# *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 56 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 46 translators (41 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 an original appropriation for FY 2021 of $8,783,100 in the following allocations: Dedicated Funding – 69%, State General Funding – 30%, and Federal Funding – 1%. 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

Dialogue (arts, humanities and public affairs program) and statewide public affairs topics)

Science Trek (educational science program for grade Idaho In Session (gavel-to-gavel live coverage

 school students) of the Idaho House, Senate, JFAC, Idaho

The Idaho Debates (primary and statewide election Supreme Court, and special meetings)

 coverage) Scout/PBS Learning Media (online educational

Idaho Experience (documentaries on Idaho history) resources

Governor’s State of the State/State of the Budget Idaho Science Journal

 Address (live)

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

Education 2020 Journey to Education

Resilience: Hope Lives Here Journey to College

Classroom Idaho: Learn @ Home 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, parent workshops, online book clubs, 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, including mothers incarcerated in Idaho prisons. During FY 2021, IdahoPTV produced Classroom Idaho: Learn @ Home to connect all students with certified Idaho teachers to finish learning for the balance of the school year.

The staff is led by Jeff Tucker, interim general manager; Dave Taylor, director of financial affairs; Craig Koster, director of technology; Jenifer Johnson, director of marketing (development); Sandy McBride, director of communications; 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 2019** | **FY 2020** | **FY 2021** | **FY 2022** |
| General Fund | $2,985,300 | $3,263,300 | $2,562,600 |  |
| Dedicated Fund | $5,377,900 | $5,841,100\* | $6,009,500 |  |
| Federal | $166,400 | $247,900\* | $461,300 |  |
| **Total** | **$8,529,600** | **$9,352,300\*** | **$9,033,400** |  |
| **Expenditures** | **FY 2019** | **FY 2020** | **FY 2021** | **FY 2022** |
| Personnel Costs | $4,568,100 | $4,813,100 | $5,053,600 |  |
| Operating Exp. | $3,088,700 | $3,348,600 | $3,658,800 |  |
| Capital Outlay | $872,800 | $1,190,600\* | $321,000 |  |
| Trustee/Benefit Payments | $0 | $0 | $0 |  |
| **Total** | **$8,529,600** | **$9,352,300\*** | **$9,033,400** |  |

\*Capital expenditures for FY 2020 were increased by $297,600 to $1,190,600 to reflect an adjustment not captured on last year’s report.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cases Managed and/or Key Services Provided** | **FY 2019** | **FY 2020** | **FY 2021** | **FY 2022** |
| Channel Hours for Children (under the age of 12) | 12,386 | 12,666 | 13,057 |  |
| Channel Hours for Ethnic Minorities | 5,261 | 5,240 | 4,969 |  |
| Channel Hours for Learners | 13,094 | 12,187 | 11,861 |  |
| Number of Visitors to idahoptv.org | 2,263,398 | 1,635,238 | 1,979,811 |  |
| Channel Hours of News, Public Affairs and Documentaries | 11,755 | 11,947 | 12,329 |  |

**FY 2021 Performance Highlights *(Optional)***

* 13 technology training events attended by a total of 108 teachers and 54 students throughout the state.
* 9 presentations attended by a total of 259 teachers, parents and general public throughout the state regarding educational resources available through IdahoPTV and PBS.
* 36 literacy and STEM presentations attended by a total of 1,701 participants throughout the state.
* 120,905 children watched our broadcasts each week.
* Idaho In Session was viewed over 387,627 times online.
* 98,541 users utilized online Learning Media local and national resources.
* 4,534,522 page views on the Idaho Public Television website by 1,979,811 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.
* 11 online program screenings with panel discussions were attended by a total of 992 participants throughout the state.

***Part II – Performance Measures***

| **Performance Measure** | **FY 2019** | **FY 2020** | **FY 2021** | **FY 2022** | **FY 2023** |
| --- | --- | --- | --- | --- | --- |
| **Goal 1: A WELL-EDUCATED CITIZENRY***Idaho’s P-20 educational system will provide opportunities for individual advancement across Idaho’s diverse population.* |
| 1. Number of DTV translators.Goal 1 Objective A | actual | 47 | 46 | 46 | ---------- |  |
| *target* | *47* | *47* | *46* | *46* |  |
| 2. Percentage of Idaho’s population within our signal coverage area.Goal 1 Objective A | actual | 98.8% | 98.8% | 98.8% | ---------- |  |
| *target* | *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 | 49 | 41 | 55 | ---------- |  |
| *target* | *32* | *34* | *40* | *40* |  |
| 4. Number of broadcast hours of educational programming.Goal 1 Objective E | actual | 25,480 | 24,853 | 24,918 | ---------- |  |
| *target* | *37,260* | *37,760* | *25,000* | *25,000* |  |
| 5. Number of broadcast hours of Idaho-specific educational and informational programming.Goal 1 Objective G | actual | 1,986 | 1,393 | 2,431 | ---------- |  |
| *target* | *2,000* | *2,000* | *2,000* | *2,000* |  |
| 6. Number of awards for IdahoPTV media and services.Goal 1 Objective H | actual | 57 | 68 | 81 | ---------- |  |
| *target* | *50* | *50* | *55* | *55* |  |
| 7. Total FTE in content delivery and distribution. Goal 1 Objective I | actual | 21 | 18 | 18 | ---------- |  |
| *target* | *<25* | *<24* | *<24* | *<24* |  |
| 8. Successfully comply with FCC policies/PBS programming, underwriting and membership policies/CPB guidelines. Goal 1 Objective I | actual | Yes/Yes/Yes | Yes/Yes/Yes | Yes/Yes/Yes | ---------- |  |
| *target* | *Yes/Yes/Yes* | *Yes/Yes/Yes* | *Yes/Yes/Yes* | *Yes/Yes/Yes* |  |
| 9. Work toward implementation  of the Center for Internet  Controls. Goal 1 Objective I | actual | Yes | Yes | Yes | ---------- |  |
| *target* | *Yes* | *Yes* | *Yes* | *Yes* |  |
| 10. Average number per month during the school year of local unique users utilizing PBS learning media.\*Goal 2 Objective  | actual |  | 7,137 | 9,997 | ---------- |  |
| *target* |  | *4,200* | *4,200* | *8,000* |  |

\*New performance measure beginning FY 2020

**Performance Measure Explanatory Notes *(Optional)***

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