



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Idaho Public Television contributes to the education of our citizens, both young and old. Public television also provides a valuable outlet for public discussion and debate. I applaud your efforts to provide opportunities for Idahoans and visitors to enjoy the richness of our great state.”

—U.S. Senator Mike Crapo

Educate, Inform, Inspire



Idaho Public Television offers unmatched services to families throughout the state, including Idaho’s most rural communities:

- Five digital transmitters and 48 repeaters provide free high-quality educational and cultural broadcasts to 99.47% of Idaho’s population
- We offer tremendous learning services online and in cooperation with local Idaho libraries and the State Department of Education
- We are highly efficient with our funding
- Our local productions and services won 49 regional and national awards and 6 Emmy nominations
- Multiple channels, including our high definition (HD), Plus, Learn/Create, World and Kids, with a variety of educational opportunities to encourage life-long learning
- Full-time community teacher ambassador on staff to train teachers and students.

In FY 2017, Idaho Public Television provided these key local services:

- Local programming, including *Outdoor Idaho*, *Idaho Reports*, *Idaho Science Journal*, *Science Trek*, *Dialogue*, and *The Idaho Debates*
- Live statewide broadcast coverage of the Idaho Legislature
- Live and archived video and audio streaming of meetings from the Capitol and Idaho Supreme Court
- Extensive online teacher and student resources
- Children’s educational events such as literacy and STEM presentations, Science Trek science camp, and PBS Kids Writers Contest
- Outreach events throughout the state of local and national productions such as *Outdoor Idaho*, “*Victoria*,” *Odd Squad*, *Wild Kratts*, *Daniel Tiger* and “*Poldark*.”

Idaho Public Television’s local services had deep impacts throughout the state:

- *Idaho In Session* was viewed over 299,184 times online
- 30,649 users utilizing online Learning Media local and national resources.
- 70,821 children watched our broadcasts each week
- 578 entries in the PBS Kids Writers Contest from students in K-3rd grade throughout the state
- 139 students attended Science Trek, the overnight adventure for students in 3rd-5th grade
- 2,541,160 visits to the *Science Trek* website
- 118 public events hosted throughout the state were attended by 9,294 people
- 143,637 videos viewed on the IdahoPTV online video player
- 16 teacher training events for 401 teachers throughout the state.



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Idaho Public Television's mission:

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.

Idaho Public Television Educates

IdahoPTV uses the power of television and the internet to enhance the lives of thousands of Idaho families each week. 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, online educational resources, access to government activities, and statewide political candidate debates.



Science Trek is Idaho Public Television's half-hour show for kindergartners to sixth-graders, covering more than 90 scientific topics, which meet the Common Core and Idaho State Board of Education standards. Guests on the programs are local scientists. Each episode has a companion website with educational resources used by both parents and

teachers as supplemental learning material. Students are encouraged to actively engage with their scientific curiosity by submitting questions to the show for future episodes. Topics during FY 2017 included: computers, zoology, forests, exoplanets, snakes, chemistry, rivers and sleep.

Science Trek Camp is an annual overnight camp for 3rd to 5th graders at the Idaho Museum of Natural History. It was a fun night of science for 139 students. The physics department started off the night with a bang (actually, several bangs), then the children split into various groups to explore virtual reality, mummies and microbiology. The experience included a late night movie and a midnight pizza feast. The kids crawled into their sleeping bags for a few hours rest next to sabre tooth tigers and giant bears. Each student went home with a bag of science goodies to help them continue the adventure and explore their own ideas.



Literacy and STEM Presentations, Coding Workshops, and Teacher Trainings

In January 2017, IdahoPTV hired a teacher ambassador to increase teacher engagement, student achievement, and community connections. IdahoPTV's education staff made 46 literacy and STEM presentations in communities around the state to 2,536 participants. Families were also shown the wonderful free resources PBS and IdahoPTV have online to help children learn. Coding workshops were held for students, future teachers, and teachers. Our teacher ambassador held 16 teacher training sessions to a total of 401 teachers and future teachers.

Studio Tours

307 people, from preschool through life long learners, visited IdahoPTV for a station tour during FY 2017. They learned about studio productions, equipment, and how programs are received and distributed on air.



IdahoPTV provides **Scout**, a resource for learners of all ages. It is available online @ your library from lili.org and at idahoptv.org.



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Idaho Public Television Informs



To many, Idaho's five Indian reservations are a mystery. But each of the tribes have their own view of public education and how to get their kids to graduate and continue on to college. In *Journey to Opportunity*, we take a rare look at what is working and areas the tribes feel need to be improved.

Idaho Reports aired every Friday during the legislative session. Co-hosts Aaron Kunz and Melissa Davlin, were joined by political and community leaders and reporters who gave their analysis of the week's events. Before and after the legislative session, *Idaho Reports* hosts discussed local topics with community leaders and reporters, which included immigration, health care, unemployment rates, road maintenance and expansion, environmental issues, finance and banking regulations, and education. In January, IdahoPTV provided video pool coverage of the governor's State of the State and Budget Address.



Idaho in Session provided live gavel-to-gavel coverage of Idaho's House and Senate floor session, audio coverage of hearing rooms, video streams of the Joint Finance — Appropriations Committee, court hearings and more from all three branches of Idaho's government on idahoptv.org. This service allows residents in all parts of the state to participate in their state government and provides other broadcast outlets with footage, enhancing our commercial colleagues' abilities to cover state government. IdahoPTV provided live streaming of the annual superintendents meeting and archived it for later viewing.



The Idaho DEBATES

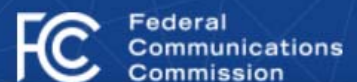


During IdahoPTV's *The Idaho Debates*, judicial candidates for the Idaho Supreme Court met to discuss the issues live in the studios of Idaho Public Television. Candidates faced questions from a panel of reporters representing the Idaho Press Club. For more than three decades, Idaho Public TV has been Idaho's station of record for candidate debates. *The Idaho Debates* is a collaborative effort among the Idaho Press Club, the League of Women Voters, Boise State University's School of Public Service, and Idaho Public Television.



Idaho Public Television produced and broadcast Season 2 of *Idaho Science Journal*, a series of short programs that highlighted the work of some of the Gem State's top scientists and researchers. These programs looked at research being done by scientists in northern Idaho who are investigating the health of Idaho's lakes, the impact of toxic blue green algae, and the work of scientists from Idaho State University who are helping to restore the health of the Portneuf River.

IdahoPTV is the only statewide Emergency Alert System provider — while other entities reach portions of the state, IdahoPTV is the only outlet which can reach every community quickly and effectively.





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Outreach Events

IdahoPTV hosted 118 public events throughout Idaho that were attended by a total of 9,294 people. We were also invited to make presentations for education and community engagement groups. Events included:

IdahoPTV hosted community presentations and screenings throughout the state of *Red Green* (1,000 attendees), *"Poldark"* (1,754 attendees), *"Victoria"* on *Masterpiece* (395 attendees), *Odd Squad* (750 attendees), *Wild Kratts* (575 attendees), *Splash and Bubbles* (200 attendees), and *Daniel Tiger* (800 attendees).

IdahoPTV production manager Aaron Kunz and education specialist Cindy Lunte presented a program screening of *Journey to Opportunity* and book giveaway to 200 participants at the Nez Perce Tribe Pi-Nee-Waus community center in Lapwai.

In August, IdahoPTV education specialist Cindy Lunte led a workshop to 60 participants at the Idaho AfterSchool Network Power Up Summit showcasing many of IdahoPTV's and PBS's free educational resources and demonstrating a 3-D bubble making STEM activity. Due to the enthusiastic response to her workshop, she was invited to do additional workshops around the state in October for the Idaho AfterSchool Network to a total of 97 participants.

Executive producer Bruce Reichert spoke about IdahoPTV and *Outdoor Idaho* to 100 participants at the Sawtooth Interpretive & Historical Association 2016 Sawtooth Forum in Stanley.

Thousands of teachers gathered in Boise for in early October for the Superconference for Idaho Teachers. IdahoPTV was on hand with educational handouts to help teachers learn more about our many free educational resources. A workshop, attended by 300 teachers, was led by producer Joan Cartan-Hansen and education specialist Cindy Lunte, where they demonstrated the many materials and websites available for teachers, from the in-depth science topics for children at our *Science Trek* website to the thousands of digital classroom resources for teachers found on the PBS LearningMedia website.

In November, Idaho Public Television participated in the Early Years Conference at Boise State University to share resources and materials with early childhood providers to help strengthen and support families in Idaho communities.

On December 9, IdahoPTV's *Outdoor Idaho* "Beyond the White Clouds" was shown to attendees at the Stimpson Award Forum honoring Congressman Mike Simpson and Idaho Conservation League Director Rick Johnson. "Beyond the White Clouds" provides an overview of the steps that led to the creation of the Boulder White Clouds Wilderness and examines some of the major battles yet to be decided.

IdahoPTV's development director Jenifer Johnson and HR specialist Susannah Arnim made an internship presentation to 25 public relations majors at Boise State University. They discussed how students in this major have many internship and job choices at Idaho Public Television.

IdahoPTV's executive producer Bruce Reichert and director of content Jeff Tucker made a presentation about local productions to the North Idaho Flycasters.

In February, IdahoPTV participated in the Engineering & Science Festival at Boise State University where 800 children and 400 adults attended. Educational specialist Cindy Lunte and teacher ambassador Kari Wardle showcased many of IdahoPTV's and PBS's free educational resources and demonstrated 3-D bubble making and ocean in a bottle STEM activities.



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Idaho Public Television continued to work in partnership with Idaho EPSCoR (Experimental Program to Stimulate Competitive Research) to provide educational outreach based on science issues. EPSCoR is a program funded by the National Science Foundation in an effort to help states build their scientific research capacities. Idaho Public Television adds to EPSCoR's efforts by helping scientists get the message about what they are learning out to the public.

On March 27, Idaho Public Television and Boise State University's School of Public Service presented a very special evening with *Outdoor Idaho* host Bruce Reichert and panelists Governor Andrus, Congressman Mike Simpson, reporter Rocky Barker, and Rick Johnson. Following the presentation, there was a question and answer period moderated by Andrus Center director John Freemuth. The success of the Boulder-White Clouds Wilderness initiative is a testament to the collaboration of many individuals and organizations. There were 375 people in attendance.

The Boise Metro Chamber of Commerce, through its Leadership Boise program, asked Idaho Public Television to host its annual media day session. IdahoPTV staff provided an overview of our mission and our work around Idaho. Sixty members of the Leadership Boise class had breakout sessions to learn through real-world scenarios, including media interview training on-camera, in the production control room, in the studio.

Fifty-five members of Leadership Boise Academy were given the opportunity to learn about local programming and had real-time media experiences at IdahoPTV.

IdahoPTV general manager Ron Pisaneschi and director of content Jeff Tucker made a presentation about the station and local productions to 40 members of the Welcome Group in Hidden Springs.

Friends board director Roger Grigg made a presentation about the station and local productions to 25 members of the Kiwanis Club in Coeur d'Alene.

Idaho Public Television Inspires

For the 23rd year, Idaho Public Television participated in the annual PBS KIDS Writers Contest. IdahoPTV's three regional stations — KUID/Moscow, KISU/Pocatello and KAID/Boise — encouraged children in kindergarten through third grade to write and illustrate their own imaginative stories. This year 578 children submitted their stories to the PBS Kids Writes Contest. Award ceremonies for the 35 regional winners, held in Pocatello, Moscow and Boise, were attended by a total of 185 friends and family members.



The *Outdoor Idaho* Facebook page has proven invaluable in connecting us with thousands of supporters of Idaho Public Television. We have seen how social media can be a bridge between old and young and those interested in the outdoors. It has allowed folks to comment on our efforts and to offer suggestions. And it has made some real friendships. We are well-known for our monthly 'Iconic Idaho' Photo Contest.

Everyone can participate merely by posting a photo on the site; and some months we get literally hundreds of photos. The judges are the previous month's winners. We have also worked several FB friends into some of our actual *Outdoor Idaho* shows; and we've asked our FB friends to submit essays and photos, to be used as part of the websites we build for our individual shows. The *Outdoor Idaho* Facebook page won First Place in "Best Use of Social Media" by the Idaho Press Club in May 2017.



Photo by Karen Hart Pingree



Photo by Sharon Breshears



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Outdoor Idaho began its 34th year of celebrating the incredible richness of our state. Shot entirely on location in high definition resolution, *Outdoor Idaho* explores the beauty, the drama and the science of nature, while examining the significant environmental and resource issues facing the West.

The following episodes were produced and aired during FY 2017:

“The Outfitters” — Idaho’s outfitting industry has always attracted colorful characters: the ones completely at home leading a pack string down a mountain trail or piloting a raft through one of the state’s many Class IV rapids. This is an industry with a major impact on Idaho’s economy, its image, and its outdoor resources. In fact, each year nearly 200,000 people enlist the services of these modern-day mountain men, storytellers, and self-reliant MacGyver types. “The Outfitters” profiles some of these men and women tasked with connecting us to the natural world; and in the process we discover why Idaho is a national leader in the licensing and regulating of this important industry.

“Owyhee Adventures” — On first glance the Owyhee Desert is a desolate, lonely and forbidding place. But beyond the sage and endless horizon are hidden gems: narrow canyons, creeks and rivers, which hold immense beauty. These slender waterways that course through the canyonlands are conduits for adventure. From packrafting and kayaking to hiking and canyoneering there are different ways to explore this remarkable country. Though not many are willing to take on the significant challenges of the Owyhee, those who do find a place of grandeur and solitude, a place they can reconnect with nature and themselves.

“Beyond the White Clouds” — It’s some of the most dazzlingly diverse country in the West, deserving of the gold standard of protection. In this hour-long Special, the *Outdoor Idaho* crew visits the three new wilderness areas in the center of Idaho – the White Clouds, the Hemingway-Boulders, and the Jim McClure-Jerry Peak Wilderness – to tell the fascinating 50-year story of how the threat of an open-pit molybdenum mine eventually led to a unanimous vote for Wilderness in Congress. This program also examines some of the major battles yet to be decided.

“Where the Road Ends” — Idaho long ago emerged from the frontier; yet many of her roads can still be described as tortuous. And even when they appear to end, they may really only be beginning, taking us to places that still preserve that flavor of the frontier, and where – to paraphrase Robert Frost – the road less traveled can make all the difference. The *Outdoor Idaho* crew explores some of Idaho’s out-of-the-way places in this hour-long special. Our cameras discover a place called Paradise, high in the Selway wilderness. We visit Bay View, a small town perched on the shores of 1,200 foot deep Lake Pend Oreille. We venture into Big Creek, a community so remote that an airplane is the best way in.

“Almost Canada” — The lush landscapes of the north set it apart from the rest of the state. It is an unspoiled part of Idaho truly worth visiting. The northern corner of the state’s panhandle is remote and wild country that has a lot in common with neighboring Canada. Here you’ll find dense forests, broad valleys and secluded mountain ranges. It is a place filled with streams and rivers, waterfalls and lakes.



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The following *Dialogue* episodes were produced and aired in FY 2017:

July 15 “Citizen Power: Eric Liu” — Host Marcia Franklin talked with Eric Liu, the founder of Citizen University in Seattle, about whether it’s even possible in a seemingly fractured society to have a civil discussion about politics. Liu, also the executive director of the Citizenship and American Identity Program at the Aspen Institute, is trying to reclaim civic education from the doldrums and encourage Americans to act on their rights. Liu talked about the “tectonic” demographic shift in the country and what it potentially means for governing, how Americans from diverse backgrounds are still bound together by a common creed, and what he describes as a “third Reconstruction Period” in the United States.

September 16 “Rescuing Refugees: David Miliband” — Host Marcia Franklin talked with David Miliband, the President and CEO of the International Rescue Committee, a humanitarian and resettlement agency working in the Middle East, Africa, Asia, Europe and the United States. Miliband discussed the causes of the mass migrations, concerns over Syrian refugees and terrorism, and ways he’d change the current system. A former member of the British Parliament and the U.K. Foreign Minister from 2007-2010, Miliband also talked about how Brexit might affect his country and whether he’d like to return to Britain to help lead that nation.

October 14 “Gender and Politics: Lisa Maatz” — Host Marcia Franklin talked with Lisa Maatz, Vice President of Government Relations for the American Association of University Women (AAUW), about the reasons for the continued lack of women in leadership positions in governmental and corporate positions and the continued pay gap between men and women. Maatz talked about what can result from those disparities and what the AAUW sees as some potential solutions.

December 2 “Olympian Kristin Armstrong Special” — Host Marcia Franklin talked with three-time Olympic gold medalist and Boisean Kristin Armstrong. Armstrong is now the most decorated U.S. female cyclist in history, having won gold medals in the women’s time trial in Beijing in 2008, London in 2012, and Rio in 2016. She has also won two World Championships and six National Championships. Armstrong talked about why she wanted to try for a third gold medal, how she overcame the challenges she faced, and what she hopes to accomplish next.

February 10 “A Life Reconnected: Esther Emery” — Host Marcia Franklin talked with Idahoan Esther Emery, who wrote “What Falls From the Sky” about her year off the internet. Emery talked about the crisis in her life that made her decide to unplug from the web, the challenges she encountered, and how the experience grounded and connected her in new ways to herself and her family.

March 17 “Dent Conference” — Host Marcia Franklin talked with Steve Broback and Jason Preston, the co-founders of the Dent Conference, a three-day event held in Sun Valley in March that focuses on people and ideas “denting the future.” The two discussed why they founded the event in 2013, what makes it unique, why they chose Sun Valley as its location, and some of the other events they sponsor during the year.

April 14 “Creating Virtual Reality: Nonny de la Peña” — Host Marcia Franklin talked with Nonny de la Peña, the virtual reality pioneer who’s charting the course for the use of virtual reality in journalism. A former journalist for Newsweek and the New York Times, de la Peña discussed why she left her reporting job to work in VR, the themes she explores, the ethical issues involved, and the future of “immersive journalism.”



2017 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

"I don't know what we would do without Idaho Public Television. It is our go-to channel for so many forms of education & entertainment. The broad spectrum gives us something to look forward to each & every day. Thank you!!"
—Mil

"I'm 85 years old, and PBS is my constant companion." —Ruth

"During the winter I stay in Idaho Falls and watch PBS daily. Programs are marvelous and I am not a TV watcher unless things are intelligent or informational. Thank you for your work." —Victoria

"Just wanted to say hello and 'Thank You' for the countless shows your team has produced. It's so inspiring to watch them and think 'Yes, this is where I live.' Very proud of our state and the PNW in general - a treasure for us to get out and enjoy! Thanks again for the great stories, excellent cinematography, and inclusion of both sides of a story where you find them." —Lynn

"THANK YOU for making it possible for me to see and hear a portion of the legislative session. I had no idea this was available." —Lori

"I just wanted to say thank you for bringing this [Wild Kratts screening] to Hayden. We have a big family, my husband is in school and with bills and all it's a challenge for all of us to get out as a family to do things. We have children of all ages and who doesn't like Wild Kratts?" —Kristina

"We love PBS! Great kids shows with learning added right in. Whether it's numbers, letters, reading, or nature my kids are about PBS! Thank you for all your hard work to give us great television!" —Chantel

"Hey, team Idaho Public, a big thanks for being the standard bearer for arts and culture programming in our state for the past fifty years. ... I truly appreciate what PBS and Idaho Public have done to keep culture accessible for everyone."
—Julia

"When Will was in first grade and they tested him for the Gifted program, they asked him how come his general knowledge was so broad. He said his mom let him watch TV. They were floored, not realizing that his selection of shows were only the best. We had one old television and it was on PBS all the time, except for Sports. Was he really gifted or was he exposed to educational and effective television? I think the latter." —Mary

"Thanks again for all your support in advancing the learning of Marsing youth." —Ken, Marsing teacher

"We LOVED the Victoria preview just like we loved the Downton Abbey events (and dressed up for them!) over the past several years. Thank you and kudos to you and your staff for recognizing the value of our support!" —Elizabeth and Jerry

"You guys do such amazing work. Thank you for sharing Idaho beauty." —Cristie

"Just about the time you are ready to give up on Facebook, *Outdoor Idaho* publishes its monthly photos. Take the time to enjoy these truly gifted photographer's efforts. It will make you feel better, I promise." —Dale



2017 LOCAL CONTENT AND SERVICE REPORT IMPACT BY THE NUMBERS

30,649 users utilized online Learning Media local and national resources.

70,821 children watched our broadcasts each week.

139 students attended Science Trek, the overnight adventure for children in 3rd through 5th grades to explore the frontiers of science with practicing scientists.

578 kindergarten-third grade students contributed entries for the annual PBS Kids Go! Writers Contest.

185 people attended PBS Kids Writers Contest award ceremonies for the top winners in each grade level.

There were 5,465,284 page views on the Idaho Public Television website by 1,981,837 visitors.

There were 2,541,160 page views on the *Science Trek* website.

There were 239,825 page views on the *Outdoor Idaho* website.

143,637 pages were viewed on the IdahoPTV online video player.

86,693 people on Facebook liked these pages: Idaho Public Television (4,841); *Outdoor Idaho* (78,235); *Idaho Reports* (1,775); *Dialogue* (1,562); and IdahoPTV Educates (280).

15,471 followers on Twitter signed on for Idaho Public Television (6,265); *Idaho Reports* (7,289); and *Dialogue* (1,917).

1,406 subscribers followed Idaho Public Television's YouTube channel.

Idaho In Session was viewed over 299,184 times online.

15 station tours for 307 people.

118 public events held throughout Idaho that were attended by a total of 9,294 people.

46 literacy and STEM presentations to 2,536 participants throughout the state.

16 teacher training events for 401 teachers throughout the state.