

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 54 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 2019 in the following allocations: Dedicated Funding – 63%, State General Funding – 35%, and Federal Funding – 2%. The dedicated funds are primarily via Friends of Idaho Public Television, Inc., which typically receives more than \$4 million annually in donations from over 21,000 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, Washington and Utah.

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. IdahoPTV is also engaged in a major project to help parents prepare their children to enter school with the resources to be successful.

The staff is led by Ron Pisaneschi, general manager; Jeff Tucker, director of content services; Rich Van Genderen, director of technology; Jenifer Johnson, director of development; Sandy McBride, director of communications; and Bruce Reichert, executive producer. As of August 2019, Dave Taylor is the director of finance, replacing Tim Tower.

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 2016	FY 2017	FY 2018	FY 2019
General Fund	\$2,322,900	\$2,672,900	\$2,836,500	\$2,985,300
Dedicated Fund	\$5,458,000	\$5,441,400	\$5,400,400	\$5,377,900
Federal	\$0	\$0	\$34,300	\$166,400
Total	\$ 7,780,900	\$8,114,300	\$8,271,200	\$8,529,600
Expenditures	FY 2016	FY 2017	FY 2018	FY 2019
Personnel Costs	\$4,221,300	\$4,510,000	\$4,551,400	\$4,568,100
Operating Exp.	\$2,917,100	\$3,041,200	\$3,002,500	\$3,088,700
Capital Outlay	\$642,500	\$563,100	\$717,300	\$872,800
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
Total	\$7,780,900	\$8,114,300	\$8,271,200	\$8,529,600

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2016	FY 2017	FY 2018	FY 2019
Channel Hours for Children (under the age of 12)	14,636	14,252	15,214*	12,386**
Channel Hours for Ethnic Minorities	5,981	5,319	5,573	5,261
Channel Hours for Learners	13,852	14,047	16,231	13,094
Number of Visitors to idahoptv.org	1,901,477	1,981,837	1,584,947	2,263,398
Public Affairs Channel Hours	12,702	12,219	12,475	11,755

*The FY 2018 reported number double counted a portion of the new 24/7 Idaho PBS Kids channel hours. That value was subtracted and the correct number is reported.

**The FY 2019 number of channel hours for children is less than prior years due to 1,474 hours of children's programming being removed from the Plus Channel.

Red Tape Reduction Act

Each agency shall incorporate into its strategic plan a summary of how it will implement the Red Tape Reduction Act, including any associated goals, objectives, tasks, or performance targets. This information may be included as an addendum.

	As of July 1, 2019
Number of Chapters	N/A
Number of Words	N/A
Number of Restrictions	N/A

FY 2019 Performance Highlights

- 17 technology training events attended by a total of 37 teachers and 488 students throughout the state.
- 18 presentations attended by a total of 931 teachers, parents and general public throughout the state regarding educational resources available through IdahoPTV and PBS.
- 90 literacy and STEM presentations attended by a total of 11,024 participants throughout the state.
- 410 kindergarten through third grade students contributed entries for the annual PBS Kids Go Writers contest.
- 125 students in third through fifth grades attended Science Trek, the overnight adventure for children to explore the frontiers of science with practicing scientists.
- 83,506 children watched our broadcasts each week.
- Idaho In Session was viewed over 234,214 times online.
- 42,426 users utilized online Learning Media local and national resources.
- 6,162,018 page views on the Idaho Public Television website by 2,263,398 visitors.
- 43,800 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 more than 500,000 weekly viewers.
- 867 people volunteered a total of 5,655 hours of their time and support throughout the year.

Part II – Performance Measures

Performance Measure		FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
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	46 of 47	47 of 47	47 of 47	47	-----
	target	48 of 49	48	48	47	47
2. Percentage of Idaho's population within our signal coverage area. Goal 1 Objective A	actual	98.4%	99.47%	98.8%	98.8%	-----
	target	98.5%	98.4%	98.4%	98.4%	98.4%
3. Number of partnerships with other Idaho state entities and educational institutions. Goal 1 Objective B	actual	26	43	40	49	-----
	target	21	21	30	32	34
4. Total FTE in content delivery and distribution. Goal 1 Objective C	actual	20	17	22	21	-----
	target	<29	<29	<25	<25	<24
5. Number of broadcast hours of educational programming. Goal 1 Objective F	actual	28,488	28,299	35,095	25,480	-----
	target	28,000	28,000	36,760	37,260	37,760
6. Number of broadcast hours of Idaho-specific educational and informational programming. Goal 1 Objective H	actual	2,050	1,568	1,509	1,986	-----
	target	2,000	2,000	2,000	2,000	2,000
7. Number of awards for IdahoPTV media and services. Goal 1 Objective I	actual	55	49	56	57	-----
	target	40	40	45	50	50

Performance Measure		FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
8. Full-day average weekly cume (percentage of TV households watching) as compared to peer group of PBS state networks. Goal 1 Objective J	<i>actual</i>	31.4%	28%	31.1%	46.3%	-----
	<i>target</i>	21.3%	21.3%	21.3%	21.3%	-----
9. Successfully comply with FCC policies/PBS programming, underwriting and membership policies/CPB guidelines. Goal 1 Objective K	<i>actual</i>	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	-----
	<i>target</i>	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes
10. Work toward implementation of the Center for Internet Controls. Goal 1 Objective L	<i>actual</i>			Yes	Yes	
	<i>target</i>			Yes	Yes	Yes

For More Information Contact

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