

## 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 45 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 40 repeaters (translators). We are currently working on installing six (6) DTV fill-in repeaters to serve the areas of Emmett, Boise front/Harris Ranch, Glens Ferry, 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., 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 63% of our yearly operating budget, or \$4.4 million from over 23,000 individuals, foundations and companies in our rural service areas. State of Idaho support provides approximately 23% 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, 2010, IdahoPTV is staffed with 54 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 FY 2010, IdahoPTV distributed nationally *Yellowstone Land to Life* through the Public Broadcasting Service (PBS) and *Kevin Kirk & Onomatopoeia in Concert* through the National Educational Telecommunications Association (NETA).

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

*Outdoor Idaho*

*Dialogue* (weekly, live public affairs program)

*The 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)

*D4K 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:

*Capitol of Light*

*Yellowstone's Cascade Corner*

*Barbara Morgan: No Limits*

*Assassination: Idaho's Trial of the Century*

*Wooden Boats, Wondrous Lakes*

*Outdoor Idaho: Through the Years*

*Idaho: An Aerial Tapestry*

*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, 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; Toni Ward, Director of Finance; Rich Van Genderen, Director of Technology; Sandy Streiff, Director of Communications and a Director of Marketing/Development (open).

### 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.

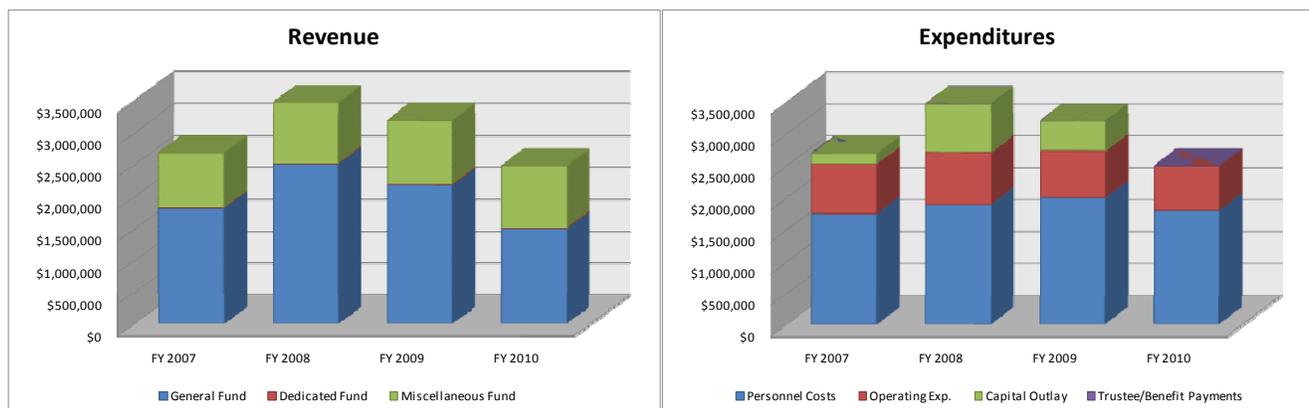
### Revenue and Expenditures

Revenue	FY 2007	FY 2008	FY 2009	FY 2010
General Fund	\$1,824,200	\$2,518,700	\$2,187,700	\$1,518,800
Dedicated Fund	\$0	\$0	\$0	\$0
Miscellaneous Fund	\$865,800	\$949,200	\$1,008,400	\$972,600
<b>Total</b>	<b>\$2,690,000</b>	<b>\$3,467,900</b>	<b>\$3,196,100</b>	<b>\$2,491,400</b>

Expenditure	FY 2007	FY 2008	FY 2009	FY 2010
Personnel Costs	\$1,744,700	\$1,890,000	\$1,993,700	\$1,794,200
Operating Exp.	\$779,700	\$815,100	\$731,600	\$697,200
Capital Outlay	\$165,600	\$762,800	\$470,800	\$0
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$2,690,000</b>	<b>\$3,467,900</b>	<b>\$3,196,100</b>	<b>\$2,491,400</b>

FY 2010 reflects holdbacks.



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

Cases Managed and/or Key Services Provided	FY 2007	FY 2008	FY 2009	FY 2010
Channel Hours for Children (under the age of 12)	13,102	13,148	14,012	14,281
Channel Hours for Ethnic Minorities	4,951	5,012	5,242	5,153
Channel Hours for Learners	10,722	10,745	12,420	13,197
Number of Visitors to idahoptv.org	2,035,877	2,543,027	3,581,741	*1,228,364
Public Affairs Channel Hours	12,912	11,040	11,568	11,717
Idaho Specific Channel hours	2,937	3,235	3,246	2,635

\*New software used to measure visitors to idahoptv.org Web site for FY 2010.

**Performance Highlights:**

During calendar year 2009 –

- 400 attempted and completed phone calls and 1,500 e-mails from students to the D4K science call-in show that airs monthly during the school year.
- 718,024 page views to the D4K Web site during 307,152 visits, with 14,740 videos viewed.
- 1,163 hours of overnight educational television, including 138 hours of professional development for teachers, as well as resources for K-12 classrooms, made instructional materials available to schools throughout the state.
- 882 kindergarten-third grade students 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.
- 939 people in Boise, Pocatello, Nampa 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.
- 791 days-worth of live video streams on the IDAHO LEGISLATURE LIVE Web site; with 55,135 page views.
- 49 national and regional awards were received for programs produced by IdahoPTV, including 1 regional Emmy award.

**Part II – Performance Measures**

Performance Measure	2007	2008	2009	2010	Benchmark
Number of awards for IdahoPTV media and services.	49	40	53	71	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).	15 of 37	21 of 39	39 of 39	38 of 40	40 of 40
Number of licensed DTV fill-in translators (DTS).	0	0	0	3 of 7	1 of 7
Percentage of Idaho's population within our DTV signal coverage area.	73.1%	73.1%	73.1%	93%	73.1%

Number of IdahoPTV channel hours of Idaho-specific educational and informational programming.	2,937	3,235	3,246	2,635	2,273
Total number of hours of educational programming.	*	*	17,921	23,113	7,664
Total FTE in content delivery and distribution.	15.68	17.51	16.06	20.14	<31.57
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 FY2009, which data had not previously been collected.

The FY2010 matrix applies to the FY2010 SBOE and IdahoPTV strategic plans and does not reflect the changes for FY2011.

### For More Information Contact

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