

Part I – Agency Profile

Agency Overview

Idaho Public Television (IdahoPTV) is a State educational agency (Idaho Code §67-5302 (33) (e)) under the governance 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 58 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 in General Funds in FY 2023 of \$2,817,400 and \$310,000 from Idaho's Millennium Income Fund. The \$152,500 variance between the \$2,969,900 in General Fund expenditures and the FY 2023 appropriation amount of \$2,817,400 relates to the net impact of approved General fund encumbrances. In addition, IdahoPTV's FY 2023 appropriation bill (House Bill 711) allowed for "continuous appropriation authority" for its dedicated fund, which will still allow for legislative oversight of how we spend these funds, while simultaneously provide us with greater flexibility in managing these private dollars. The percentage breakdown for IdahoPTV's FY 2023 expenditures is the following: 69% in Dedicated Funding, 28% in State General Funding, and 3% from Idaho's Millennium Fund. 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 Experience (documentaries on Idaho history)
- Science Trek (educational science program for grade school students)
- The Idaho Debates (primary and statewide election coverage)
- Createid (online series celebrating creative Idahoans)
- Governor's State of the State/State of the Budget Address (live)
- Idaho Reports (coverage of the Idaho Legislature and statewide public affairs topics)
- Dialogue (arts, humanities, and public affairs program)
- Idaho In Session (gavel-to-gavel live coverage of the Idaho House, Senate, JFAC, Idaho Supreme Court, and special meetings)
- American Graduate: Getting to Work (workforce development)
- Professional Development Courses through Idaho State University
- PBS LearningMedia (online education resources)

Also produced are other special programs including:

- Beyond Labels
- Resilience: Hope Lives Here
- Proving Up: Idaho's Homesteaders
- Ligertown
- Idaho's Constitution Revealed
- Caxton: An American Press
- Capitol of Light Turns 100
- Idaho's Hemingway
- Know Vape: Nic Sick
- Spud Country
- Ahead of Her Time: Women's Suffrage in Idaho
- Remembering the Sunshine Mine Disaster
- Journey to Education-Work Force Development
- Tracks of Time: The History of Idaho's Railroads
- This Is Rodeo
- Salmon Reckoning
- The Last Log Drive
- Sweet Idaho
- Idaho's 12ers
- In the Shadow of the Bitterroots

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, educator workshops, parent 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 is also continuing a major work force development initiative to connect high school graduates with high skilled careers and currently has a project that works to meet young adults where they are in social media highlighting jobs in the construction industry. IdahoPTV is also engaged in a major project to help parents prepare their children to enter school with the resources to be successful. During FY 2023, IdahoPTV's Education team visited over 19,000 people in communities all across the state bringing high quality educational content to children, parents and teachers.

The staff is led by Jeff Tucker, general manager; Dave Taylor, director of finance; Craig Koster, director of technology; Jenifer Johnson, director of charitable giving; Sandy McBride, director of communications; and Bill Manny, executive producer.

Core Functions/Idaho Code

IdahoPTV is a State educational agency (Idaho Code §67-5302 (33) (e)) under the governance of the Idaho State Board of Education and adheres to the regulations of the Federal Communications Commission. IdahoPTV serves the citizens of Idaho with high quality educational, information and entertaining programming through over-the-air broadcast of five channels; provides signals to other distribution platforms, distributes public safety information and Emergency Alerts; produces high quality local programming; and provides educational materials for online and in-person events.

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	\$2,969,900
Dedicated Fund	\$5,841,100	\$6,009,500	\$6,342,200	\$7,356,000
Millennium Fund	\$0	\$0	\$0	\$274,700
Federal	<u>\$247,900</u>	<u>\$461,300</u>	<u>\$104,400</u>	<u>\$0</u>
Total	\$9,352,300	\$9,033,400	\$9,245,800	\$10,600,600
Expenditures	FY 2020	FY 2021	FY 2022	FY 2023
Personnel Costs	\$4,813,100	\$5,053,600	\$5,296,400	\$5,907,400
Operating Exp.	\$3,348,600	\$3,658,800	\$3,512,800	\$3,816,400
Capital Outlay	\$1,190,600	\$321,000	\$436,600	\$876,800
Trustee/Benefit Payments	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Total	\$9,352,300	\$9,033,400	\$9,245,800	\$10,600,600

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	11,587
Broadcast Hours for Ethnic Minorities	5,240	4,969	5,283	5,240
Broadcast Hours for Learners	12,187	11,861	12,004	11,641
Number of Visitors to IdahoPTV's websites	1,635,238	1,979,811	857,687	880,086
Broadcast Hours of News, Public Affairs and Documentaries	11,947	12,329	11,876	11,628

FY 2023 Performance Highlights

- 39 presentations attended by a total of 11,432 teachers, parents, and general public throughout the state regarding educational resources available through IdahoPTV and PBS.
- 15 literacy presentations attended by a total of 1,225 participants throughout the state.
- 30 STEM presentations attended by a total of 5,900 participants throughout the state.
- 4 professional development courses attended by a total of 250 teachers throughout the state.
- 14 program screenings attended by a total of 1,069 participants throughout the state.
- Idaho In Session was viewed over 273,671 times online.
- 69,688 users utilized online Learning Media local and national resources.
- 2,077,386 page views on the Idaho Public Television website by 880,086 visitors.
- 43,800 hours of programming broadcast 24 hours a day across 5 free over-the-air digital channels from transmitters and repeaters statewide.
- In January, 835,371 unique viewers watched Idaho Public Television broadcast and streaming content resulting in 6,532,922 views.

Part II – Performance Measures

Performance Measure		FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
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	46	46	46	-----
	target	47	46	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%	98.9%	-----
	target	98.4%	98.4%	98.4%	98.9%	98.9%
3. Number of partnerships with other Idaho state entities and educational institutions. Goal 1 Objective B	actual	41	55	68	129	-----
	target	34	40	40	45	45
4. Number of visitors to IdahoPTV/PBS video player. Goal 1 Objective C	actual	504,332	915,331	1,900,128	1,925,505	-----
	target	100,000	100,000	100,000	1,200,000	1,500,000
5. Number of broadcast hours of educational programming. Goal 1 Objective D	actual	24,853	24,918	23,835	23,228	-----
	target	37,760	25,000	25,000	25,000	22,000
6. Number of broadcast hours of Idaho-specific educational and informational programming. Goal 1 Objective F	actual	1,393	2,431	1,592	1,552	-----
	target	2,000	2,000	2,000	2,000	1,600
7. Number of awards for IdahoPTV media and services. Goal 1 Objective G	actual	68	81	67	73	-----
	target	50	55	55	60	55
8. Total FTE in content delivery and distribution. Goal 1 Objective H	actual	18	18	16.8	17.8	-----
	target	<24	<24	<24	<24	<24

Performance Measure		FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
9. Successfully comply with FCC policies/PBS programming, underwriting and membership policies/CPB guidelines. Goal 1 Objective H	<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	7,059	-----
	<i>target</i>	4,200	4,200	8,000	8,200	7,000

For More Information Contact

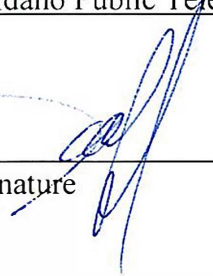
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Director Attestation for Performance Report

In accordance with *Idaho Code 67-1904*, I certify the data provided in the Performance Report has been internally assessed for accuracy, and, to the best of my knowledge, is deemed to be accurate.

Department: Idaho Public Television

Director's Signature



Date

7/31/23

Please return to:

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