

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 99% of Idaho's population and portions of six adjoining states and Canada through an efficient system of five digital transmitters and 47 translators (42 translators and 5 relays). 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 is closely monitoring the congressionally mandated FCC spectrum repacking initiative. This initiative 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 2017 in the following allocations: Dedicated Funding – 67% and State General Fund – 33%. 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.

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

Outdoor Idaho	Idaho Reports (coverage of the Idaho Legislature and statewide public affairs topics)
Dialogue (weekly arts, humanities and public affairs program)	Science Trek (educational science program for grade school students)
The Idaho Debates (primary and statewide election coverage)	Idaho In Session (gavel-to-gavel live coverage of the Idaho House, Senate, JFAC, Idaho Supreme Court, and special meetings)
Governor's State of the State/State of the Budget Address (live)	Idaho Science Journal
Scout/PBS Learning Media (online educational resources)	

Also produced are other special programs including:

Idaho: State of Wonder	Into Africa: The Idaho-Gorongosa Connection
Idaho Geology, A Convergence of Wonders	My Excellent Adventure
Capitol of Light: The People's House	State of Our Parks
The Color of Conscience	Idaho Headwaters
Journey to College	Journey to Opportunity

Outdoor Idaho continues to air on stations in Oregon and Washington.

IdahoPTV's community outreach ranges from locally-produced events and workshops to children's events, such as STEM workshops, program screenings and discussions, science camps, a literacy contest, educator workshops, and online educational resources. IdahoPTV is engaged in a major effort to train teachers in utilizing digital media and technology in the classroom.

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; Jenifer Johnson, Director of Development; and Bruce Reichert, Executive Producer.

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.

IdahoPTV's Mission Statement:

We harness the power of public media to encourage lifelong learning, connect our communities, and enrich the lives of all Idahoans. We tell Idaho's stories.

Revenue and Expenditures

Revenue	FY 2014	FY 2015	FY 2016	FY 2017
General Fund	\$1,826,800	\$2,199,700	\$2,322,900	\$2,982,550
Dedicated Fund	\$5,037,600	\$5,235,400	\$5,458,000	\$5,441,402
Federal	\$127,000	\$405,600	\$0	\$0
Total	\$ 6,991,400	\$ 7,840,700	\$ 7,780,900	\$8,423,952
Expenditures	FY 2014	FY 2015	FY 2016	FY 2017
Personnel Costs	\$ 3,802,500	\$ 3,947,100	\$4,221,300	\$4,509,963
Operating Exp.	\$2,720,900	\$2,938,700	\$2,917,100	\$3,041,180
Capital Outlay	\$468,000	\$954,900	\$642,500	\$872,809
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
Total	\$ 6,991,400	\$ 7,840,700	\$7,780,900	\$8,423,952

Note: FY 2014 first year fully appropriated.

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2014	FY 2015	FY 2016	FY 2017
Channel Hours for Children (under the age of 12)	14,374	14,233	14,636	14,252
Channel Hours for Ethnic Minorities	5,455	5,797	5,981	5,319
Channel Hours for Learners	13,733	14,141	13,852	14,047
Number of Visitors to idahoptv.org	1,520,814	1,670,923	1,901,477	1,981,837
Public Affairs Channel Hours	12,654	13,450	12,702	12,219

FY 2017 Performance Highlights

30,649 users utilizing online Learning Media local and national resources.

118 public events throughout Idaho were attended by 9,294 people.

890 people volunteered 5,380 hours of their time and support throughout the year.

86,693 friends on the IdahoPTV Facebook pages.

1,406 subscribers to YouTube.

15,471 followers on Twitter.

42 posts and 8,300 visitors on Idaho Reports blog.

11,719 page views on the Dialogue website.

239,825 page views on the Outdoor Idaho website.

5,465,284 page views on the Idaho Public Television website by 1,981,837 visitors.

143,637 videos viewed on the IdahoPTV online video player.

2,541,160 visits to the Science Trek web page.

Part II – Performance Measures

Performance Measure		FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Goal 1: A WELL-EDUCATED CITIZENRY						
<i>Idaho’s P-20 educational system will provide opportunities for individual advancement across Idaho diverse population.</i>						
1. Number of DTV translators. Goal 1 Objective 1	actual	47 of 49	47 of 49	46 of 47	47 of 47	-----
	target	39 of 43	47 of 49	48 of 49	48	48
2. Percentage of Idaho’s population within our signal coverage area. Goal 1 Objective 1	actual	98.4%	98.4%	98.4%	99.47%	-----
	target	85%	98.5%	98.5%	98.4%	98.4%
3. Number of partnerships with other Idaho state entities and educational institutions. Goal 1 Objective 2	actual	Data Not Available	22	26	43	-----
	target	---	20	21	21	30
4. Percentage of broadcast hours of closed captioned programming (non-live) to aid visual learners and the hearing impaired. Goal 1 Objective 4	actual	97.6%	98.4%	97.6%	97.6%	-----
	target	97.5%	97.5%	97.5%	98.5%	100%
5. Number of broadcast hours of educational programming. Goal 1 Objective 6	actual	28,107	28,374	28,488	28,299	-----
	target	10,000	28,000	28,000	28,000	36,760
6. Number of broadcast hours of Idaho-specific educational and informational programming. Goal 1 Objective 8	actual	2,074	1,955	2,050	1,568	-----
	target	1,795	1,800	2,000	2,000	2,000
7. Number of awards for IdahoPTV media and services. Goal 1 Objective 9	actual	61	55	55	49	-----
	target	35	35	40	40	45
8. Full-day average weekly cume (percentage of TV households watching) as compared to peer group of PBS state networks. Goal 1 Objective 10	actual	Data Not Available	31.1%	31.4%	28%	-----
	target	---	24.9%	21.3%	21.3%	21.3%
Goal 3: EFFECTIVE AND EFFICIENT EDUCATIONAL SYSTEM						
<i>Ensure educational resources are coordinated throughout the state and used effectively.</i>						
9. Total FTE in content delivery and distribution. Goal 3 Objective 3	actual	18.58	18.5	20	17	-----
	target	<30.45	<30.45	<29	<29	<25
10. Successfully comply with FCC policies/PBS programming, underwriting and membership policies/and CPB guidelines. Goal 3 Objective 7	actual	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	-----
	target	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes

Performance Measure Explanatory Notes

Performance Measure #1 (number of DTV translators) reflects the loss of one translator and one relay in FY 2016 for the West Yellowstone area because West Yellowstone Translator District chose not to renew their translator and relay licenses.

For More Information Contact

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