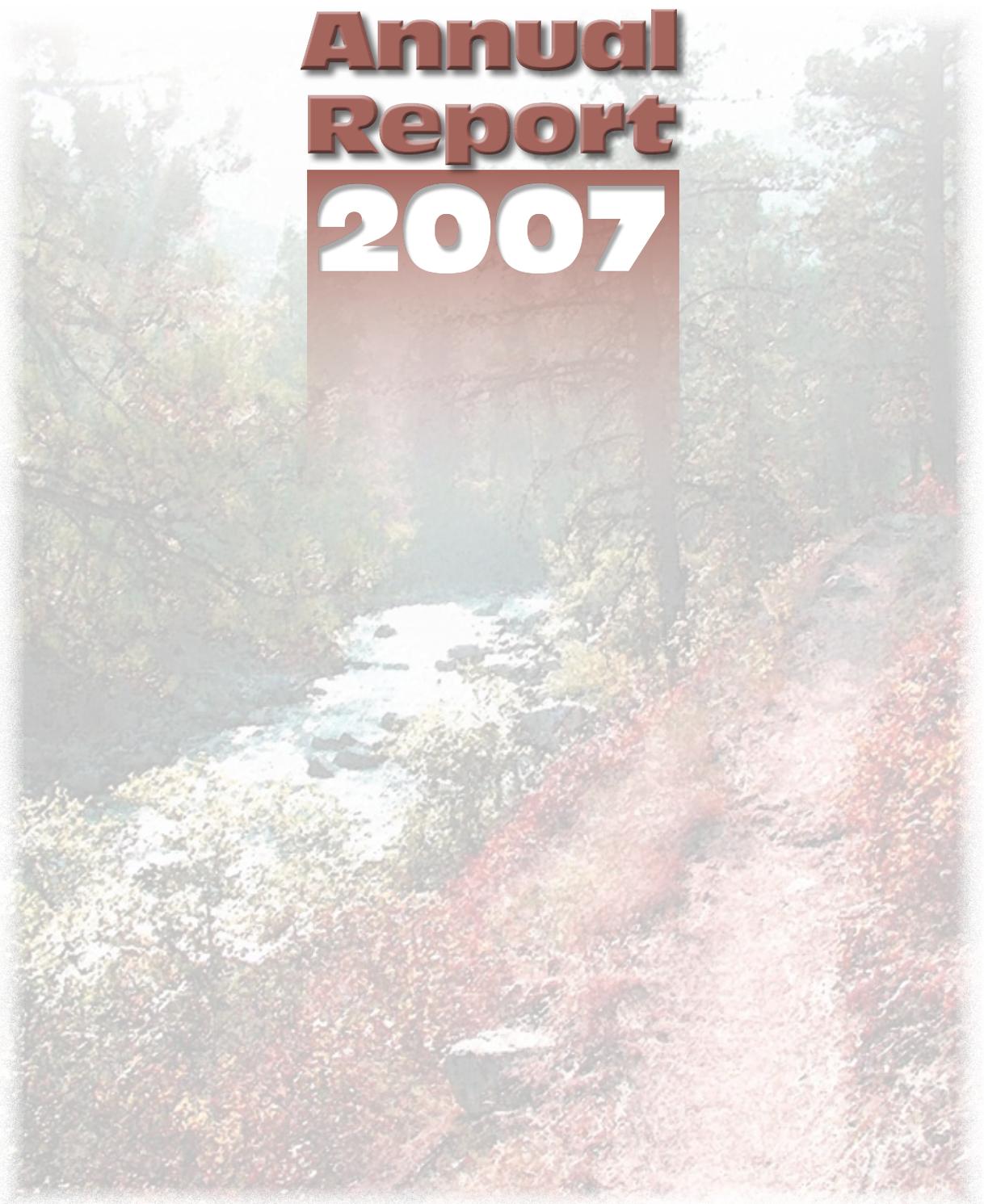


Annual Report 2007



IDAHO PUBLIC
TELEVISION
idahoptv.org

Idaho Public Television continues to meet the needs of stakeholders across the state: schools, students, educators, legislators, members, supporters — and, of course, viewers.

IdahoPTV: Winning awards, earning trust

Judges for media organizations across the country and viewers around the state let us know — loud and clear — about our accomplishments in Fiscal Year 2007 (FY07).

Respected national organizations

like the New York Film Festival, National Educational Telecommunications Association (NETA), WorldFest-Houston International Film Festival and the Telly Awards acknowledged our work in a wide range of categories, awarding top prizes to a variety of IdahoPTV productions.

Our media-industry peers let us know they liked what they saw, too. In-state, IdahoPTV productions garnered first- and second-place Idaho Press Club awards in the documentary and public affairs-studio categories, and the top prize in the category for Web site special purpose.

Viewers have many ways of letting us know that we are meeting their needs. Membership and contributions are affirmations in the form of financial support. This year, we exceeded our annual FESTIVAL goal — a significant expression of trust and respect. Phone calls, letters and e-mail messages give voice to viewpoints. Volunteers show their passion by sharing their time. Visits to our offices indicate that viewers take our slogan to heart: "Idaho Public Television Belongs to You!"

The envelope, please

Four of the 51 awards we received in FY07 were Emmys — the highest honor the Northwest Region of the National Academy of Television Arts and Sciences bestows. Since 1993, IdahoPTV has captured a total of 14

of the golden goddesses, but the four we brought home this year mark a new single-competition record.

The OUTDOOR IDAHO episode "A Trip to the Moon," written and produced by Joan Cartan-Hansen, won an Emmy for individual achievement

in the writer program category. The "Cycling Idaho" episode took top honors in the sports/documentary category. D4K (DIALOGUE FOR KIDS) captured

two Emmys: in the children and youth category, and in the advanced media category, which honored the unique, Web-only D4K bonus production that supports this popular science show for students.

IdahoPTV: More than a television station

IdahoPTV is more than a television station. It is a multimedia destination, a 24/7 source of information, an on-demand entertainment depot, a trusted, open educational resource — with features available through multiple platforms, accessible through various media using a range of technology, software and selection criteria.

IdahoPTV has been delivering much of this technology for years.

Leading the way, locally, nationally, globally

To date, we have anticipated audience demands, and have created platforms and delivery systems that can grow as our needs change.

- When the national PBS production FRONTLINE saw what we offer

"I just wanted to pass along my compliments on the streaming video of the legislature. This is a great public service and I greatly appreciate your dedication to this project. Thank you IPTV. Keep up the great work!"

— Wayne Hammon
United States Department
of Agriculture, Idaho Office

"...As you know, I am an avid supporter of [OUTDOOR IDAHO] and look forward to each new episode as it unfolds. Having experienced so much of what you cover makes it that much more interesting to me...Thank you very much and keep rolling!"

— Former U.S. Senator James McClure

through our online resources, they included IdahoPTV in a national pilot program to make the show available as a video stream.

- During the Idaho legislative season,

IdahoPTV provides a live, front-row seat to legislative debate and major committee hearings through our webcasts and digital broadcasts.

- Episodes of the IdahoPTV-produced show IDAHO REPORTS are available as an online stream after the live broadcast.

DIALOGUE is a great example of both advanced technology and reciprocity with media partners. Each week, the show debuts live on our analog station.

"I have just discovered your site through nettrekker and have found fantastic material to use in my 6th grade middle school classes! States of Matter and Simple Machines in particular and I still have a lot of exploring to do! Thank you so much and PLEASE keep up the great work!!"

— Craig Frey,
Bardstown, Kentucky

- We rebroadcast the show on our high-definition (HD) channel the same night, and other encores air during the week.
- We repeat the analog broadcast, again statewide and simultaneously, during the week on our Citizen-4 digital channel.
- Video streaming of the current show and a huge archive of past shows is available on demand at idaho.tv.org. Both audio-only and audio-video downloads are also available at the Web site.
- Media partners NPR News 91 in Boise and KISU FM in Pocatello rebroadcast the audio portion of DIALOGUE shows in their regions of the state.

D4K's award-winning Web site reaches well beyond Idaho's borders. While all of our online offerings are available to anyone with access to the World Wide Web, the D4K site has sparked an unprecedented global interest. In FY07, more than one million visitors came to the Web site, making it the most visited area within the idaho.tv.org site. About 72 percent of the traffic comes from North America, about 10 percent from Canada, 8 percent from China, and 4 percent from the United Kingdom.

Students from 36 cities across Idaho submitted questions for the live broadcast show and the Web. Schools in dozens of U.S. states, including New Jersey, Iowa and California, and from throughout the world, including schools in Glassboro, Scotland; Panama City, Panama; Jiddha, India; Christchurch, New Zealand; Melbourne, Australia; and Bedford, England, have joined in the questioning.

Reaching out toward a bright future

IdahoPTV continues to anticipate future demands and meet ongoing challenges. We are committed to producing original video content for the Web, as well as interactive



"Bravo! Your interview with David Fanning was superb. I know David and I think a couple of your questions really took him aback! Well done."

— Patty Starkey, Chief Development Officer, KSPS Public Television

features in which viewers know they can play a tangible role. We continue to seek partners for distribution of our productions, and welcome collaboration.

But our challenges do not rise solely from a tech-savvy audience. Every television viewer will be thrown into the digital revolution when the federally mandated conversion from analog to digital broadcasting takes place on February 17, 2009. We have already begun outreach to our viewers to help them prepare for the inevitable changes. We will continue to support industry efforts to educate viewers, and will launch our own programs geared to the specific needs of the Idaho audience.

To meet current needs, IdahoPTV has also garnered legislative appropriations and won grants for a series of translator upgrades. All translators in the system should be upgraded by FY09.

Whatever the technology, IdahoPTV understands that, in the end, our station is all about content. We will continue to offer the best in news, public affairs, science and nature, history and biography, and children's shows. Our popular lineup will always include how-to shows, British comedy and drama, and performance and art programming. As always, expect important Idaho stories, told with the depth of experience and understanding that you have come to expect from IdahoPTV.



Idaho Public Television Statement of Activities for Fiscal Year Ending June 30, 2007

SUPPORT AND REVENUES	6/30/07	6/30/06
Contributions	\$3,093,372	\$3,000,309
Community Service Grant from CPB	959,361	947,600
State Appropriated Sources	1,634,102	2,352,622
Interest Income	203,437	177,930
Increase (Decrease) in Investments	462,549	17,946
Other Receipts and Grants	1,362,263	282,043
TOTAL SUPPORT/REVENUES	\$7,715,084	\$6,778,450
EXPENDITURES AND OTHER DEDUCTIONS		
Program Services		
Programs/Production	\$2,328,055	\$2,327,643
Broadcasting	1,848,726	1,699,253
Program Information	426,061	425,646
Total Program Services	\$4,602,842	\$4,452,542
Support Services		
Fundraising & Membership Development	\$1,004,446	\$ 879,114
General, Other	1,206,744	1,272,839
Total Support Services	\$2,211,190	\$2,151,953
TOTAL EXPENDITURES	\$6,814,032	\$6,604,495
OTHER		
Equipment Acquisitions	\$1,010,516	\$915,040
In-Kind Contributions	\$339,272	\$312,382
Volunteer Hours	3,886	4,394

Idaho Public Television Statement of Net Assets for Fiscal Year Ending June 30, 2007

ASSETS	6/30/07	6/30/06
Current Assets:		
Cash & Cash Equivalents	\$6,877,009	\$5,780,358
Accounts & Interest Receivable	410,999	1,127,603
Total Current Assets	\$7,288,008	\$6,907,961
Property & Equipment:		
Transmission, Antenna Tower Studio & Other	\$5,388,624	\$5,619,119
Broadcast Equipment	1,680,160	1,416,728
Furniture & Fixtures	67,242	87,128
Vehicles	115,311	89,668
Building Improvements	412,642	406,095
Total Property & Equipment	\$7,663,979	\$7,618,738
TOTAL ASSETS	\$14,951,987	\$14,526,699
LIABILITIES & NET ASSETS		
Accounts Payable & Accrued Liabilities	\$437,984	\$914,196
Total Liabilities	\$437,984	\$914,196
Net Assets:		
Reserved for Corpus	\$ 2,710,871	\$ 2,688,320
Unreserved	11,803,132	10,924,183
Total Net Assets	\$14,514,003	\$13,612,503
TOTAL LIABILITIES & NET ASSETS	\$14,951,987	\$14,526,699

Endowment Fund Balance — \$4,048,386 as of June 30, 2007

In recognition of the long-term financial vitality and stability of this essential statewide institution, the Idaho Public Television Foundation created a permanent endowment in 1991. Income from the Endowment addresses three critical funding areas: local productions, acquisition programming and capital needs.

Fiscal Year 2007

Endowment Fund Activity:

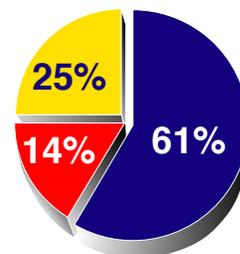
Cash Donations: **\$22,554**

Earnings/(Losses): **\$446,255**

Outlook for the Future: Fiscal Year 2008

Projected Operations Budget, 2008 — \$7,006,590

Idaho Public Television is a private/public partnership in which private, state and CPB Community Service Grant support are interdependent. Among these, the greatest percentage of support is private.



61% PRIVATE AND CORPORATE — \$4,301,490

Private and corporate support will provide 61 percent, the largest share of the operating budget. These dollars purchase programming and fund local productions such as OUTDOOR IDAHO and DIALOGUE.

25% STATE — \$1,755,900

The state portion of revenue is 25 percent for annual maintenance and operation expenses for the statewide delivery system. The state also funds certain administrative, capital and operational expenses.

14% CPB COMMUNITY SERVICE GRANT — \$949,200

This fiscal year, CPB grant funding will contribute 14 percent. Funds from the Corporation for Public Broadcasting Community Service Grant provide programming assistance and general support of administrative operations. In addition, there is a contribution of \$40,000 for Ready to Learn services provided by PBS.

Projected One-Time Capital — \$2,220,000

For Fiscal Year 2008, all one-time capital will be provided through state, federal, corporate, non-profit and private contributions.

Idaho Public Television Administration*

Peter W. Morrill
General Manager

Phillip Kottraba
Director of Fiscal Affairs

Kim Philipps
Director of Marketing/Development

Ron Pisaneschi
Director of Broadcasting

Sandra Streiff
Director of Communications

Rich Van Genderen
Director of Technology

Kim Neilsen
*KISU Development Director
& KISU Station Manager*

Kris Freeland
*Education Director,
KUID/KCDT Station Manager*

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Marilyn Shuler, Boise
Vice President

Joy Fisher, Moscow
*Treasurer
KUID/KCDT Friends Board
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Pat Costello, Moscow
June Fitzgerald, Boise

Barbara Roberts, Boise
*KAID/KIPT Friends Board
Representative*

Bob Schreiber, American Falls
KISU Friends Board Representative

Bob Sonnichsen, Boise

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KAID/KIPT

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Barbara Roberts, Boise

Cindy Williams, Boise

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Rebecca Morgan, Pocatello

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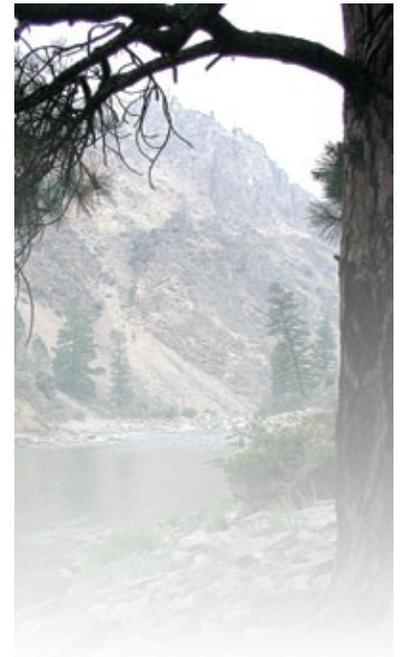
Kris Freeland, Moscow
Ex-Officio

Judy Meyer, Hayden Lake

Charles Mosier, Orofino

Christine Pharr, Nez Perce

Erna Rhinehart, Coeur d'Alene



*Please call or write to
your local Idaho Public
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have questions or would
like further information.*

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* As of June 30, 2007

Idaho Public Television is committed to providing quality educational and cultural television and related resources through maintaining statewide television delivery systems; fostering educational and civic learning opportunities; creating Idaho-based programs and learning resources; and retaining dedicated employees.

