

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 statewide public affairs topics)
Idaho Experience (documentaries on Idaho history)	Dialogue (arts, humanities and public affairs program)
Science Trek (educational science program for grade school students)	Idaho In Session (gavel-to-gavel live coverage of the Idaho House, Senate, JFAC, Idaho Supreme Court, and special meetings)
The Idaho Debates (primary and statewide election coverage)	American Graduate: Getting to Work (workforce development)
PBS LearningMedia (online educational resources)	Professional Development Courses through Idaho State University
Governor's State of the State/State of the Budget Address (live)	

Also produced are other special programs including:

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| 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 2019	FY 2020	FY 2021	FY 2022
General Fund	\$2,985,300	\$3,263,300	\$2,562,600	\$2,799,200
Dedicated Fund	\$5,377,900	\$5,841,100	\$6,009,500	\$6,342,200
Federal	\$166,400	\$247,900	\$461,300	\$104,400
Total	\$8,529,600	\$9,352,300	\$9,033,400	\$9,245,800
Expenditures	FY 2019	FY 2020	FY 2021	FY 2022
Personnel Costs	\$4,568,100	\$4,813,100	\$5,053,600	\$5,296,400
Operating Exp.	\$3,088,700	\$3,348,600	\$3,658,800	\$3,512,800
Capital Outlay	\$872,800	\$1,190,600	\$321,000	\$436,600
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
Total	\$8,529,600	\$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 2019	FY 2020	FY 2021	FY 2022
Broadcast Hours for Children (under the age of 12)	12,386	12,666	13,057	11,831
Broadcast Hours for Ethnic Minorities	5,261	5,240	4,969	5,283
Broadcast Hours for Learners	13,094	12,187	11,861	12,004
Number of Visitors to idahoptv.org	2,263,398	1,635,238	1,979,811	857,687
Broadcast Hours of News, Public Affairs and Documentaries	11,755	11,947	12,329	11,876

FY 2022 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 2019	FY 2020	FY 2021	FY 2022	FY 2023
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	46	46	46	-----
	target	47	47	46	46	46
2. Percentage of Idaho's population within our signal coverage area. Goal 1 Objective A	actual	98.8%	98.8%	98.8%	98.9%	-----
	target	98.4%	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	49	41	55	68	-----
	target	32	34	40	40	45
4. Number of visitors to IdahoPTV/PBS video player. Goal 1 Objective D	actual	230,522	504,332	915,331	1,900,128	-----
	target	100,000	100,000	100,000	100,000	1,200,000
5. Number of broadcast hours of educational programming. Goal 1 Objective E	actual	25,480	24,853	24,918	23,835	-----
	target	37,260	37,760	25,000	25,000	25,000
6. Number of broadcast hours	actual	1,986	1,393	2,431	1,592	-----

Performance Measure		FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
of Idaho-specific educational and informational programming. Goal 1 Objective G	<i>target</i>	2,000	2,000	2,000	2,000	2,000
7. Number of awards for IdahoPTV media and services. Goal 1 Objective H	<i>actual</i>	57	68	81	67	-----
	<i>target</i>	50	50	55	55	60
8. Total FTE in content delivery and distribution. Goal 1 Objective I	<i>actual</i>	21	18	18	16.8	-----
	<i>target</i>	<25	<24	<24	<24	<24
9. Successfully comply with FCC policies/PBS programming, underwriting and membership policies/CPB guidelines. Goal 1 Objective I	<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. Average number per month during the school year of local unique users utilizing PBS learning media.* Goal 2 Objective	<i>actual</i>		7,137	9,997	7,567	-----
	<i>target</i>		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.

<p>For More Information Contact</p> <p>Jeff Tucker, General Manager Idaho Public Television 1455 N Orchard St Boise, ID 83706 Phone: (208) 373-7220 E-mail: jeff.tucker@idahoptv.org</p>
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