

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 50 years, IdahoPTV expanded its reach to include over-the-air broadcast television service to more than 98% of Idaho's households and portions of six adjoining states and Canada through an efficient system of five digital transmitters and 49 translators (43 translators and 6 relays). IdahoPTV is on schedule to upgrade the last translator to digital at Mackay to meet 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. IdahoPTV continues to work toward finishing the statewide conversion of all of its 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 received appropriated funding in FY 2015 in the following allocations: Dedicated Funding – 69%; State General Fund – 26%; and federal grants for capital replacement – 5%. The dedicated funds are primarily via Friends of Idaho Public Television, Inc., which typically receives around \$4 million annually in donations from about 20,000 individuals, foundations, and organizations. Other dedicated funds come from the Corporation for Public Broadcasting, private grants, and services. 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 once again enjoyed the highest per capita viewership in the United States (February 2015 data).

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

<i>Outdoor Idaho</i>	<i>Idaho Reports</i> (coverage of the Idaho Legislature and statewide public affairs topics)
<i>Dialogue</i> (weekly, live public affairs program)	<i>Science Trek</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, Idaho Supreme Court, and special meetings)
<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>	
Scout (online educational resources)	

Also produced are other hour-long special programs including:

<i>Idaho: State of Wonder</i>	<i>Into Africa: The Idaho-Gorongosa Connection</i>
<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>Adventure Idaho</i>	<i>A Sawtooth Celebration</i>
<i>The Color of Conscience</i>	<i>State of Our Parks</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; Jeff Tucker, Director of Content Services; Tim Tower, Director of Finance; Rich Van Genderen, Director of Technology; and Jenifer Johnson, Director of 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 its various audiences. It does 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 2012	FY 2013	FY 2014	FY 2015
General Fund	\$ 1,377,000	\$ 1,587,000	\$ 1,826,800	\$ 2,200,700
Dedicated Fund	926,200	965,700	5,981,400	5,844,300
Federal	0	0	127,000	440,000
Total	\$ 2,303,200	\$ 2,552,700	\$ 7,935,200	\$ 8,485,000
Expenditure	FY 2012	FY 2013	FY 2014	FY 2015
Personnel Costs	\$ 1,627,200	\$ 1,694,400	\$ 3,802,500	\$ 3,947,100
Operating Exp.	676,000	668,700	2,720,900	2,938,800
Capital Outlay	0	189,600	468,000	954,900
Trustee/Benefit Payments	0	0	0	0
Total	\$ 2,303,200	\$ 2,552,700	\$ 6,991,400	\$ 7,840,800

Note: FY 2014 adjusted to actual expenditures.

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2012	FY 2013	FY 2014	FY 2015
Channel Hours for Children (under the age of 12)	14,304	14,640	14,374	14,233
Channel Hours for Ethnic Minorities	5,327	5,388	5,455	5,797
Channel Hours for Learners	13,231	13,148	13,733	14,141
Number of Visitors to idahoptyv.org	1,252,548	1,196,428	1,520,814	1,670,923
Public Affairs Channel Hours	12,118	12,272	12,654	13,450

Performance Highlights:

During calendar year 2014 –

- 1,040 hours of overnight educational television—including 370 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.
- 471 kindergarten–third grade students contributed entries for the annual PBS Kids Go! Writers Contest, coming from 56 different communities and 30 classroom teachers.
- 17,118 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.
- 201 hours of University of Idaho-produced programming aired on Educable.
- 3,722 people accessed learning objects through idahoptv.pbslearningmedia.org.
- 51 public events throughout Idaho were attended by a total of 3,724 people.
- 120 third, fourth, and fifth-graders participated in Science Trek Overnight Science Camp.
- 18,916 page views on the *Idaho Reports* website.
- 2,006,426 page views on the *Science Trek* website.

Part II – Performance Measures

*Performance measure not previously reported.

Performance Measure	FY 2012	FY 2013	FY 2014	FY 2015	Benchmark
Number of awards for IdahoPTV media and services.	53	54	61	55	35
Number of DTV translators.	36 of 44	44 of 49	47 of 49	47 of 49	47 of 49
Percentage of Idaho's population within the DTV signal coverage area.	97.8%	98.2%	98.4%	98.4%	98.5%
Number of partnerships with other Idaho state entities.	*	*	*	22	20
Full-day average weekly cume (percentage of TV households watching) as compared to peer group of PBS state networks.	*	*	*	31.1%	24.9%
Percentage of broadcast hours of closed captioned programming (non-live) to aid visual learners and the hearing impaired.	*	97.35%	97.6%	98.4%	97.5%
Number of IdahoPTV channel hours of Idaho-specific educational and informational programming.	1,942	1,798	2,074	1,955	1,800
Total number of hours of educational programming.	27,535	27,778	28,107	28,374	28,000
Total FTE in content delivery and distribution.	20.26	18.31	18.58	18.5	<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

Ron Pisaneschi, General Manager
Idaho Public Television
1455 N Orchard St
Boise, ID 83706
Phone: (208) 373-7220
E-mail: ron.pisaneschi@idahoptv.org