

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 46 years, IdahoPTV has expanded its reach to include over-the-air broadcast television service to more than 98% of Idaho's population and portions of six adjoining states and Canada through an efficient system of five (5) digital transmitters and 43 repeaters (translators). We are currently finishing the installation of five (5) DTV fill-in repeaters to serve the areas of Emmett, Boise front/Harris Ranch, Idaho City, Bellevue, and eastern Pocatello. IdahoPTV's signals are rebroadcast under federal guidelines by cable and satellite systems in the region, as well as a rapidly expanding Internet-based content creation and 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. 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., a component not-for-profit support organization. As directed by FCC guidelines, IdahoPTV's constituents are the people of Idaho, as well as those in portions of six surrounding states and Canada. Private donations provide more than 65% of our yearly operating budget, or \$4.5 million from over 23,000 individuals, foundations and companies in our rural service areas. State of Idaho support provides approximately 20% of our operating budget and is directed specifically toward the maintenance and administration of the statewide delivery system. The remaining 15% 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 annually by the Legislative Auditor, Legislative Services Office.

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 FY 2011, IdahoPTV distributed nationally *Sky Island* through the Public Broadcasting Service (PBS).

IdahoPTV produces a number of on-going series and specials including:

<i>Outdoor Idaho</i>	<i>Idaho Reports</i> (coverage of the Idaho Legislature)
<i>Dialogue</i> (weekly, live public affairs program)	<i>D4K Dialogue for Kids</i> (educational science program for grade school students)
<i>The Idaho Debates</i> (primary and statewide election coverage)	<i>Idaho Legislature Live</i> (gavel-to-gavel live coverage of the Idaho House, Senate and Joint Finance-Appropriations Committee)
<i>Governor's State of the State Address/ Governor's State of the Budget Address</i> (live)	<i>INL Scholastic Tournament</i>
<i>Ron's Picks</i>	<i>Hymns of Thanksgiving</i>
<i>The Buzz on IdahoPTV</i>	

Also produced are other one-time programs including:

<i>Wooden Boats, Wondrous Lakes</i>	<i>Barbara Morgan: No Limits</i>
<i>The Color of Conscience</i>	<i>Assassination: Idaho's Trial of the Century</i>
<i>Capitol of Light: The People's House</i>	<i>Yellowstone's Cascade Corner</i>
<i>Idaho: An Aerial Tapestry</i>	<i>Kevin Kirk & Onomatopoeia in Concert</i>

IdahoPTV's community outreach ranges from locally produced events and workshops to children's events such as science and technology workshops, program screenings and discussions, science camps, a literacy contest and educator workshops.

The staff is led by Peter W. Morrill, General Manager; Ron Pisaneschi, Director of Content; Tim Tower, Director of Finance; Rich Van Genderen, Director of Technology; and Megan Griffin, Director of Marketing/Development. The Administrative Team reflects a reduction of one position from last year due to state budget reductions.

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:

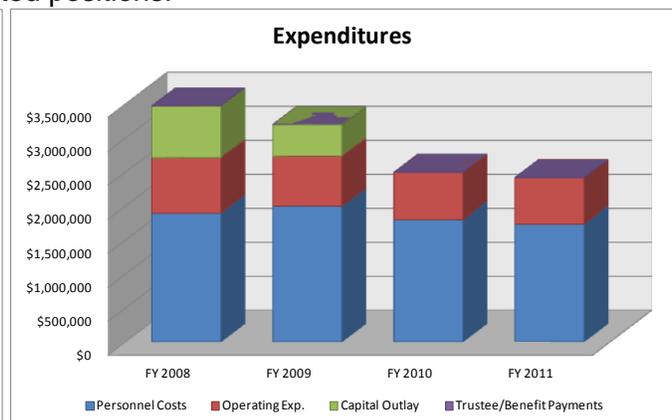
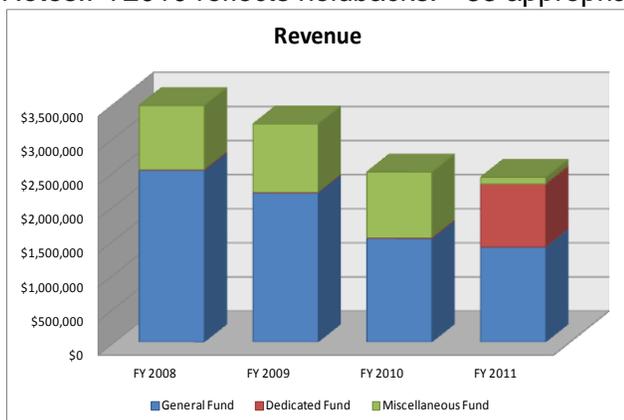
- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools;
- Providing quality educational, informational, and cultural television and related resources;
- Creating Idaho based educational, informational, and cultural 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 2008	FY 2009	FY 2010	FY 2011
General Fund	\$2,518,700	\$2,187,700	\$1,518,800	\$1,390,500
Dedicated Fund	\$949,200	\$1,008,400	\$972,600	\$926,200
Federal	\$0	\$0	\$0	\$97,200
Total	\$3,467,900	\$3,196,100	\$2,491,400	\$2,413,900

Expenditure	FY 2008	FY 2009	FY 2010	FY 2011
Personnel Costs*	\$1,890,000	\$1,993,700	\$1,794,200	\$1,728,200
Operating Exp.	\$815,100	\$731,600	\$697,200	\$685,700
Capital Outlay	\$762,800	\$470,800	\$0	\$0
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
Total	\$3,467,900	\$3,196,100	\$2,491,400	\$2,413,900

Notes: FY2010 reflects holdbacks. *33 appropriated positions.



Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2008	FY 2009	FY 2010	FY 2011
Channel Hours for Children (under the age of 12)	13,148	14,012	14,281	14,310
Channel Hours for Ethnic Minorities	5,012	5,242	5,153	5,206
Channel Hours for Learners	10,745	12,420	13,197	13,156
Number of Visitors to idahoptv.org	2,543,027	3,581,741	*1,228,364	*1,561,834
Public Affairs Channel Hours	11,040	11,568	11,717	11,864
Idaho Specific Channel hours	3,235	3,246	2,635	**2,022

*New software used to measure visitors to idahoptv.org website beginning FY 2010.

**Due to the length of the 2011 Legislative Session, fewer channel hours of *Idaho Legislature Live* were produced.

Performance Highlights:

During calendar year 2010 –

- 1,100 hours of overnight educational television, including 132 hours of professional development for teachers, as well as resources for K-12 classrooms.
- 669 kindergarten-third grade students contributed entries for the annual PBS Kids Go! Writers Contest.
- 575 DVDs of the IdahoPTV-produced documentary, *Capitol of Light: The People's House*, were sent to Idaho public elementary schools and public libraries.
- 750 people attended five *Idaho Debates* for general election candidates.
- 21,243 e-mails sent to educators providing programming highlights and a link to monthly Classroom Calendar, connecting IdahoPTV on-air programs and Web-based resources to classroom curricula.
- 1,010 people in Boise, Pocatello and Caldwell attended the Community Cinema events to preview free screenings of *Independent Lens* films followed by discussions of thought-provoking social issues featured in the films.
- 61 national and regional awards were received for programs that IdahoPTV produced, including three regional Emmy awards and nine regional Emmy nominations.
- 160,039 page views on the *Idaho Reports* website during 91,216 visits.

Part II – Performance Measures

Performance Measure	2008	2009	2010	2011	Benchmark
Number of awards for IdahoPTV media and services.	40	53	71	61	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 translators.	*	*	20 of 43	23 of 43	20 of 43
Number of licensed DTV fill-in translators (DTS).	0	0	1 of 7	1 of 7	2 of 7
Percentage of Idaho's population within our DTV signal coverage area.	73.1%	73.1%	93%	96%	73.1%

Number of IdahoPTV channel hours of Idaho-specific educational and informational programming.	3,235	3,246	2,635	2,022	1,795
Total number of hours of educational programming.	**	17,921	23,113	23,958	8,842
Total FTE in content delivery and distribution.	17.51	16.06	20.14	18.57	<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 was a new performance measure in FY 2010, which data had not previously been collected.

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For More Information Contact

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