

Part I – 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 with the network operations center located in Boise and 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 48 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 49 translators (43 translators and 6 relays). Translators that are in the queue to be upgraded to DTV include Kamiah, lower Valley County, Mackay, and west Yellowstone by the FCC deadline of September 30, 2015. 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 toward finishing the statewide conversion of all of IdahoPTV's facilities to digital. IdahoPTV is also monitoring closely the congressionally mandated FCC spectrum repacking initiative. It may have impact on several communities throughout the state.

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 nearly \$4.6 million from over 20,000 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.

Outdoor Idaho continues to air on stations in Oregon and Washington. According to the Nielsen Survey Index, IdahoPTV enjoyed the highest per capita viewership in the United States twice over the last 12 months.

IdahoPTV produces a number of ongoing series, specials and services including:

<i>Outdoor Idaho</i>	<i>Idaho Reports</i> (coverage of the Idaho Legislature)
<i>Dialogue</i> (weekly, live public affairs program)	Science Trek, formerly <i>D4K</i> (educational science program for grade school students)
<i>The Idaho Debates</i> (primary and statewide election coverage)	<i>Idaho In Session</i> (gavel-to-gavel live coverage of the Idaho House, Senate, JFAC and Idaho Supreme Court)
<i>Governor's State of the State Address/ Governor's State of the Budget Address</i> (live)	Ron's Picks
<i>Hymns of Thanksgiving</i>	The Buzz on IdahoPTV
Scout (online educational resources)	

Also produced are other hour-long special programs including:

<i>Idaho Geology, A Convergence of Wonders</i>	<i>Idaho: An Aerial Tapestry</i>
<i>Salmon River Lodges & Legacies</i>	<i>Capitol of Light: The People's House</i>
<i>Wooden Boats, Wondrous Lakes</i>	<i>A Sawtooth Celebration</i>
<i>The Color of Conscience</i>	<i>Yellowstone's Cascade Corner</i>

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

The staff is led by Ron Pisaneschi, General Manager; (Open Position), Director of Content; Tim Tower, Director of Finance; Rich Van Genderen, Director of Technology; and Megan Griffin, Director of Marketing/Development.

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 2010	FY 2011	FY 2012	FY 2013
General Fund	\$1,518,800	\$1,390,500	\$1,377,000	1,587,000
Dedicated Fund	\$972,600	\$926,200	\$926,200	965,700
Federal	\$0	\$97,200	\$0	\$0
Total	\$2,491,400	\$2,413,900	\$2,303,200	\$2,552,700
Expenditure	FY 2010	FY 2011	FY 2012	FY 2013
Personnel Costs	\$1,794,200	\$1,728,200	\$1,627,200	1,694,400
Operating Exp.	\$697,200	\$685,700	\$676,000	668,700
Capital Outlay	\$0	\$0	\$0	189,600
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
Total	\$2,491,400	\$2,413,900	\$2,303,200	\$2,552,700

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2010	FY 2011	FY 2012	FY 2013
Channel Hours for Children (under the age of 12)	14,281	14,310	14,304	14,640
Channel Hours for Ethnic Minorities	5,153	5,206	5,327	5,388
Channel Hours for Learners	13,197	13,156	13,231	13,148
Number of Visitors to idahoptyv.org	1,228,364	1,561,834	1,252,548	1,196,428
Public Affairs Channel Hours	11,717	11,864	12,118	12,272
Hours of Originally Produced Content for Broadcast and/or Online	*	*	7,878**	4,459

* This was a new performance measure in FY 2012, which data had not previously been collected.

** This number was miscalculated too high. It should have been reported as 3,658.

Performance Highlights:

During calendar year 2012 –

- 1,040 hours of overnight educational television - including 208 hours of professional development for teachers, as well as resources for K-12 classrooms - provided instructional materials to schools, as well as individual educators and students, throughout the state.
- 300 kindergarten-third grade students contributed entries for the annual PBS Kids Go! Writers Contest.
- 23,644 e-mails sent to educators provided programming highlights and a link to the monthly Classroom Calendar, connecting IdahoPTV on-air programs and Web-based resources to classroom curricula.
- 143 hours of telecourse programming broadcast with college credit available through Boise State University.
- 265 hours of University of Idaho-produced programming aired on Educable, including more than 20 hours of new productions made in the KUID studio by journalism and mass media students.
- 825 people attended Community Cinema events in Boise and Pocatello to preview and discuss *Independent Lens* documentary films.
- 53 national and regional awards were received for programs and websites that IdahoPTV produced, including a regional Emmy award, a regional Edward R. Murrow award, and a national American Bar Association Silver Gavel award.
- 35,465 page views on the *Idaho Reports* website by 11,397 visitors.

Part II – Performance Measures

Performance Measure	2010	2011	2012	2013	Benchmark
Number of awards for IdahoPTV media and services.	71	61	53	54	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	36 of 44	44 of 49	38 of 43
Number of licensed DTV fill-in translators (DTS).	1 of 7	1 of 7	1 of 7	6 of 7	7 of 7
Percentage of Idaho's population within our DTV signal coverage area.	93%	96%	97.8%	98.2%	73.1%
Number of IdahoPTV channel hours of Idaho-specific educational and informational programming.	2,635	2,022	1,942	1,798	1,795
Total number of hours of educational programming.	23,113	23,958	27,535	27,778	8,842
Total FTE in content delivery and distribution.	20.14	18.57	20.26	18.31	<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

For More Information Contact

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