

## 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 5 analog and 5 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 \$4.3 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, 2007, Idaho Public Television 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 (see Performance Highlights).

Between the summer of 2006 and the late spring of 2007, IdahoPTV distributed one locally produced program nationally. *Rosalie Sorrels: Way Out In Idaho* was distributed in May 2007 through the Public Broadcasting Service (PBS). 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), *Legislature Live*, *Governor's Inauguration*, *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 Homefront: World War II*, *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

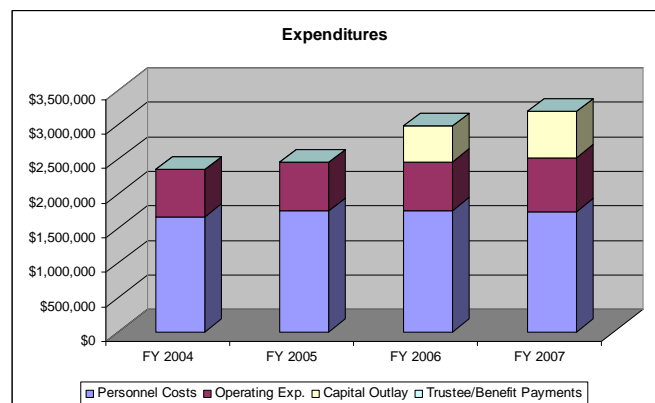
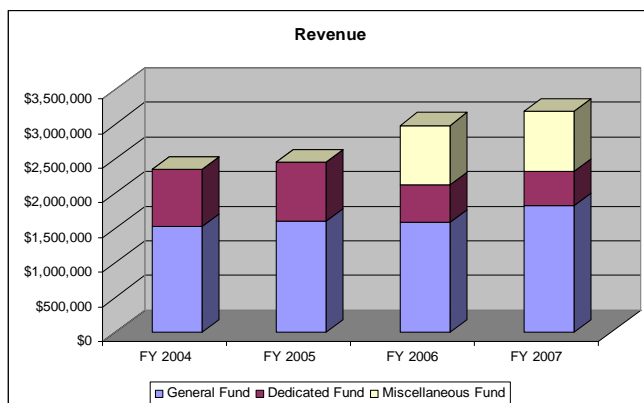
Idaho Public Television is not referenced in Idaho Code. IdahoPTV was created by Legislative Intent within the budget process in 1982 and exists under the regulations of the Federal Communications Commission and the governance of the State Board of Education, State of Idaho.

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

Revenue	FY 2004	FY 2005	FY 2006	FY 2007
General Fund	\$1,528,200	\$1,595,000	\$1,586,800	\$1,824,200
Dedicated Fund	\$820,200	\$861,800	\$531,400	501,200
Miscellaneous Fund	\$0	\$0	\$867,200	865,800
<b>Total</b>	<b>\$2,348,400</b>	<b>\$2,456,800</b>	<b>\$2,985,400</b>	<b>\$3,191,200</b>
Expenditure	FY 2004	FY 2005	FY 2006	FY 2007
Personnel Costs	\$1,665,200	\$1,750,400	\$1,757,700	\$1,744,700
Operating Exp.	\$683,200	\$706,400	\$706,300	779,700
Capital Outlay	\$0	\$0	\$521,400	666,800
Trustee/Benefit Payments	\$0	\$0	\$0	0
<b>Total</b>	<b>\$2,348,400</b>	<b>\$2,456,800</b>	<b>\$2,985,400</b>	<b>\$3,191,200</b>



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

<b>Cases Managed and/or Key Services Provided</b>	<b>FY 2004</b>	<b>FY 2005</b>	<b>FY 2006</b>	<b>FY 2007</b>
Number of national awards for IdahoPTV	54	58	60	51
Private in-state/out-of-state partnerships	79/32	97/23	135/35	105/23
Public in-state/out-of-state partnerships	128/48	132/26	71/16	55/17
% of closed captioned shows for hearing impaired & visual learners	96%	97.1%	98.6%	97.4%
Descriptive video service hours for those with impaired vision	3,187	11,116	12,869	13,401
Channel hours for children	7,684	12,192	13,020	13,102
Channel hours for ethnic minorities	4,012	3,782	5,320	4,951
Channel hours for learners	10,580	10,580	11,094	10,722
Visitors to idahopty.org	1,326,233	1,546,488	1,623,860	2,035,877
DTV channel hours	135,710	137,240	137,240	137,240
# of DTV transmitters	5	5	5	5
# of DTV-ready translators of 37	3/37	3/37	5/37	15/37
# of local cable carriage of hi-def	10	10	10	10
# of satellite systems, analog service	3	5	7	7
% pop. IdahoPTV digital TV coverage	71.3%	71.3%	71.3%	73.1%
Channel hours, public affairs	4,413	10,197	12,740	12,912
Channel hours, Idaho specific	655	675	2,162	2,937
# of IdahoPTV produced programs	96	193	138	262
Viewers per week, children under 12	88,150	85,126	93,589	126,681
Viewers per week, adults 50+	128,610	199,470	205,716	207,901
Viewers per week, total	298,000	423,150	449,500	494,450

**Performance Highlights:** FY 2007 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, 2007, 32 translator sites have funding in place for conversion or have been upgraded, 5 sites are still in need of funding/upgrades.
- ❖ FY 2006 Audit conducted by Legislative Auditor, No Findings of Fiscal Fact.
- ❖ FY 2007 Audit begins in September 2007.
- ❖ 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 Moscow/KUID (Phase 2 of 3 studio replacement), matching funds for 5 rural translator site upgrades to digital ready status, on-air video storage system and 1 field engineering vehicle.
- ❖ IdahoPTV finished the last 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. In addition, IdahoPTV received new competitive grants from USDA and US Department of Commerce for upgrading 16 additional rural translator sites to digital TV ready status.
- ❖ IdahoPTV was awarded 51 national and regional awards of excellence for local programming and media creation including four regional Emmy awards for OUTDOOR IDAHO programs CYCLING IDAHO and A TRIP TO THE MOON, 2006/2007 season of DIALOGUE FOR KIDS – D4K series, and the D4K website.
- ❖ [www.idahoptv.org](http://www.idahoptv.org) had 20,686,940 hits in FY 07 (16,109,372 hits, FY 06).

## Part II – Performance Measures

Performance Measure	2004	2005	2006	2007	Benchmark
1. Number of national awards for IdahoPTV	54	58	60	51	45
2. Partnerships:					
Private in-state/out-of-state	79/32	97/23	135/35	105/23	100/20
Public in-state/out-of-state	128/48	132/26	71/16	55/17	45/15
3. Descriptive video service hours for those with impaired vision	3,187	11,116	12,869	13,401	13,000
4. Channel hours for children	7,684	12,192	13,020	13,102	13,000
5. Channel hours for learners	10,580	10,580	11,094	10,722	10,580
6. Visitors to idahoptv.org	1,326,233	1,546,488	1,623,860	2,035,877	2,000,000
7. # of DTV-ready translators of 37	3/37	3/37	5/37	15/37	24/37
8. % pop. IdahoPTV digital TV coverage	71.3%	71.3%	71.3%	73.1%	73%
9. Channel hours, Idaho specific	655	675	2,162	2,937	2,500
10. Viewers per week, total	298,000	423,150	449,500	494,450	450,000

### 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 FY2007 state guidelines, IdahoPTV began reporting 10 of those original indicators. IdahoPTV anticipates no new general fund programmatic revenue for FY 08 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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