

## ***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 59 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 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 2024 of \$2,933,900 and \$300,000 from Idaho's Millennium Income Fund. The \$149,300 variance between the \$3,083,200 in General Fund expenditures and the FY 2024 appropriation amount of \$2,933,900 relates to the net impact of approved General fund encumbrances. In addition, IdahoPTV's FY 2024 appropriation bill (House Bill 276) 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. In addition, House Bill 276 allowed for reappropriation of any unexpended and unencumbered Millennium Income Fund dollars from our FY 2023 appropriation into FY 2024. This accounts for the \$34,800 variance between the \$334,800 in Millennium Fund expenditures and the FY 2024 appropriation amount of \$300,000. The percentage breakdown for IdahoPTV's FY 2024 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:

- Resilience: Hope Lives Here
- Proving Up: Idaho's Homesteaders
- Ligertown
- Idaho's Constitution Revealed
- Caxton: An American Press
- Capitol of Light Turns 100
- Know Vape: Nic Sick
- Spud Country
- Nature as Classroom
- Idaho's Nuclear Navy
- 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
- 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. 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 2024, IdahoPTV's Education team visited almost 14,000 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 strategic fundraising; 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**

<b>Revenue</b>	<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>
General Fund	\$2,562,600	\$2,799,200	\$2,969,900	\$3,083,200
Dedicated Fund	\$6,009,500	\$6,342,200	\$7,356,000	\$7,652,300
Millennium Fund	\$0	\$0	\$274,700	\$334,800
Federal	\$461,300	\$104,400	\$0	\$0
<b>Total</b>	<b>\$9,033,400</b>	<b>\$9,245,800</b>	<b>\$10,600,600</b>	<b>\$11,070,300</b>
<b>Expenditures</b>	<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>
Personnel Costs	\$5,053,600	\$5,296,400	\$5,907,400	\$6,287,800
Operating Exp.	\$3,658,800	\$3,512,800	\$3,816,400	\$4,028,300
Capital Outlay	\$321,000	\$436,600	\$876,800	\$754,200
Trustee/Benefit Payments	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$9,033,400</b>	<b>\$9,245,800</b>	<b>\$10,600,600</b>	<b>\$11,070,300</b>

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

<b>Cases Managed and/or Key Services Provided</b>	<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>
Broadcast Hours for Children (under the age of 12)	13,057	11,831	11,587	11,301
Broadcast Hours for Ethnic Minorities	4,969	5,283	5,240	5,114
Broadcast Hours for Learners	11,861	12,004	11,641	13,078
Number of Visitors to IdahoPTV’s websites	1,979,811	857,687	880,086	679,477
Broadcast Hours of News, Public Affairs and Documentaries	12,329	11,876	11,628	12,245

**FY 2024 Performance Highlights**

- 35 presentations attended by a total of 4,279 teachers, parents, and general public throughout the state regarding educational resources available through IdahoPTV and PBS.
- 60 literacy presentations attended by a total of 5,166 participants throughout the state.
- 48 STEM presentations attended by a total of 4,047 participants throughout the state.
- 14 professional development courses attended by a total of 518 teachers throughout the state.
- 11 program screenings attended by a total of 1,960 participants throughout the state.
- Idaho In Session was viewed over 363,931 times online.
- 83,026 users utilized online LearningMedia local and national resources.
- 2,423,778 page views on Idaho Public Television’s websites by 679,477 visitors.
- 43,920 hours of programming broadcast 24 hours a day across 5 free over-the-air digital channels from transmitters and repeaters statewide.
- In January, 822,472 viewers watched Idaho Public Television broadcast and streaming content resulting in 6,711,213 views.

**Part II – Performance Measures**

Performance Measure		FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
<b>Goal 1: A WELL-EDUCATED CITIZENRY</b>						
<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	46	46	46	46	46
2. Percentage of Idaho’s population within our signal coverage area. Goal 1 Objective A	actual	98.8%	98.9%	98.9%	98.9%	
	target	98.4%	98.4%	98.9%	98.9%	98.9%
3. Number of partnerships with other Idaho state entities and educational institutions. Goal 1 Objective B	actual	55	68	129	153	
	target	40	40	45	45	50
4. Number of visitors to IdahoPTV/PBS video player. Goal 1 Objective C	actual	915,331	1,900,128	1,925,505	1,548,261	
	target	100,000	100,000	1,200,000	1,500,000	1,500,000
5. Number of broadcast hours of educational programming. Goal 1 Objective D	actual	24,918	23,835	23,228	24,379	
	target	25,000	25,000	25,000	22,000	22,000
6. Number of broadcast hours of Idaho-specific educational and informational programming. Goal 1 Objective F	actual	2,431	1,592	1,552	1,104	
	target	2,000	2,000	2,000	1,600	1,600
7. Number of awards for IdahoPTV media and services. Goal 1 Objective G	actual	81	67	73	68	
	target	55	55	60	55	55
8. Total FTE in content delivery and distribution. Goal 1 Objective H	actual	18	16.8	17.8	17	
	target	<24	<24	<24	<24	<24

<b>Performance Measure</b>		<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>	<b>FY 2025</b>
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>	9,997	7,567	7,059	8,356	
	<i>target</i>	4,200	8,000	8,200	7,000	7,000

**For More Information Contact**

Jeff Tucker, General Manager  
 Idaho Public Television  
 1455 N Orchard St  
 Boise, ID 83706  
 Phone: (208) 373-7220  
 E-mail: [jeff.tucker@idahoptv.org](mailto:jeff.tucker@idahoptv.org)

## ***Director Attestation for Performance Report***

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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

  
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Director's Signature

August 12, 2024  
Date

Please return to:

Division of Financial Management  
304 N. 8<sup>th</sup> Street, 3<sup>rd</sup> Floor  
Boise, Idaho 83720-0032

FAX: 334-2438  
E-mail: [info@dfm.idaho.gov](mailto:info@dfm.idaho.gov)