

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 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 47 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 44 repeaters (translators). IdahoPTV recently finished the installation of four (4) DTV fill-in repeaters that serve the areas of Glens Ferry, Emmett, Boise front/Harris Ranch and Bellevue. Installation of three (3) additional DTV fill-in repeaters to serve the areas of Idaho City, lower Valley County and eastern Pocatello is nearing completion. 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 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 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 enjoys some of the highest per capita viewership in the United States.

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)	<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, JFAC and Redistricting Commission)
<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 one-time 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>Barbara Morgan: No Limits</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 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.

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:

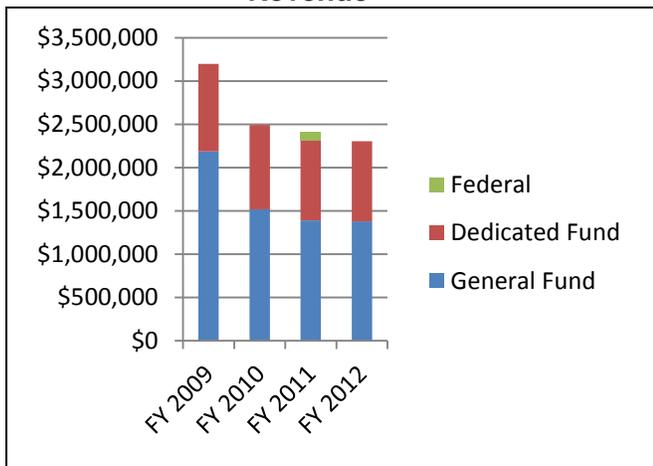
- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools;
- Providing quality educational, informational and cultural television and related resources;
- Creating Idaho-based educational, informational and cultural programs 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

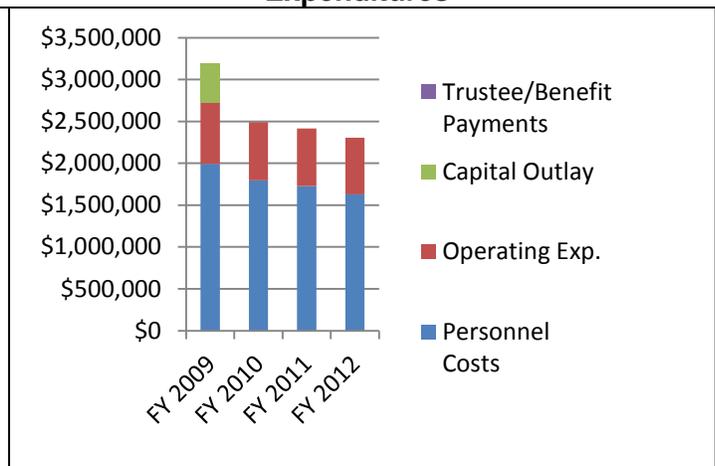
Revenue	FY 2009	FY 2010	FY 2011	FY 2012
General Fund	\$2,187,700	\$1,518,800	\$1,390,500	\$1,377,000
Dedicated Fund	\$1,008,400	\$972,600	\$926,200	\$926,200
Federal	\$0	\$0	\$97,200	\$0
Total	\$3,196,100	\$2,491,400	\$2,413,900	\$2,303,200

Expenditure	FY 2009	FY 2010	FY 2011	FY 2012
Personnel Costs	\$1,993,700	\$1,794,200	\$1,728,200	\$1,627,200
Operating Exp.	\$731,600	\$697,200	\$685,700	\$676,000
Capital Outlay	\$470,800	\$0	\$0	\$0
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
Total	\$3,196,100	\$2,491,400	\$2,413,900	\$2,303,200

Revenue



Expenditures



Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2009	FY 2010	FY 2011	FY 2012
Channel Hours for Children (under the age of 12)	14,012	14,281	14,310	14,304
Channel Hours for Ethnic Minorities	5,242	5,153	5,206	5,327
Channel Hours for Learners	12,420	13,197	13,156	13,231
Number of Visitors to idahopty.org*	3,581,741	1,228,364	1,561,834	1,252,548
Public Affairs Channel Hours	11,568	11,717	11,864	12,118
Hours of Originally Produced Content for Broadcast and/or Online	**	**	**	7,878

*Software used to measure visitors to the idahopty.org website for FY 2010 and FY 2011 was SurfStat and for FY 2012 was Google Analytics.

**This is a new profile beginning FY 2012, which data has not previously been collected.

Performance Highlights:

During calendar year 2011 –

- 1,040 hours of overnight educational television, including 208 hours of professional development for teachers, as well as resources for K-12 classrooms.
- 260 kindergarten-third grade students contributed entries for the annual PBS Kids Go! Writers Contest.
- 23,644 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.
- 959 people in Boise, Pocatello and Caldwell attended the Community Cinema events to preview free screenings of *Independent Lens* films and *Women, War and Peace* followed by discussions of thought-provoking social issues featured in the films.
- 43 national and regional awards were received for programs that IdahoPTV produced, including two regional Emmy awards and five regional Emmy nominations.
- 158,844 page views on the *Idaho Reports* website during 105,124 visits.
- 350 hours of Students Come First meetings and 111 hours of Redistricting Commission meetings streamed online.

Part II – Performance Measures

Performance Measure	2009	2010	2011	2012	Benchmark
Number of awards for IdahoPTV media and services.	53	71	61	53	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	20 of 42
Number of licensed DTV fill-in translators (DTS).	0	1 of 7	1 of 7	1 of 7	3 of 7
Percentage of Idaho's population within our DTV signal coverage area.	73.1%	93%	96%	97.8%	73.1%

Number of IdahoPTV channel hours of Idaho-specific educational and informational programming.	3,246	2,635	2,022	1,942	1,795
Total number of hours of educational programming.	17,921	23,113	23,958	27,535	8,842
Total FTE in content delivery and distribution.	16.06	20.14	18.57	20.26	<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 has not previously been collected.

For More Information Contact

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