

## Part 1 – Agency Profile

### Agency Overview

Idaho Public Television (IdahoPTV) is an agency of the Idaho State Board of Education/State of Idaho and holds in the public trust television and related broadcast telecommunication licenses issued and governed by the Federal Communications Commission (FCC). IdahoPTV is a statewide, non-commercial broadcast telecommunication system based in the capital city of Boise with additional staffed facilities in Moscow and Pocatello.

IdahoPTV's service to the region began in September of 1965 with KUID-TV, Moscow. Over the next 40 years, IdahoPTV has expanded its reach to include over the air broadcast television service to more than 97 percent of Idaho's population and portions of six adjoining states and Canada through an efficient system of 10 analog and digital transmitters and 37 analog repeaters (translators). In addition, IdahoPTV's signals are rebroadcast under federal guidelines by cable and satellite systems in the region, as well as a rapidly expanding Internet-based distribution system. Idaho Public Television's services and equipment have been made possible through diverse funding partnerships from individual contributions, grants from foundations and companies, and state and federal sources.

IdahoPTV is a member in good standing of the Public Broadcasting Service (PBS) and is the only locally owned and operated network television station in Idaho.

IdahoPTV has benefited from the financial support of four affiliated not-for-profit support organizations, operated under federal and FCC guidelines, including the Friends of Idaho Public Television: KAID/KIPT, Inc.; Friends of Idaho Public Television: KISU, Inc.; Friends of Idaho Public Television: KUID/KCDT, Inc.; and the Idaho Public Television Foundation. As directed by FCC guidelines, our constituents are the people of Idaho, as well as those in portions of six surrounding states and Canada. Private donations provide more than 61% of our yearly operating budget, or \$3.8 million from nearly 24,000 individuals, foundations and companies in our rural service areas. State of Idaho support provides approximately 25% of our operating budget and is directed specifically toward the maintenance and administration of the statewide delivery system. The remaining 14% of our operating budget comes in the form of a yearly grant from the Corporation for Public Broadcasting, a private corporation funded by Congress. IdahoPTV's comprehensive audit is conducted yearly by the Legislative Auditor, Legislative Services.

As of July 1, 2006, Idaho Public Television is staffed with 54 full-time employees primarily in the network operations center in Boise, with branch facilities in Moscow and Pocatello.

IdahoPTV has developed a reputation for producing award-winning quality television and other electronic media. IdahoPTV provides significant local public service to our viewers and users (see Performance Highlights).

Between the summer of 2005 and the late spring of 2006, IdahoPTV distributed two locally produced programs nationally. *Remembered Earth* and *West of the Basque* were distributed through the Public Broadcasting Service (PBS) and American Public Television (APT) respectfully. In addition, IdahoPTV distributes *FocusWest*, a four hour per day, packaged public affairs program service via Internet2 to public television stations serving Utah, Wyoming and northern Nevada. *FocusWest* aggregates public affairs content produced by IdahoPTV, the before-mentioned stations, and Oregon Public Broadcasting and packages it in an efficient "ready to air" form for broadcast via digital and analog television.

IdahoPTV produces a number of on-going series including *Outdoor Idaho*, *Idaho Reports* (coverage of the Idaho Legislature), *Dialogue* (weekly, live public affairs program), *Dialogue for Kids* (educational science program for grade school students), *Idaho Debates* (primary and statewide election coverage), *Governor's State of the State Address*, *Governor's State of the Budget Address*, *INL Scholastic Tournament*, *Read To Me with the First Lady*, *Ron's Picks* and *The Buzz on IdahoPTV*. Also produced are other one-time programs including *Idaho: An Aerial Tapestry*, *Idaho Edens*, *West of the Basque*, *Lewis & Clark: Crossing the Centuries*, *Hymns of Thanksgiving* and *Picturing Idaho*.

Our community outreach ranges from locally produced events and workshops to children’s events such as science and technology workshops, science camps, literacy content and educator workshops.

The staff is led by Peter W. Morrill, General Manager; Ron Pisaneschi, Director of Broadcasting; Phillip Kottraba, Director of Finance; Kim Philipps, Director of Marketing/Development; Rich Van Genderen, Director of Technology; and Sandy Streiff, Director of Communications.

**Core Functions/Idaho Code**

Idaho Public Television is not referenced in Idaho Code. IdahoPTV was created by Legislative Intent within the budget process in 1982 and exists under the regulations of the Federal Communications Commission and the governance of the State Board of Education, State of Idaho.

The mission of Idaho Public Television is to meet the needs and reflect the interests of our various audiences. We do this by:

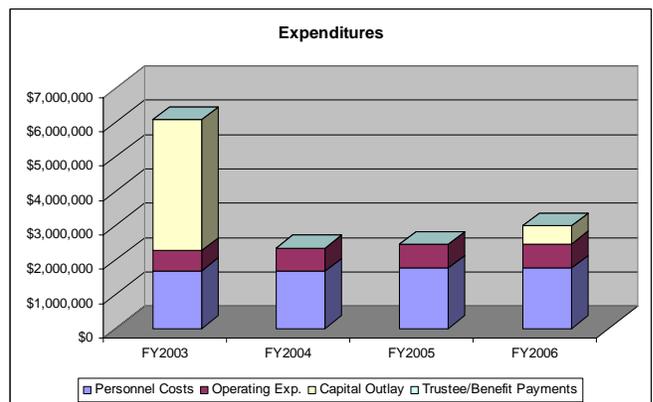
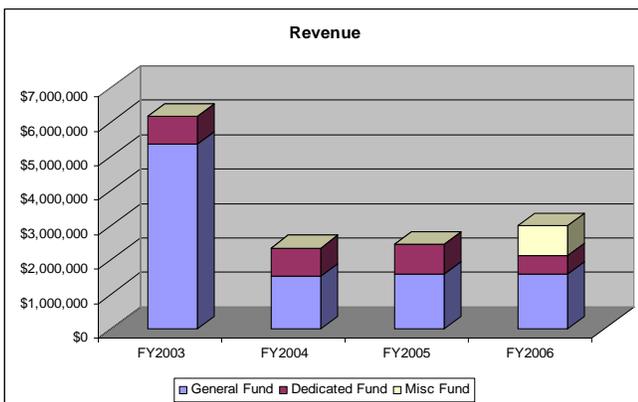
- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools;
- Providing quality educational, informational, and cultural television and related resources;
- Creating Idaho based educational, informational, and cultural programs and resources;
- Providing learning opportunities and fostering participation and collaboration in educational and civic activities; and
- Attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

**Revenue and Expenditures**

<b>Revenue</b>	<b>FY 2003</b>	<b>FY 2004</b>	<b>FY 2005</b>	<b>FY 2006</b>
General Fund	\$5,362,200	\$1,528,200	\$1,595,000	\$1,586,800
Dedicated Fund	\$804,600	\$820,200	\$861,800	\$531,400
Miscellaneous Fund	\$0	\$0	\$0	\$867,200
<b>Total</b>	<b>\$6,166,800</b>	<b>\$2,348,400</b>	<b>\$2,456,800</b>	<b>\$2,985,400</b>

<b>Expenditure</b>	<b>FY 2003</b>	<b>FY 2004</b>	<b>FY 2005</b>	<b>FY 2006</b>
Personnel Costs	\$1,683,500	\$1,665,200	\$1,750,400	\$1,757,700
Operating Exp.	\$581,100	\$683,200	\$706,400	\$706,300
Capital Outlay	\$3,821,800	\$0	\$0	\$521,400
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$6,086,400</b>	<b>\$2,348,400</b>	<b>\$2,456,800</b>	<b>\$2,985,400</b>



**Profile of Cases Managed and/or Key Services Provided**

<b>Cases Managed and/or Key Services Provided</b>	<b>FY 2003</b>	<b>FY 2004</b>	<b>FY 2005</b>	<b>FY 2006</b>
Number of national awards for IdahoPTV	30	54	58	60
Private in-state/out-of-state partnerships	75/18	79/32	97/23	135/35
Public in-state/out-of-state partnerships	66/18	128/48	132/26	71/16
% of closed captioned shows for hearing impaired & visual learners	94.5%	96%	97.1%	98.6%
Descriptive video service hours for those with impaired vision	1,465	3,187	11,116	12,869
Channel hours for children	9,984	7,684	12,192	13,020
Channel hours for ethnic minorities	3,810	4,012	3,782	5,320
Channel hours for learners	7,384	10,580	10,580	11,094
Visitors to idahoptv.org	557,997	1,326,233	1,546,488	1,623,860
DTV channel hours	65,442	135,710	137,240	137,240
# of DTV transmitters	5	5	5	5
# of DTV-ready translators of 37	0/37	3/37	3/37	5/37
# of local cable carriage of hi-def	0	10	10	10
# of satellite systems, analog service	0	3	5	7
% pop. IdahoPTV digital TV coverage	49%	71.3%	71.3%	71.3%
Channel hours, public affairs	3,434	4,413	10,197	12,740
Channel hours, Idaho specific	399	655	675	2,162
# of IdahoPTV produced programs	102	96	193	138
Viewers per week, children under 12	69,850	88,150	85,126	93,589
Viewers per week, adults 50+	115,470	128,610	199,470	205,716
Viewers per week, total	285,000	298,000	423,150	449,500

**Performance Highlights**

FY 2006 Highlights (Un-audited):

- ❖ Federal legislation enacted that calls for the cessation of analog broadcast television via transmitters on February 17, 2009.
  - This will have significant impact on at least 1/3 of Idaho homes that still receive analog television via over-the-air transmitter broadcasts.
  - IdahoPTV has 37 rural translators that need to be upgraded to digital television ready status.
    - As of July 1, 2006, 21 translator sites have funding in place for conversion or have been upgraded, 16 sites are still in need of funding/upgrades.
- ❖ FY 2005 Audit conducted by Legislative Auditor, No Findings of Fiscal Fact.
- ❖ FY 2006 Audit begins in September 2006.
- ❖ IdahoPTV "In-State Public Partnerships" dropped in FY 06 from FY 05 levels due to cuts by the U.S. Department of Education to local funding for Ready-To-Learn (RTL) educational services. RTL enabled (and funded) IdahoPTV's educational outreach to low-income families, through public schools and agencies, teaching parents to incorporate reading into family life.

- ❖ IdahoPTV received state funding for FY 2007 totaling \$1.59 million in replacement capital including studio equipment for Pocatello/KISU (Phase 2 of 3 studio replacement), 12 rural translator site upgrades to digital ready status and field engineering vehicles.
- ❖ IdahoPTV begins the second of a three year upgrade of 7 translator sites in the KUID/Moscow viewing area to digital TV ready funded by the US Department of Agriculture.
- ❖ IdahoPTV was awarded 60 national and regional awards of excellence for local programming and media creation including a regional Emmy award for DIALOGUE: NEZ PERCE WATER AGREEMENT and an Edward R. Murrow Award for Excellence for OUTDOOR IDAHO: SILVER VALLEY RISING.
- ❖ [www.idahoptv.org](http://www.idahoptv.org) had 16,109,372 hits in FY 06 (11,351,135 hits, FY 05).

**Part II – Performance Measures**

Performance Measure	2003	2004	2005	2006	Benchmark
1. Number of national awards for IdahoPTV	30	54	58	60	54
2. Partnerships:					
Private in-state/out-of-state	75/18	79/32	97/23	135/35	130/30
Public in-state/out-of-state	66/18	128/48	132/26	71/16	80/30
3. Descriptive video service hours for those with impaired vision	1,465	3,187	11,116	12,869	13,000
4. Channel hours for children	9,984	7,684	12,192	13,020	12,500
5. Channel hours for learners	7,384	10,580	10,580	11,094	10,580
6. Visitors to idahoptv.org	557,997	1,326,233	1,546,488	1,623,860	1,600,000
7. # of DTV-ready translators of 37	0/37	3/37	3/37	5/37	5/37
8. % pop. IdahoPTV digital TV coverage	49%	71.3%	71.3%	71.3%	71.3%
9. Channel hours, Idaho specific	399	655	675	2,162	2500
10. Viewers per week, total	285,000	298,000	423,150	449,500	400,000

**Performance Measure Explanatory Note:**

In Part 1, IdahoPTV has historically utilized 21 performance measures quantifying services that we provide to the citizens of Idaho. As a result of new state guidelines, IdahoPTV will begin reporting 10 of those original indicators.

IdahoPTV anticipates no new general fund programmatic revenue for FY 07 and thusly projects a maintenance of current operation (MCO) for service delivery and is reflected in our benchmarking metrics.

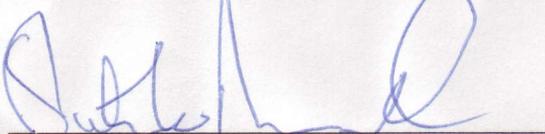
**For More Information Contact**

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**Director Attestation for Agency Profile**

In accordance with *Idaho Code* 67-1904, I certify the data provided in the Agency Profile has been internally assessed for accuracy, and, to the best of my knowledge, is deemed to be accurate.

Department: IDAHO PUBLIC TELEVISION



Director's Signature

6/29/06

Date

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