

Part 1 – Agency Profile

Agency Overview

Idaho Public Television (IdahoPTV) is an entity of the Idaho State Board of Education 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 and new media provider 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% of Idaho's population and portions of six adjoining states and Canada through an efficient system of five (5) analog (until June 12, 2009) and five (5) digital transmitters and 39 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. IdahoPTV'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.

On June 12, 2009, IdahoPTV shut off its five analog television transmitters in compliance with federal guidelines. We continue to work to finish the statewide conversion of all of our facilities to digital.

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 the Friends of Idaho Public Television, Inc., an affiliated not-for-profit support organization. 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 62% of our yearly operating budget, or \$4.4 million from nearly 23,000 individuals, foundations and companies in our rural service areas. State of Idaho support provides approximately 24% 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, 2009, IdahoPTV is staffed with 57 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.

During FY2009, IdahoPTV distributed nationally *Barbara Morgan: No Limits* through the Public Broadcasting Service (PBS) and *Assassination: Idaho's Trial of the Century* through American Public Television (APT).

IdahoPTV produces a number of on-going series including:

Outdoor Idaho
Dialogue (weekly, live public affairs program)
Idaho Debates (primary and statewide election coverage)
Governor's State of the State Address/
Governor's State of the Budget Address (live)
Ron's Picks
The Buzz on IdahoPTV

Idaho Reports (coverage of the Idaho Legislature)
Dialogue for Kids (educational science program for grade school students)
Idaho Legislature Live (gavel-to-gavel live coverage of the Idaho House, Senate and Joint Finance-Appropriations Committee)
INL Scholastic Tournament
Hymns of Thanksgiving

Also produced are other one-time programs including:

Pathways of Pioneers: Idaho's Oregon Trail Legacy
Idaho Edens
Lewis & Clark: Crossing the Centuries
Assassination: Idaho's Trial of the Century

Idaho: An Aerial Tapestry
West of the Basque
Barbara Morgan: No Limits
Kevin Kirk & Onomatopoeia in Concert

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, and digital television workshops.

The staff is led by Peter W. Morrill, General Manager; Ron Pisaneschi, Director of Broadcasting; Toni Ward, 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. It 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.

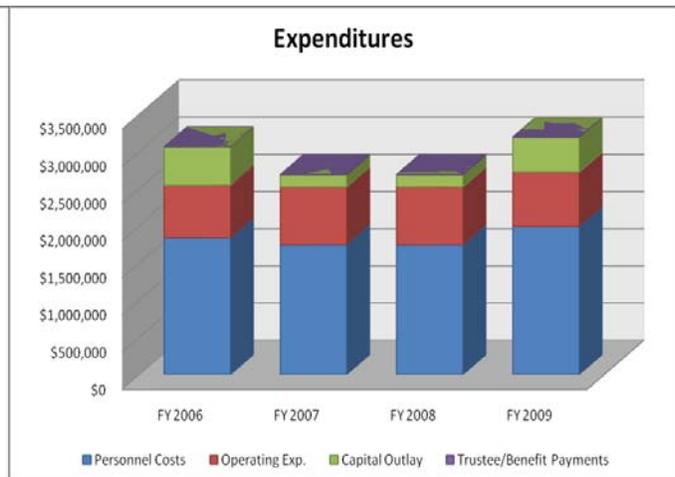
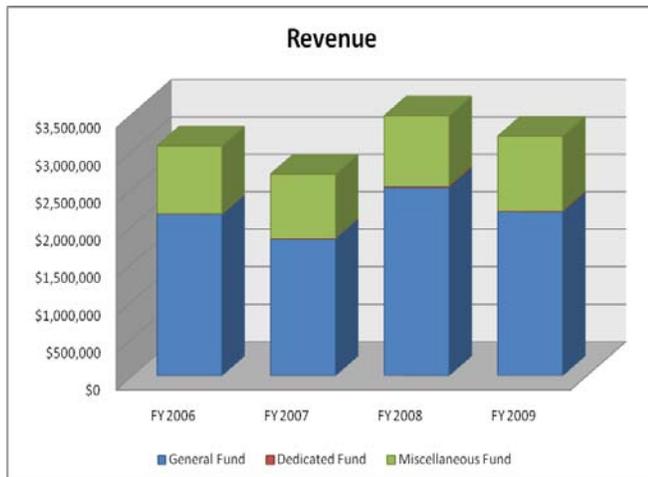
The mission of IdahoPTV is to meet the needs and reflect the interests of our various audiences. We do this by:

- 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

Revenue	FY 2006	FY 2007	FY 2008	FY 2009
General Fund	\$2,159,100	\$1,824,200	\$2,518,700	\$2,187,700
Dedicated Fund	\$0	\$0	\$0	\$0
Miscellaneous Fund	\$907,600	\$865,800	\$949,200	\$1,008,400
Total	\$3,066,700	\$2,690,000	\$3,467,900	\$3,196,100

Expenditure	FY 2006	FY 2007	FY 2008	FY 2009
Personnel Costs	\$1,839,000	\$1,744,700	\$1,744,700	\$1,993,700
Operating Exp.	\$706,300	\$779,700	\$779,700	\$731,600
Capital Outlay	\$521,400	\$165,600	\$165,600	\$470,800
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
Total	\$3,066,700	\$2,690,000	\$2,690,000	\$3,196,100



Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2006	FY 2007	FY 2008	FY 2009
Channel Hours for Children (under the age of 12)	13,020	13,102	13,148	14,012
Channel Hours for Ethnic Minorities	5,320	4,951	5,012	5,242
Channel Hours for Learners	11,094	10,722	10,745	12,420
Number of Visitors to idahoptv.org	1,623,860	2,035,877	2,543,027	3,581,741
Public Affairs Channel Hours	12,740	12,912	11,040	11,568
Idaho Specific Channel hours	2,162	2,937	3,235	2,753

Performance Highlights:

During calendar year 2008 –

- 29 workshops were attended by 134 child-care providers, 358 parents, 12 parent educators and 18 primary (K-3) teachers. 3 workshops were bilingual (English/Spanish).
- 3,019 hours of children's programming aired on analog television and simultaneously on Idaho digital channel. 8 hours weekly of children's programming on HD (high definition) channel, began in September.
- 900 attempted and completed phone calls and 1,276 e-mails from students to the D4K science call-in show, which airs monthly during the school year.
- 800 hours of overnight educational television, including 112 hours of professional development for teachers, as well as resources for K-12 classrooms made instructional materials available to schools throughout the state.
- 887 children contributed entries for the annual Reading Rainbow Young Writers and Illustrators Contest, 36 received a regional certificate for first, second or third place in their grade level.
- 1,127 people in Boise, Pocatello and Nampa attended the Community Cinema events to preview screens of INDEPENDENT LENS followed by discussions of thought-provoking social issues featured in the films.
- 6,810 hours of High Definition digital television were delivered free over-the-air in the regions of Coeur d'Alene, Moscow, Boise, Twin Falls, Pocatello and Idaho Falls.

IdahoPTV was awarded 40 national and regional programming awards, which include 1 Emmy award and 8 Emmy nominations.

Part II – Performance Measures

Performance Measure	2006	2007	2008	2009	Benchmark
Number of awards for IdahoPTV media and services.	60	49	40	53	35
Number of DTV channel hours of transmission.	137,240	137,240	137,240	137,240	137,240
Number of transmitters broadcasting a DTV signal.	5	5	5	5	5 of 5
Number of DTV-ready translators (DTT).	5 of 37	15 of 37	21 of 39	39 of 39	39 of 39
Number of licensed DTV fill-in translators (DTS).	0	0	0	0	1 of 7
Percentage of Idaho's population within our DTV signal coverage area.	71.3%	73.1%	73.1%	73.1%	73.1%
Number of IdahoPTV channel hours of Idaho-specific educational and informational programming.	2,162	2,937	3,235	3,246	2,271
Total number of hours of educational programming.	*	*	*	17,921	8,300
Total FTE in content delivery and distribution.	15.06	15.68	17.51	16.06	<30.45
Successfully comply with FCC policies/PBS programming, underwriting and membership policies/and CPB guidelines.	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes

Performance Measure Explanatory Notes:

* This is a new performance measure, which data has not previously been collected.

For More Information Contact

Peter W. Morrill, General Manager
 Idaho Public Television
 1455 North Orchard Street
 Boise, Idaho 83706
 Phone: (208) 373-7220
 E-mail: peter.morrill@idahoptv.org