# *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 57 years, IdahoPTV has worked to provide universal over-the-air broadcast coverage to Idahoans, now at nearly 99% 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’s broadcast reach is limited by the fact that the FCC is not accepting low power transmitter license applications that would allow us to further cover our state’s mountainous landscape.

IdahoPTV is a member in good standing of the Public Broadcasting Service (PBS) and is the only locally owned and operated statewide network television station in Idaho.

IdahoPTV’s statewide broadcast infrastructure allows a close working collaboration with the Idaho Office of Emergency Management to build upon existing strategies and explore emerging technologies in an area of mutual interest, emergency communication. This effort seeks to leverage best practices and technological advances to ensure that within their shared service areas, the public is provided with vital emergency information and crisis related communication, such as: providing pool coverage of disaster related events; transmission of mandatory national alerts; Emergency Alert System (EAS) alerts including Amber Alerts; weather and emergency information distributed to all four EAS zones within all broadcast markets in the state; and the backup alert signals for wireless carriers in the state called Wireless Emergency Alerts (WEA). IdahoPTV also works with Idaho Military Division in helping to fund the purchase of some of the state’s digital backbone microwave responsible for carrying IP-based data and communication for the Idaho State Police, other first responders, and state agencies.

IdahoPTV received an original appropriation for FY 2022 of $9,552,700 in the following allocations: 65% Dedicated Funding, 29% State General Funding, and 6% Federal Funding. The dedicated funds are primarily via Friends of Idaho Public Television, Inc., whose mission is to support IdahoPTV’s commitment to local production and education efforts. The Friends 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 and services, including:

Outdoor Idaho Idaho Reports (coverage of the Idaho Legislature and

Idaho Experience (documentaries on Idaho history) statewide public affairs topics)

Science Trek (educational science program for grade Dialogue (arts, humanities and public affairs program)

school students) Idaho In Session (gavel-to-gavel live coverage of the

The Idaho Debates (primary and statewide election Idaho House, Senate, JFAC, Idaho Supreme

coverage) Court, and special meetings)

PBS LearningMedia (online educational resources) American Graduate: Getting to Work (workforce

Governor’s State of the State/State of the Budget development)

Address (live) Professional Development Courses through Idaho State

University

Also produced are other special programs including:

Spud Country Special Into Africa: The Idaho-Gorongosa Connection

The Next Chapter: Idaho’s Future Capitol of Light: The People’s House

Ahead of Her Time: Women’s Suffrage in Idaho Off the Beaten Path

The Color of Conscience Resilience: Hope Lives Here

Journey to Education-Work Force Development Idaho’s Constitution Revealed

Tracks of Time Caxton: An American Press

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 work force development initiative to connect high school graduates with high skilled careers by way of associate degrees, apprenticeship programs and certifications. 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 2022, IdahoPTV’s Education team visited over 14,000 people in communities all across the state bringing high quality educational content to kids, parents, and teachers.

The staff is led by Jeff Tucker, 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 Bill Manny, interim 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 2020** | **FY 2021** | **FY 2022** | **FY 2023** |
| General Fund | $3,263,300 | $2,562,600 | $2,799,200 |  |
| Dedicated Fund | $5,841,100 | $6,009,500 | $6,342,200 |  |
| Federal | $247,900 | $461,300 | $104,400 |  |
| **Total** | **$9,352,300** | **$9,033,400** | **$9,245,800** |  |
| **Expenditures** | **FY 2020** | **FY 2021** | **FY 2022** | **FY 2023** |
| Personnel Costs | $4,813,100 | $5,053,600 | $5,296,400 |  |
| Operating Exp. | $3,348,600 | $3,658,800 | $3,512,800 |  |
| Capital Outlay | $1,190,600 | $321,000 | $436,600 |  |
| Trustee/Benefit Payments | $0 | $0 | $0 |  |
| **Total** | **$9,352,300** | **$9,033,400** | **$9,245,800** |  |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cases Managed and/or Key Services Provided** | **FY 2020** | **FY 2021** | **FY 2022** | **FY 2023** |
| Broadcast Hours for Children (under the age of 12) | 12,666 | 13,057 | 11,831 |  |
| Broadcast Hours for Ethnic Minorities | 5,240 | 4,969 | 5,283 |  |
| Broadcast Hours for Learners | 12,187 | 11,861 | 12,004 |  |
| Number of Visitors to idahoptv.org | 1,635,238 | 1,979,811 | 857,687 |  |
| Broadcast Hours of News, Public Affairs and Documentaries | 11,947 | 12,329 | 11,876 |  |

**FY 2023 Performance Highlights**

* 10 presentations attended by a total of 634 teachers, parents and general public throughout the state regarding educational resources available through IdahoPTV and PBS.
* 15 literacy presentations attended by a total of 1,041 participants throughout the state.
* 45 STEM presentations attended by a total of 5,857 participants throughout the state.
* 3 professional development courses attended by a total of 189 teachers throughout the state.
* 359 students in K-3rd Grade submitted stories for the 28th Annual Writers Contest.
* Idaho In Session was viewed over 245,764 times online.
* 75,462 users utilized online Learning Media local and national resources.
* 2,023,901 page views on the Idaho Public Television website by 857,687 visitors.
* 43,800 hours of programming broadcast 24 hours a day across 5 free over-the-air digital channels from transmitters and repeaters statewide.
* Nearly 830,000 unique viewers watch Idaho Public Television broadcast and streaming content each month, resulting in 7,294,222 monthly views.

***Part II – Performance Measures***

| **Performance Measure** | | **FY 2020** | **FY 2021** | **FY 2022** | **FY 2023** | **FY 2024** |
| --- | --- | --- | --- | --- | --- | --- |
| **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 | 46 | 46 | 46 | ---------- |  |
| *target* | *47* | *46* | *46* | *46* |  |
| 2. Percentage of Idaho’s  population within our signal coverage area.  Goal 1 Objective A | actual | 98.8% | 98.8% | 98.9% | ---------- |  |
| *target* | *98.4%* | *98.4%* | *98.4%* | *98.9%* |  |
| 3. Number of partnerships with  other Idaho state entities and educational institutions.  Goal 1 Objective B | actual | 41 | 55 | 68 | ---------- |  |
| *target* | *34* | *40* | *40* | *45* |  |
| 4. Number of visitors to  IdahoPTV/PBS video player.  Goal 1 Objective D | actual | 504,332 | 915,331 | 1,900,128 | ---------- |  |
| *target* | *100,000* | *100,000* | *100,000* | *1,200,000* |  |
| 5. Number of broadcast hours  of educational programming.  Goal 1 Objective E | actual | 24,853 | 24,918 | 23,835 | ---------- |  |
| *target* | *37,760* | *25,000* | *25,000* | *25,000* |  |
| 6. Number of broadcast hours  of Idaho-specific educational and informational programming.  Goal 1 Objective G | actual | 1,393 | 2,431 | 1,592 | ---------- |  |
| *target* | *2,000* | *2,000* | *2,000* | *2,000* |  |
| 7. Number of awards for  IdahoPTV media and services.  Goal 1 Objective H | actual | 68 | 81 | 67 | ---------- |  |
| *target* | *50* | *55* | *55* | *60* |  |
| 8. Total FTE in content delivery  and distribution.  Goal 1 Objective I | actual | 18 | 18 | 16.8 | ---------- |  |
| *target* | *<24* | *<24* | *<24* | *<24* |  |
| 9. 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* |  |
| 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 | 7,567 | ---------- |  |
| *target* | *4,200* | *4,200* | *8,000* | *8,200* |  |

\*New performance measure beginning FY 2020

**Performance Measure Explanatory Notes**

Goal 1, Objective D, Performance Measure II

Number of visitors to IdahoPTV/PBS video player.

FY22 actual is the total of visitors who have viewed at least one video. The total includes all online viewing via all platforms. The numbers have increased this year based on how they are captured.

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