

**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**

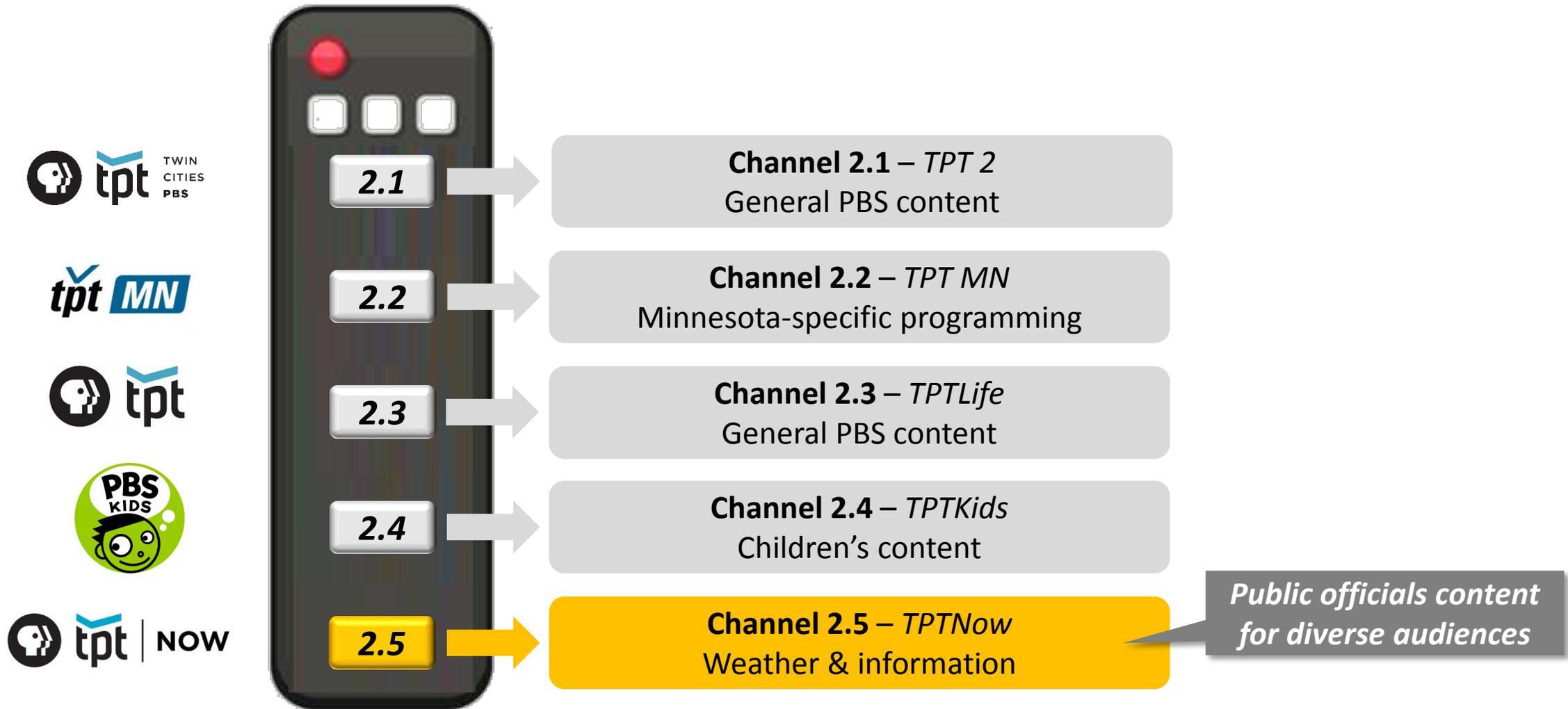


**Health and  
Safety Topics**



TWIN  
CITIES  
PBS

# TPT NOW is one of five Local PBS channels



# How Do People Find Critical Info?



GET STARTED



## • Pew Research

↓ Broadcast Viewers (Radio and TV)

↑ Portable Device Users

✌ Top 3 Weather Sources

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

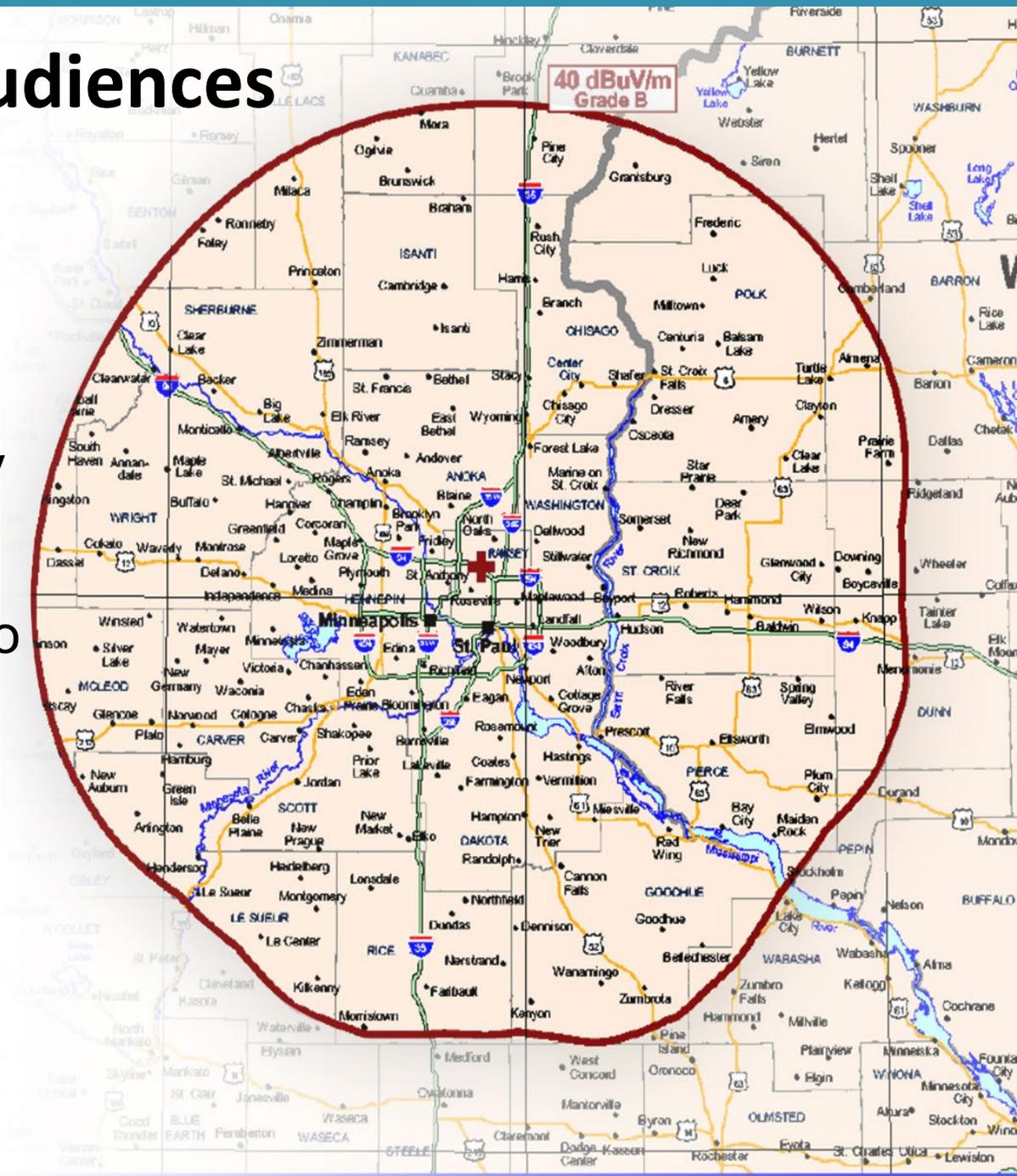
↑ More consumers want **local** news, weather, sports and stocks

↑ Most people check 1-2x daily

**HELP WANTED** People Want Frequent Updates

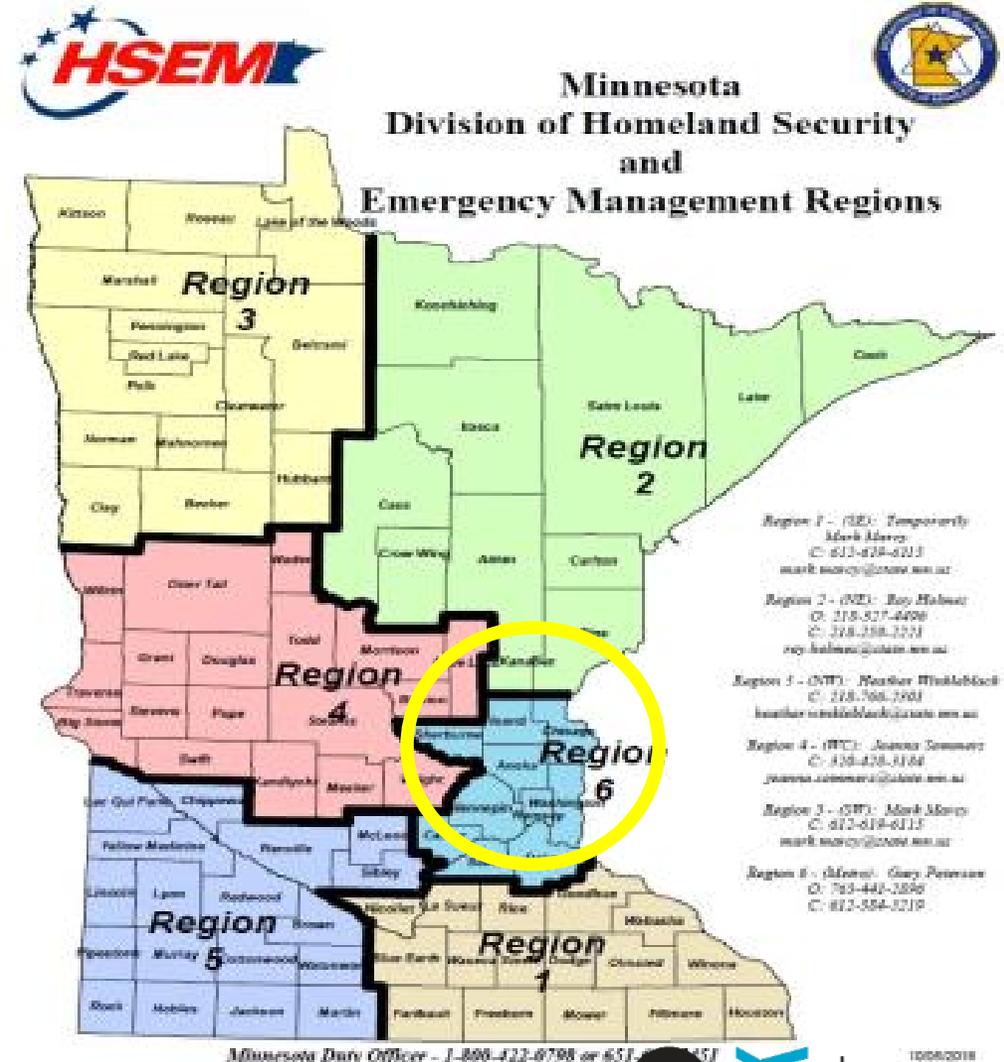
# Dedicated Reach for Diverse Audiences

- 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

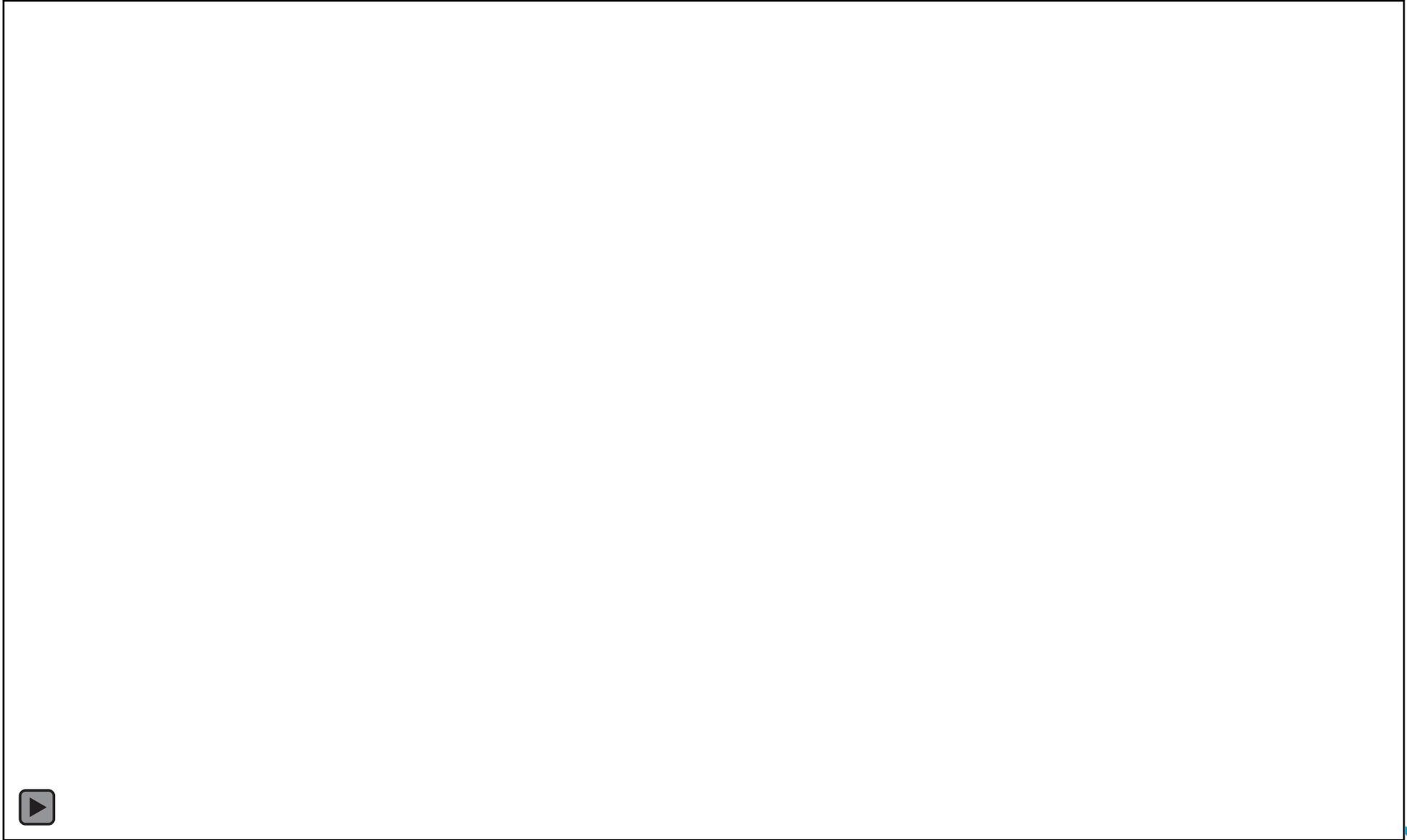


Data and information from trusted partners

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 29<sup>th</sup>, 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

The screenshot shows a multi-panel broadcast interface. The top-left panel features the 'tpt | NOW' logo, a 'LIVE' indicator, and the time '10:49 AM'. Below this is the location 'Mora' and a weather icon of a sun behind a cloud with the temperature '18°'. To the right of the icon are weather statistics: 'WIND NNW 6', 'BAROMETER 29.94', and '24-HR PRECIP TOTALS 0.12"'. The top-right panel has a blue header with the text 'SAINT PAUL WAXAY KU DHAWAAQDAY XAALAD BARAF OO DED-DEG AH' and a sun icon. Below this is a white box with the Saint Paul logo and the text 'Xaaqidda barafka ee maalintii waxay bilaabanaysaa 8-da subaxnimo' and the website 'stpaul.gov/snow'. A vertical video feed on the far right shows a blue emergency vehicle in a snowy environment. The bottom section includes a 'Sunrise: 7:17 AM Sunset: 5:37 PM' bar, a 'BBC WORLD NEWS' logo, and a headline 'PNG is missing almost 300 cars after international summit'. The bottom-right panel displays a 'SIOUX FALLS AREA TODAY' forecast with a high of '28°' and a description 'Clouds and sun; not as cold'. It also shows forecasts for 'THU 19°', 'FRI 10°', and 'SAT 15°'. A logo for 'City of Saint Paul Emergency Management' is in the bottom right corner. The bottom-most bar contains the text 'KTCA • KTCI | SAINT PAUL • MINNEAPOLIS'.

**LIVE** 2

**tpt | NOW**  
10:49 AM

**Mora**

**18°**

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

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

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

**Xaaqidda barafka ee maalintii waxay bilaabanaysaa 8-da subaxnimo**  
[stpaul.gov/snow](http://stpaul.gov/snow)

**BBC WORLD NEWS** **PNG is missing almost 300 cars after international summit**

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

THU **19°**  
FRI **10°**  
SAT **15°**

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

KTCA • KTCI | SAINT PAUL • MINNEAPOLIS

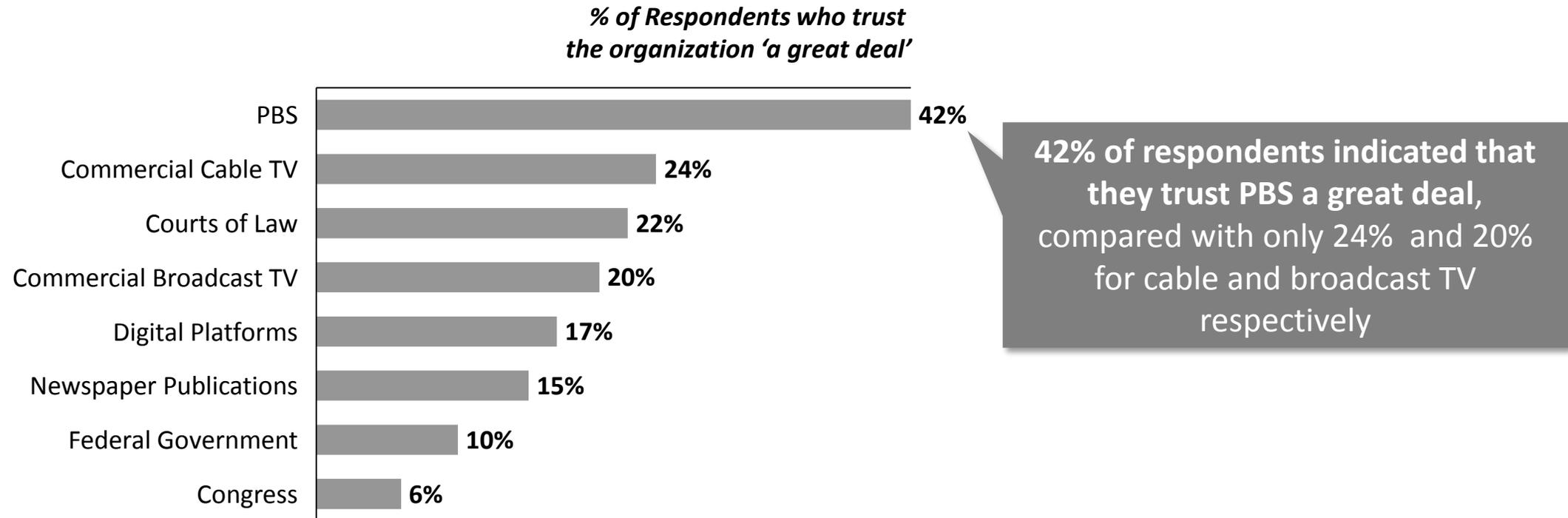
# Public Television and Public Safety

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

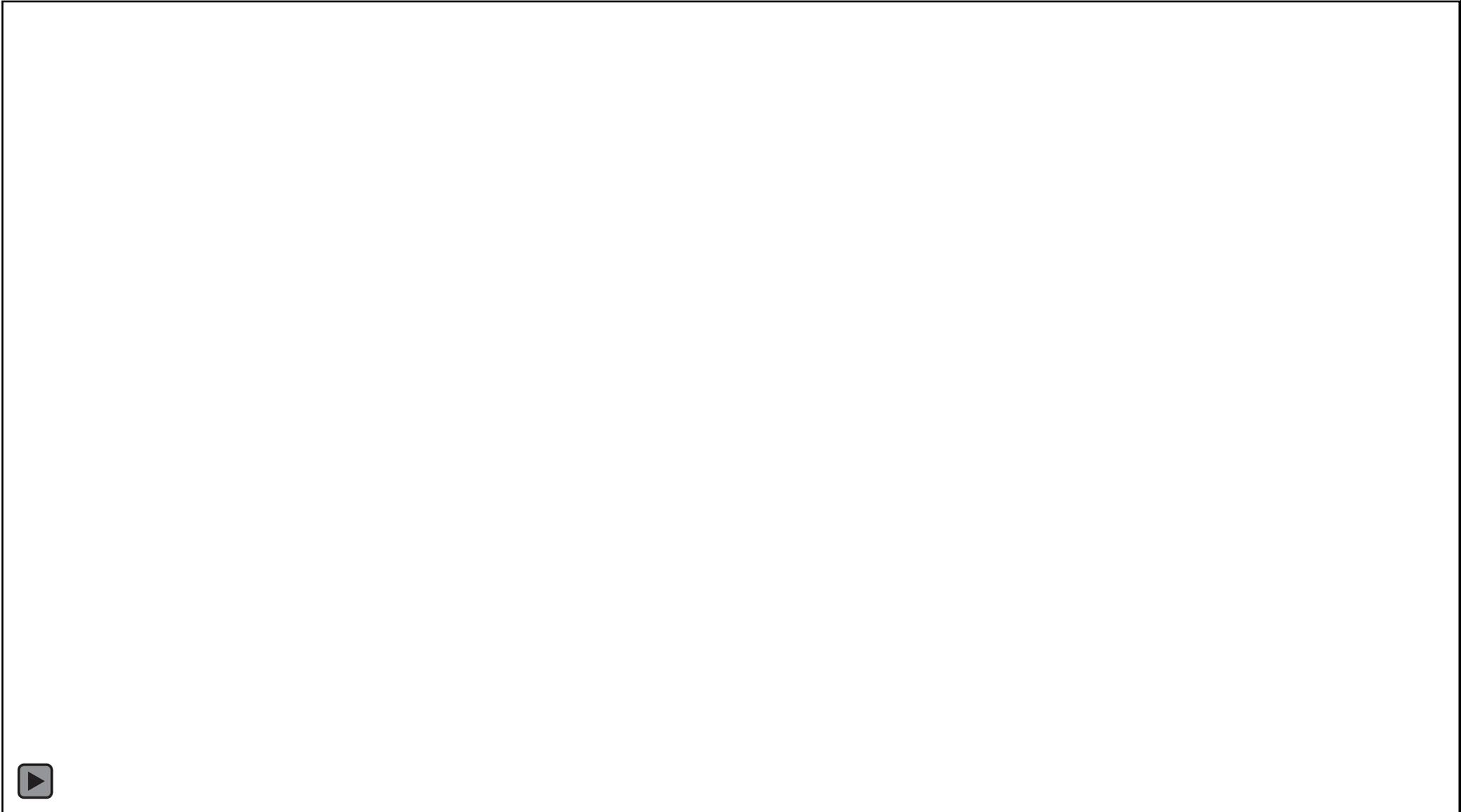
- Gen. Stanley McChrystal (US Army, Ret) NYT, 4/5/2017

# 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



http://

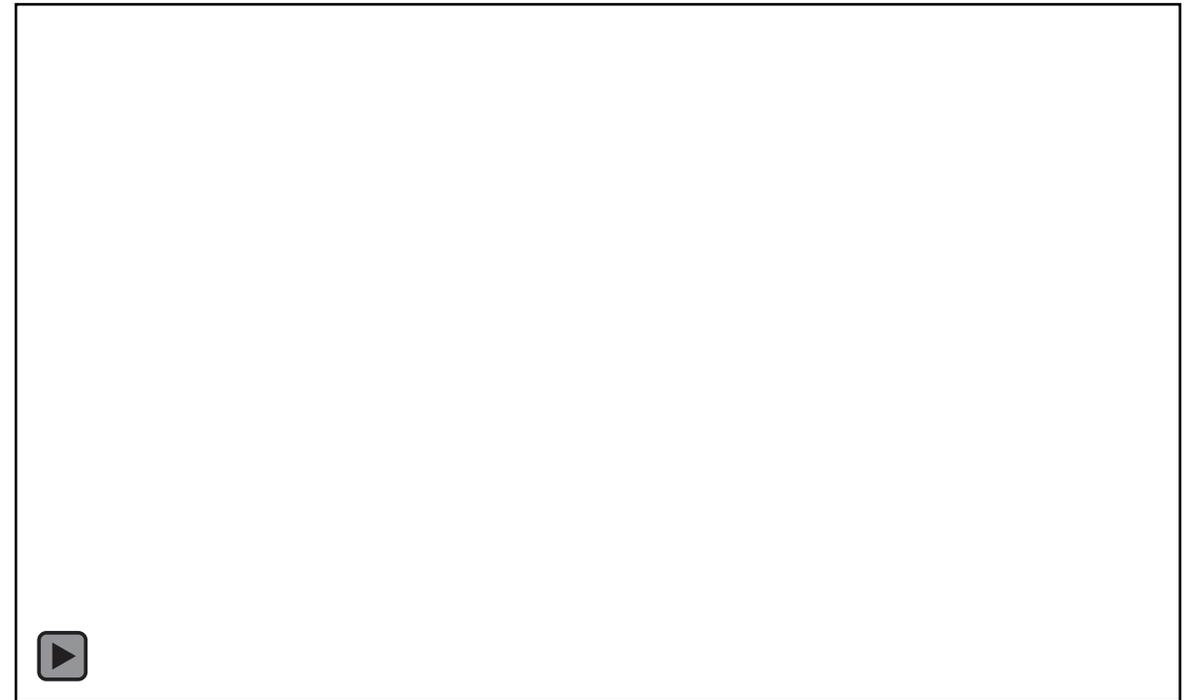


TWIN  
CITIES  
PBS

**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

The screenshot shows a web browser window with the URL <https://nextdoor.com/city/feed/>. The browser's address bar and tabs are visible at the top. The page features a green navigation bar with a home icon and notification, chat, and user icons. A left sidebar contains navigation options: Home, Inbox, Metrics, Invite Residents, Events, Agency (Neighborhoods, Directory, Add Staff Members), and Help (Agency User Community, Help Center). The main content area displays a post titled "Metro Region 6 Emergency Management - TPT NOW" with a description about the partnership with Metro Region 6 Emergency Managers and Twin Cities PBS (TPT). The post includes a "tpt | NOW" logo and a weather forecast. A comment from the Managing Director Lillian McDonald is visible, starting with "Hello from Metro Region 6 Emergency Management - TPT NOW". The comment text is partially obscured by a yellow highlight. The comment shows 384 replies and 62,747 impressions. The page footer includes "© 2019 Nextdoor" and "Discussion closed 5d ago. Learn more »".

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 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

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**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 your neighborhood be healthy, safe, and ready!

Edit page description

Post a message, event, poll

Viewing posts from your agency.

Managing Director Lillian McDonald

**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...

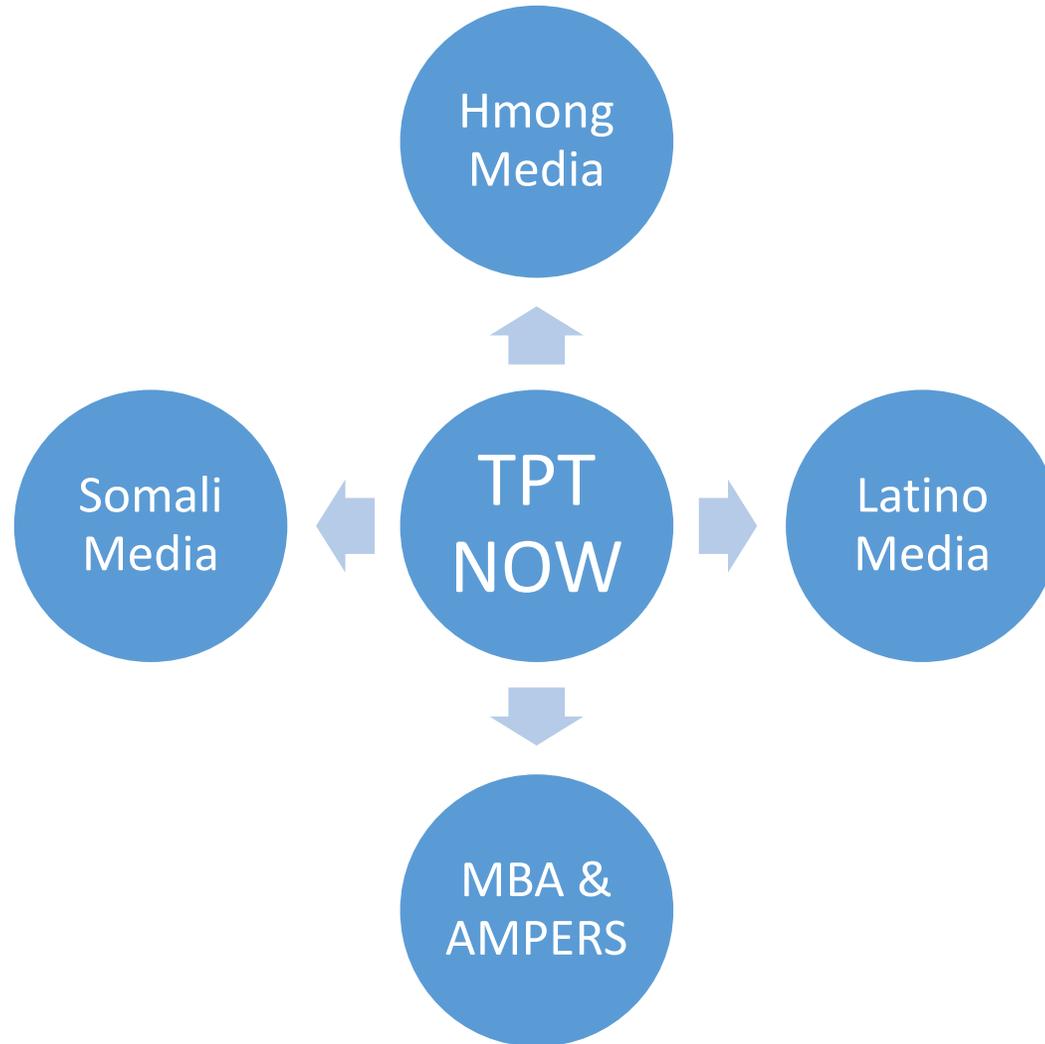
5d ago · Subscribers of Metro Region 6 Emergency Management - TPT NOW

Reply

384 · 62747 Impressions

Discussion closed 5d ago. Learn more »

# We Engage Ethnic Media



# We Want to Know What Viewers Want

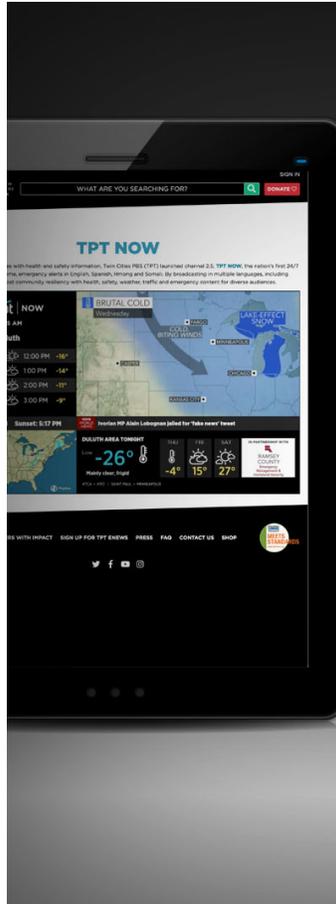


We want to know what you think.  
Please take our survey:

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



# On the Air and On Live Stream

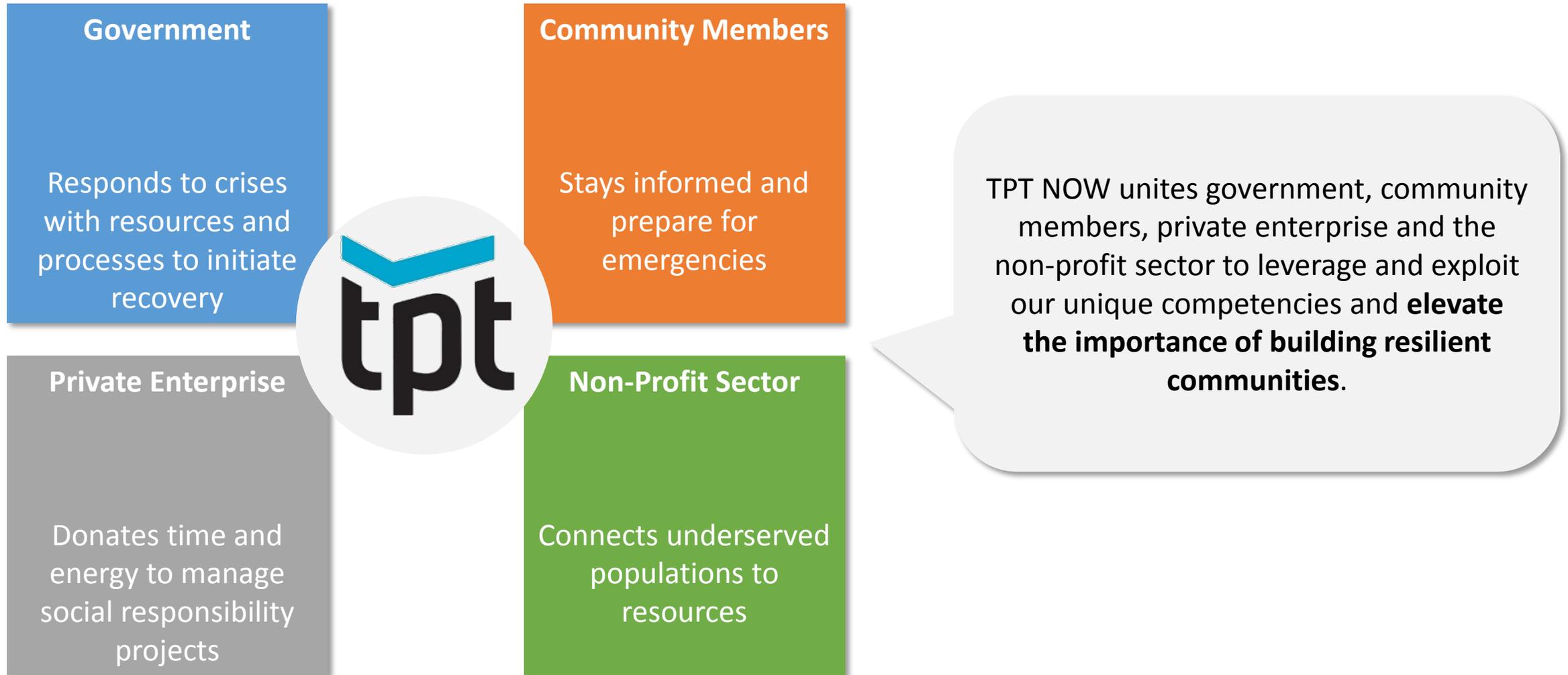


**LIVE STREAM TPT NOW !**

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

**[TPT.ORG/TPT-NOW](http://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](mailto:LMcDonald@tpt.org) 651-229-1304**



**Be Healthy**



**Be Ready**



**Be Safe**