

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. IdahoPTV is a statewide, non-commercial broadcast telecommunication system and 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 52 years, IdahoPTV 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 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 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 has been impacted by the congressionally mandated FCC spectrum repacking initiative requiring numerous transmitters and translators to change channel frequencies. This initiative has impacted 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 2018 in the following allocations: Dedicated Funding – 65.3%, State General Funding – 34.3%, and Federal Funding – 0.4%. The dedicated funds are primarily via Friends of Idaho Public Television, Inc., which typically receives more than \$4 million annually in donations from nearly 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 its 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 (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)	Idaho Experience (documentaries on Idaho history)

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 education services range from locally-produced events and workshops to children's events, such as literacy and 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. It also has a major initiative to connect high school graduates with middle-skills careers.

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 2015	FY 2016	FY 2017	FY 2018
General Fund	\$2,199,700	\$2,322,900	\$2,672,900	\$2,836,500
Dedicated Fund	\$5,235,400	\$5,458,000	\$5,441,400	\$5,400,400
Federal	\$405,600	\$0	\$0	\$34,300
Total	\$ 7,840,700	\$ 7,780,900	\$8,114,300*	\$8,271,200
Expenditures	FY 2015	FY 2016	FY 2017	FY 2018
Personnel Costs	\$ 3,947,100	\$4,221,300	\$4,510,000	\$4,551,400
Operating Exp.	\$2,938,700	\$2,917,100	\$3,041,200	\$3,002,500
Capital Outlay	\$954,900	\$642,500	\$563,100	\$717,300
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
Total	\$ 7,840,700	\$7,780,900	\$8,114,300*	\$8,271,200

*The FY 2017 report did not properly include General Fund encumbered capital outlay of \$309,651. That value was added to FY 2017 in this report.

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2015	FY 2016	FY 2017	FY 2018
Channel Hours for Children (under the age of 12)	14,233	14,636	14,252	18,864
Channel Hours for Ethnic Minorities	5,797	5,981	5,319	5,573
Channel Hours for Learners	14,141	13,852	14,047	16,231
Number of Visitors to idahoptv.org	1,670,923	1,901,477	1,981,837	1,584,947
Public Affairs Channel Hours	13,450	12,702	12,219	12,475

FY 2018 Performance Highlights

- 36 technology training events attended by a total of 474 teachers and 1,113 students throughout the state.
- 21 presentations attended by a total of 1,972 teachers, parents and general public throughout the state regarding educational resources available through IdahoPTV and PBS.
- 60 literacy and STEM presentations attended by a total of 6,088 participants throughout the state.
- 350 kindergarten through third grade students contributed entries for the annual PBS Kids Go Writers contest.
- 126 students in third through fifth grades attended Science Trek, the overnight adventure for children to explore the frontiers of science with practicing scientists.
- 39,754 children watched our broadcasts each week.
- Idaho In Session was viewed over 283,743 times online.
- 42,873 users utilized online Learning Media local and national resources.
- 4,925,954 page views on the Idaho Public Television website by 1,584,947 visitors.

- 38,616 hours of programming broadcast 24 hours a day across 5 free over-the-air digital channels from transmitters and repeaters statewide.
- IdahoPTV is regularly among the most-watched PBS stations in the US, per capita, with 300,000 weekly viewers.
- 817 people volunteered a total of 5,509 hours of their time and support throughout the year.

Part II – Performance Measures

Performance Measure		FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Goal 1: A WELL-EDUCATED CITIZENRY						
<i>Idaho’s P-20 educational system will provide opportunities for individual advancement across Idaho’s diverse population.</i>						
1. Number of DTV translators. Goal 1 Objective A	actual	47 of 49	46 of 47	47 of 47	47 of 47	-----
	target	47 of 49	48 of 49	48	48	47
2. Percentage of Idaho’s population within our signal coverage area. Goal 1 Objective A	actual	98.4%	98.4%	99.47%	98.8%	-----
	target	98.5%	98.5%	98.4%	98.4%	98.4%
3. Number of partnerships with other Idaho state entities and educational institutions. Goal 1 Objective B	actual	22	26	43	40	-----
	target	20	21	21	30	32
4. Percentage of broadcast hours of closed captioned programming (non-live) to aid visual learners and the hearing impaired. Goal 1 Objective D	actual	98.4%	97.6%	97.6%	99.9%	-----
	target	97.5%	97.5%	98.5%	100%	100%
5. Number of broadcast hours of educational programming. Goal 1 Objective F	actual	28,374	28,488	28,299	35,095	-----
	target	28,000	28,000	28,000	36,760	37,260
6. Number of broadcast hours of Idaho-specific educational and informational programming. Goal 1 Objective H	actual	1,955	2,050	1,568	1,509	-----
	target	1,800	2,000	2,000	2,000	2,000
7. Number of awards for IdahoPTV media and services. Goal 1 Objective I	actual	55	55	49	56	-----
	target	35	40	40	45	50
8. Full-day average weekly cume (percentage of TV households watching) as compared to peer group of PBS state networks. Goal 1 Objective J	actual	31.1%	31.4%	28%	31.1%	-----
	target	24.9%	21.3%	21.3%	21.3%	21.3%
Goal 4: 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 4 Objective C	actual	18.5	20	17	22	-----
	target	<30.45	<29	<29	<25	<25

Performance Measure		FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
10. Successfully comply with FCC policies/PBS programming, underwriting and membership policies/CPB guidelines/and implementation of the Center for Internet Controls. Goal 4 Objective G	actual	Yes/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/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.

Performance Measure #6 (number of broadcast hours of Idaho-specific educational and informational programming) varies year to year due to the length of the legislative sessions. Idaho In Session, our live statewide broadcast coverage of the Idaho Legislature, airs on the Learn (House) and World (Senate) channels.

Performance Measure #8 (full-day average weekly cume as compared to peer group of PBS state networks) has a target based on the average of 14 other state licensed networks. The average of those stations dropped from 24.9% in FY 2015 to 21.3% in FY 2016.

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