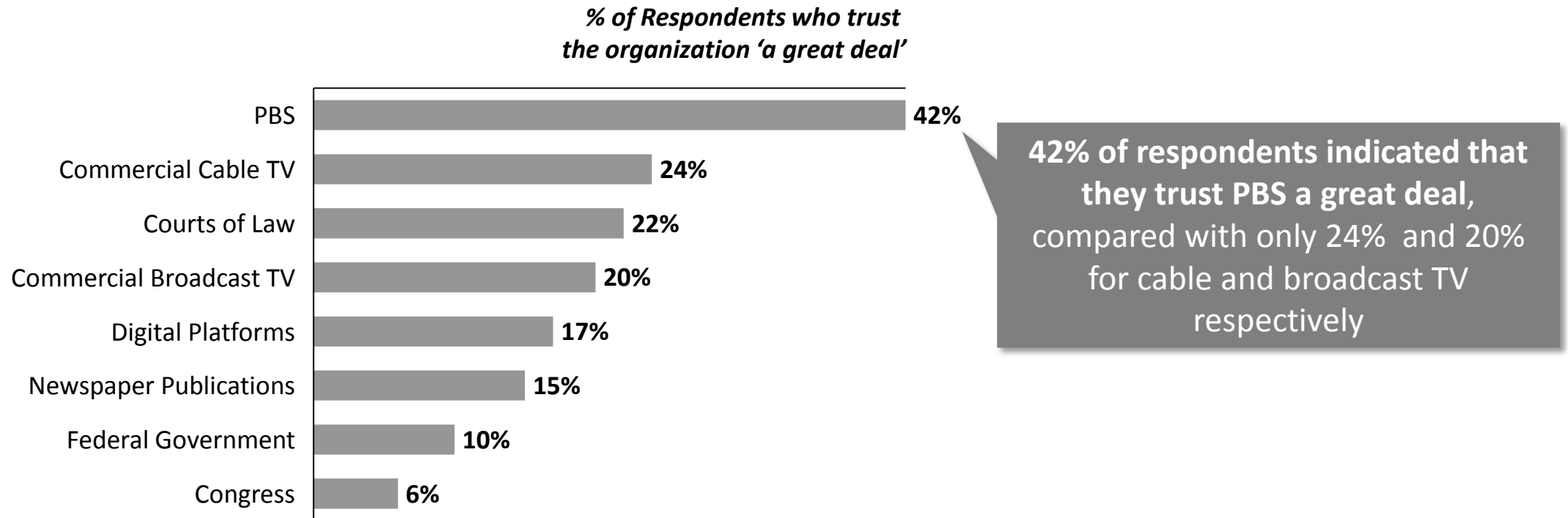
Public Television and Public Safety

*Public broadcasting makes our nation
smarter, stronger and, yes, safer.*

- Gen. Stanley McChrystal (US Army, Ret) NYT, 4/5/2017

National Survey

PBS is ranked as the most-trusted institution compared with others, including: commercial cable and broadcast television, newspapers, digital platforms and courts of law.



PBS and Public Safety



EAS

Emergency Alert System



TOOLKIT

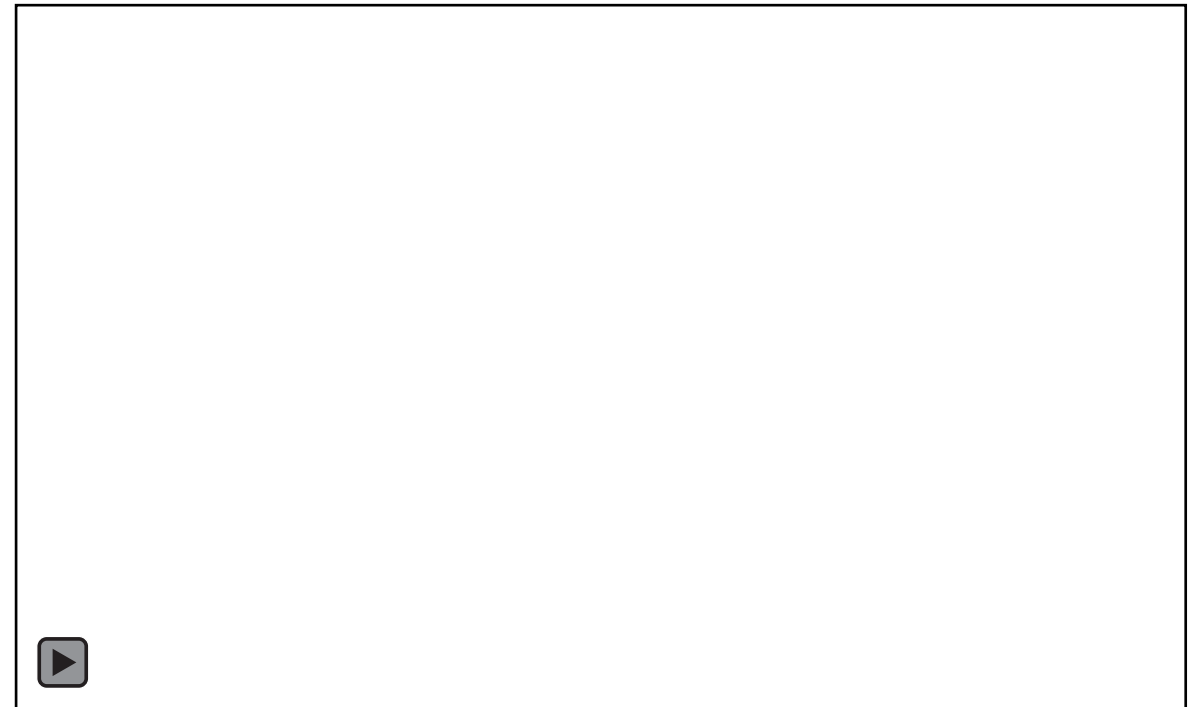


TWIN
CITIES
PBS

Somali • Spanish • Hmong

Be Healthy, Be Safe, Be Ready.

Exercising with Local & State Agency's (DPS-2017 / MDH-2018)



More than TV: We Engage Neighborhoods with Next Door

https://nextdoor.com/city/feed/

365 LOG IN Adaptive Insights Log FCC Policies EAS WEA HSEM-MN Regional PBS Station Manager State Agencies, Board Strib TPT Intranet TPT NOW.org UltiPro Watch TV - TPT NOW

Home
Inbox
Metrics
Invite Residents
Events

Agency
Neighborhoods
Directory
Add Staff Members

Help
Agency User Community
Help Center

Help · Guidelines · Privacy
About · Jobs · Press · Blog
© 2019 Nextdoor

Metro Region 6 Emergency Management - TPT NOW

In partnership with Metro Region 6 Emergency Managers, Twin Cities PBS (TPT) launched TPT NOW (Fall 2017). Channel 2.5 is the nation's first TV channel broadcasting real-time, emergency alerts in English, Spanish, Hmong and Somali. We work with public officials to promote health, safety, weather, and other preparedness topics promoting community resiliency in the Twin Cities and surrounding areas. Now, we are adding Next Door to engage neighborhoods as they people and partnerships to boost community disaster occur. Help yourself and help y be healthy, safe, and ready!

Edit page description

Post a message, event, poll

Viewing posts from your agency.

Managing Director Lillian McDona

Hello from Metro Region 6 Emergency Management - TPT NOW

Hello, Neighbors! I am the Managing Director for the Emergency Response Services at Twin Cities Public Television (TPT NOW). I am pleased to let you know that starting today, as part of TPT NOW's partnership with Metro Region 6 Emergency Managers, Twin Cities PBS (TPT) will start using Nextdoor as a pilot social media partner to See more...

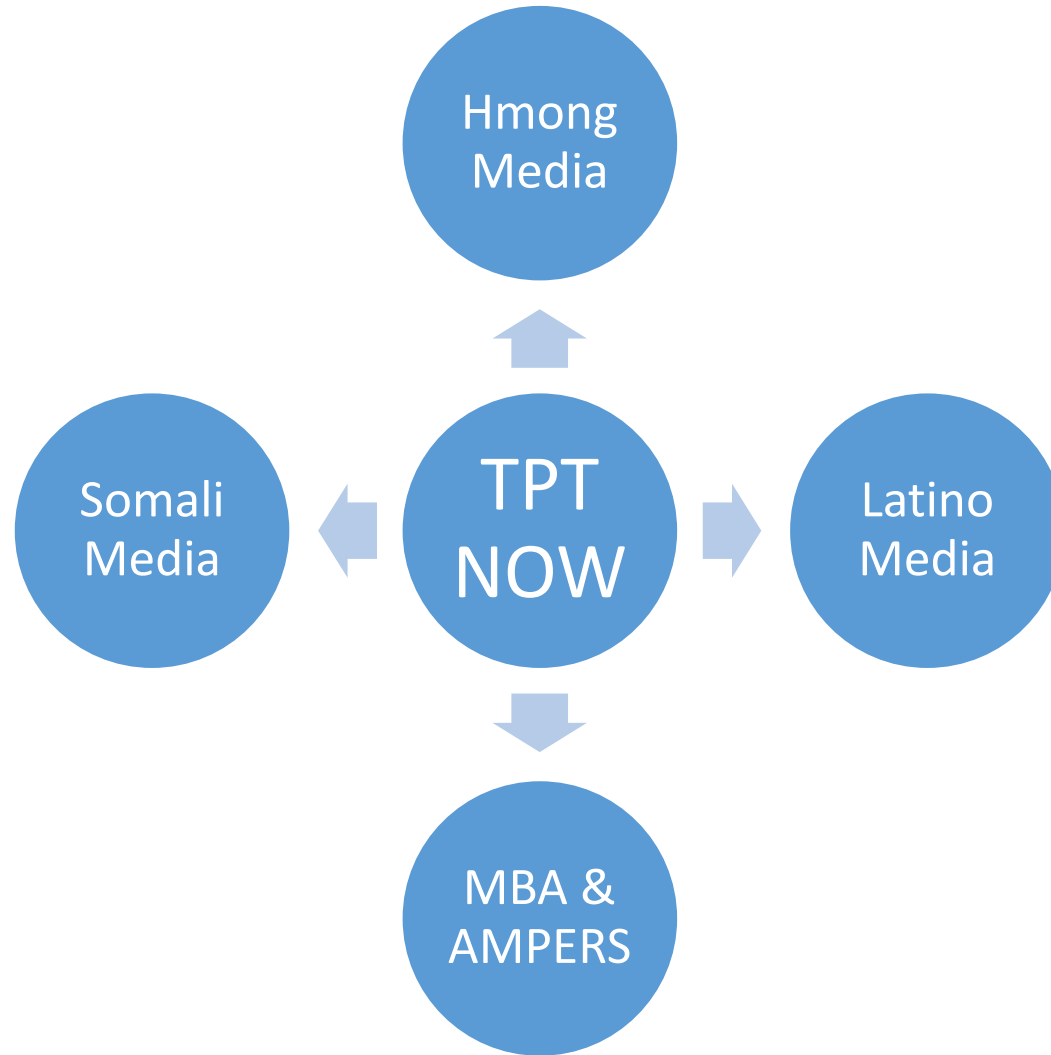
5d ago · Subscribers of Metro Region 6 Emergency Management - TPT NOW

Reply

384 · 62747 Impressions

Discussion closed 5d ago. Learn more »

We Engage Ethnic Media

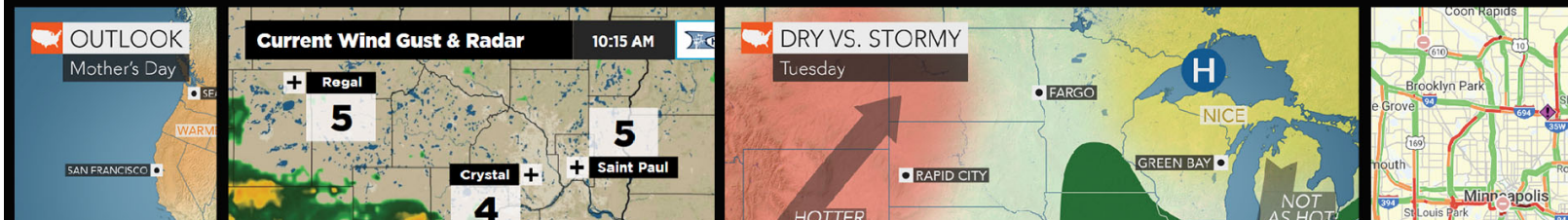


We Want to Know What Viewers Want



We want to know what you think.
Please take our survey:

<http://bit.ly/TPTNOW-V>



On the Air and On Live Stream

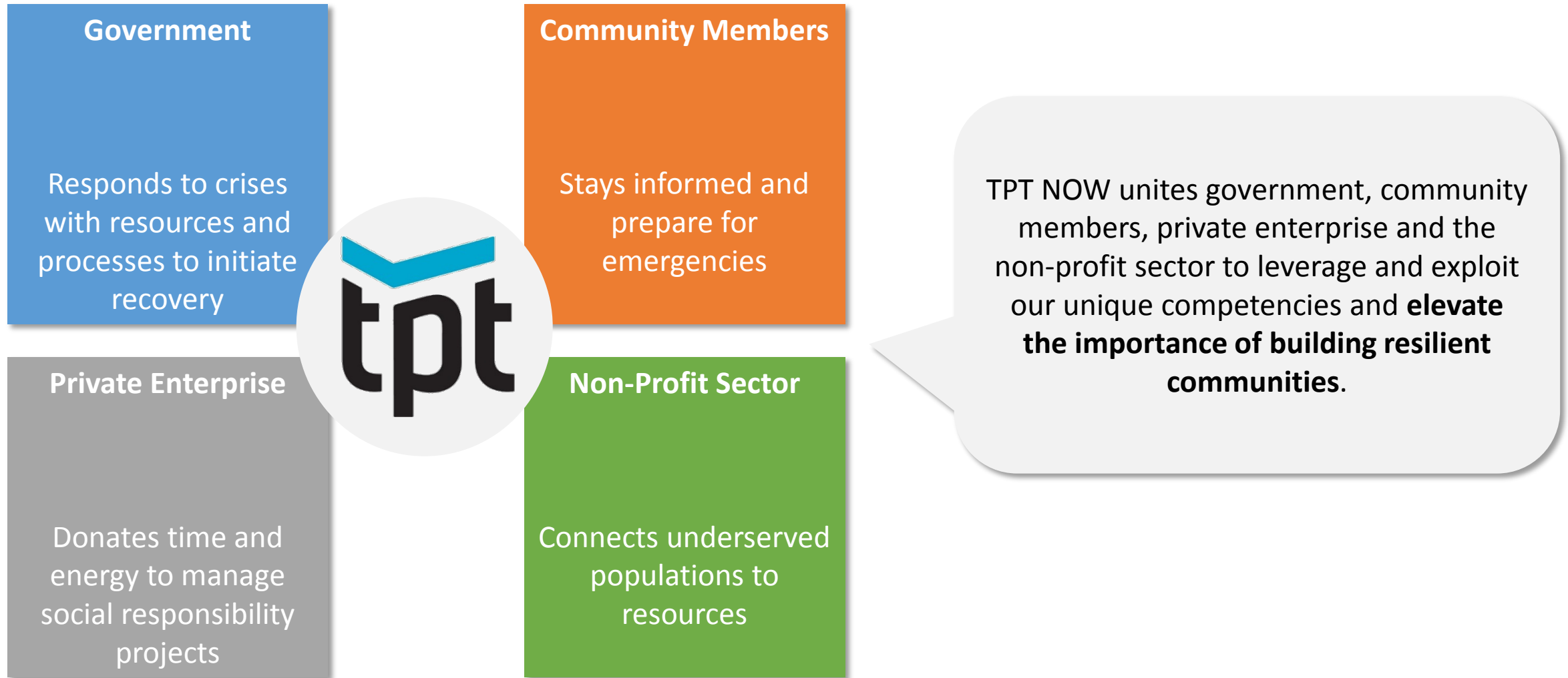


LIVE STREAM TPT NOW !

Take the TV broadcast with you
by phone, PC, tablet and more!
Check it out:

TPT.ORG/TPT-NOW

2019: Community Resiliency Council brings key stakeholders together to support preparedness and response objectives



The future is NOW (Channel 2.5)

2016 - 2018

- Made **infrastructure** upgrades
- Added a more robust **weather** forecast
- Implemented a **multi-language** warning & alert system
- Built out a **customized alert** capability
- Conducted **exercises** with emergency management

2019

- Add **live streaming and social media**
- Write a directive to make TPT an **essential public service**
- Secure **cross-sector Community Resiliency Council** spanning philanthropic, corporate, cultural and governmental organizations
- Become a fully **integrated “tool in the toolkit”** for local / state officials

We're excited about where our partnership is headed!



NOW

Contact Lillian McDonald Twin Cities PBS

LMcDonald@tpt.org 651-229-1304



Be Healthy



Be Ready



Be Safe