

## 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 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 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 2016 in the following allocations: Dedicated Funding – 74% and State General Fund – 26%. 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.

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

According to the Nielsen Survey Index, IdahoPTV once again enjoyed the highest per capita viewership among PBS stations in the United States (February 2016 data).

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)	Ron's Picks
Hymns of Thanksgiving	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	My Father's Idaho

IdahoPTV's community outreach ranges from locally-produced events and workshops to children's events, such as science workshops, program screenings and discussions, science camps, a literacy contest, educator workshops, and online educational resources.

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.

The mission of IdahoPTV is to meet the needs and reflect the interests of its various audiences. It does this by:

- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools;
- Providing quality educational, informational, and cultural television and related resources;
- Creating Idaho-based educational, informational, and cultural programs and resources;
- Providing learning opportunities and fostering participation and collaboration in educational and civic activities; and
- Attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

### Revenue and Expenditures

Revenue	FY 2013	FY 2014	FY 2015	FY 2016
General Fund	\$ 1,587,000	\$ 1,826,800	\$ 2,199,700	\$ 2,322,900
Dedicated Fund	\$965,700	\$5,037,600	\$5,235,400	\$5,458,000
Federal	\$0	\$127,000	\$405,600	\$0
<b>Total</b>	<b>\$ 2,552,700</b>	<b>\$ 6,991,400</b>	<b>\$ 7,840,700</b>	<b>\$ 7,780,900</b>
Expenditures	FY 2013	FY 2014	FY 2015	FY 2016
Personnel Costs	\$ 1,694,400	\$ 3,802,500	\$ 3,947,100	\$4,221,300
Operating Exp.	\$668,700	\$2,720,900	\$2,938,700	\$2,917,100
Capital Outlay	\$189,600	\$468,000	\$954,900	\$642,500
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$ 2,552,700</b>	<b>\$ 6,991,400</b>	<b>\$ 7,840,700</b>	<b>\$7,780,900</b>

Note: FY 2014 first year fully appropriated.

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

Cases Managed and/or Key Services Provided	FY 2013	FY 2014	FY 2015	FY 2016
Channel Hours for Children (under the age of 12)	14,640	14,374	14,233	14,636
Channel Hours for Ethnic Minorities	5,388	5,455	5,797	5,981
Channel Hours for Learners	13,148	13,733	14,141	13,852
Number of Visitors to idahoptyv.org	1,196,428	1,520,814	1,670,923	1,901,477
Public Affairs Channel Hours	12,272	12,654	13,450	12,702

### Performance Highlights

During fiscal year 2016:

- 395 kindergarten-third grade students contributed entries for the annual PBS Kids Go! Writers Contest, coming from 63 different communities and 29 classroom teachers.
- 8,246 people accessed learning objects through Scout/PBS Learning Media.
- 31 public events throughout Idaho were attended by a total of 3,972 people.

- 105 third-, fourth-, and fifth-graders participated in Science Trek Overnight Science Camp.
- Idaho Reports published 52 blog posts and has 13,579 followers.
- 2,546,590 pages were viewed on the Science Trek website.
- 634,031 pages were viewed on the IdahoPTV online video player.
- 240,713 visits were made to the Idaho In Session website.

**Part II – Performance Measures**

Performance Measure		FY 2013	FY 2014	FY 2015	FY 2016	Current Year
<b>Progress toward digital implementation as a statewide infrastructure in cooperation with public and private entities</b>						
1. Number of awards for IdahoPTV media and services.	actual	54	61	55	55	-----
	benchmark	35	35	35	40	40
2. Number of DTV translators.	actual	44 of 49	47 of 49	47 of 49	46 of 47	-----
	benchmark	38 of 43	39 of 43	47 of 49	48 of 49	48
3. Percentage of Idaho’s population within our signal coverage area.	actual	98.2%	98.4%	98.4%	98.4%	-----
	benchmark	73.1%	85%	98.5%	98.5%	98.4%
<b>Nurture and foster collaborative partnerships with other Idaho state entities and educational institutions to provide services to the citizens of Idaho</b>						
4. Number of partnerships with other Idaho state entities and educational institutions.	actual	*	*	22	26	-----
	benchmark	*	*	20	21	21
<b>Be a relevant, educational, and information resource to all citizens</b>						
5. Full-day average weekly cume (percentage of TV households watching) as compared to peer group of PBS state networks.	actual	*	*	31.1%	31.4%	-----
	benchmark	*	*	24.9%	21.3%	21.3%
<b>Provide access to IdahoPTV content that accommodates the needs of the hearing and sight impaired</b>						
6. Percentage of broadcast hours of closed captioned programming (non-live) to aid visual learners and the hearing impaired.	actual	97.35%	97.6%	98.4%	97.6%	-----
	benchmark	97.5%	97.5%	97.5%	97.5%	98.5%
<b>Broadcast educational programs and provide related resources that serve the needs of Idahoans, which include children, ethnic minorities, learners, and teachers</b>						
7. Number of IdahoPTV channel hours of Idaho-specific educational and informational programming.	actual	1,798	2,074	1,955	2,050	-----
	benchmark	1,795	1,795	1,800	2,000	2,000
8. Total number of hours of educational programming.	actual	27,778	28,107	28,374	28,488	-----
	benchmark	8,842	10,000	28,000	28,000	28,000
<b>Operate an efficient statewide delivery/distribution system</b>						
9. Total FTE in content delivery and distribution.	actual	18.31	18.58	18.5	20	-----
	benchmark	<30.45	<30.45	<30.45	<29	<29

<b>Operate an efficient organization</b>						
10. Successfully comply with FCC policies/PBS programming, underwriting and membership policies/and CPB guidelines.	<b>actual</b>	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	-----
	<i>benchmark</i>	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes	Yes/Yes/Yes

**Performance Measure Explanatory Notes**

\*Performance measure not previously reported.

Performance Measure #2 (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.

<b>For More Information Contact</b>
Ron Pisaneschi, General Manager Idaho Public Television 1455 N Orchard St Boise, ID 83706 Phone: (208) 373-7220 E-mail: <a href="mailto:ron.pisaneschi@idahoptv.org">ron.pisaneschi@idahoptv.org</a>