



2015 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 49 repeaters provide free high-quality educational and cultural broadcasts to 98.4% 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 55 regional and national awards
- Multiple channels, including our high definition (HD), Plus, Learn/Create, World and Kids with a variety of educational opportunities to encourage life-long learning.

In FY 2015, Idaho Public Television provided these key local services:

- Local programming, including *Outdoor Idaho*, *Idaho Reports*, *Science Trek*, *Dialogue*, *Idaho Science Journal*, and *The Idaho Debates*
- Live statewide broadcast coverage of the Idaho Legislature
- Live and archived video and audio coverage of meetings from the Capitol and Idaho Supreme Court
- Extensive online teacher and student resources
- Children’s educational events such as Science Trek science camp and the PBS Kids Writers Contest
- Outreach events for PBS programs such as *Last Days in Vietnam*, *Cancer: Emperor of All Maladies*, and “Downton Abbey.”

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

- In February 2015, Nielsen Survey Index reported IdahoPTV enjoyed the highest per capita viewership in the United States
- Idaho In Session was viewed over 109,000 times online
- IdahoPTV’s Scout educational online tools were accessed 33,909 times
- 71,275 children watched our broadcasts each week
- 606 entries in the PBS Kids Writers Contest from students in K-3rd grade
- 145 students attended Science Trek, the overnight adventure for students in 3rd-5th grade.



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Idaho Public Television's mission is to meet the needs and reflect the interests of our various audiences. We do this by:

- Providing quality educational and cultural television and related resources;
- Creating Idaho-based programs and resources;
- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools; and
- Providing learning opportunities and fostering participation and collaboration in educational and civic activities.

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.

Idaho Public Television Educates



Science Trek is Idaho Public Television's half-hour show for kindergartners to sixth-graders, covering 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 2015 included: bats, states of matter, astronauts, earthquakes, blood, robotics, food web, water, and soil. The *Science Trek* website had more than 1 million unique page views.



Virtual tours of Idaho's Capitol are provided through a collaborative effort between Idaho Legislative Services, Idaho Commission for Libraries and Idaho Public Television. These videos are part of an interactive tour designed for use in schools as well as libraries and civic organizations across the state and even beyond.

The following tours took place during FY 2015:

- Senator Dan Schmidt conducted a question and answer session with a Genesee High School American Government class. There were approximately 20 juniors and seniors in the audience.
- Senator Schmidt and Senate Page Brook Chick connected for a Capitol Virtual Tour with about 25 students at Lakeside High School in Plummer. Representative Paulette Jordan also joined the tour and Senator Buckner-Webb made a guest appearance.

Studio Tours

During FY 2015, 73 people visited IdahoPTV for a station tour. They learned about studio productions, equipment, and how program are received and distributed on air.





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

Idaho Public Television Informs



“50 Years of Wilderness”

For the 50th anniversary of the Wilderness Act of 1964, *Outdoor Idaho* visited each of Idaho’s designated wilderness areas – the Selway Bitterroot, Craters of the Moon, Sawtooth, Hells Canyon, Gospel Hump, Frank Church River of No Return, and Owyhee Canyonlands. This special also explores what has been learned since the passage of the landmark legislation, visits two proposed wilderness areas (the boulder-White Clouds and Scotchman Peak), and examines some of the issues surrounding the concept of wilderness.



Every Friday during the legislative session, co-hosts, Aaron Kunz and Melissa Davlin, are joined by veteran expert Jim Weatherby and reporter Betsy Russell who give their analysis of the week’s events. After the legislative session, *Idaho Reports* continued and the hosts discussed local topics such as the child support bill, early education and

the special session, education funding, Correction Corporation of America, Idaho National Laboratory, and the 2016 elections. During FY 2015, IdahoPTV provided live coverage of the governor’s inauguration and State of the State Address.



Idaho in Session provides 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.



Idaho Public Television produced and broadcast *Idaho Science Journal*, a series of nine short programs that highlighted the work of some of the Gem State’s top scientists and researchers.

Topics included:

- the state of the Portneuf River;
- Boise State University-developed computer models that allow policy makers and residents to understand how building roads, homes and businesses could impact water availability and quality for all the valley’s residents;
- install testing equipment to trees to learn more about how these plants use water and how that might impact flow management plans for the West;
- the status of activity at the INL and at clean-up operations; and
- how human disturbances are impacting golden eagles and what can be done to find a balance between people’s desire to get into the back country and the needs of the birds.



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Idaho Public Television produced and aired ***Journey to College***, a 90-minute live call-in program that featured a panel of education practitioners who looked at some roadblocks to higher education in our state. Over 35 minutes of field material was edited for the program, which included stories of high school students traveling the road to their post-secondary education opportunity. The panel members offered solutions to help high school students identify postsecondary education opportunities. This program was produced in association with the office of the Idaho State Board of Education.

The Idaho DEBATES

During IdahoPTV's ***The Idaho Debates***, candidates for statewide and congressional office faced questions from a panel of reporters representing the Idaho Press Club.

The following debates aired:

- Secretary of State
- 1st Congressional District
- Idaho State Treasurer
- Idaho Superintendent of Public Instruction
- 2nd Congressional District
- Idaho Governor
- Idaho Lieutenant Governor



Candidates for Governor: A.J. Balukoff, John Bujak, and C.L. "Butch" Otter

The Idaho Debates is a partnership of the League of Women Voters of Idaho, the Idaho Press Club, Boise State Public Radio, and Idaho Public Television.

IdahoPTV Visited With North Idaho Leaders and Legislators

Representatives of Idaho Public Television were invited to be the featured presentiaon for the Governor's Banquet, which is part of the North Idaho Chamber of Commerce Legislative Tour. The tour is a biennial event designed to engage and inform legislators about northern Idaho business and industry issues. General manager Ron Pisaneschi and executive producer Bruce Reichert made a presentation to an audience of more than 250 that included Gov. Butch Otter, Attorney General Lawrence Wasden, Lieutenant Governor Brad Little, state legislators, lobbyists, agency heads, and college and university leaders.



Dialogue is a statewide discussion program that has aired on Idaho Public Television since 1994.

The FY 2015 episodes included:

"The Business Case for Preschool: John Pepper"

Early childhood education advocate and retired CEO of Procter & Gamble John Pepper talked with host Marcia Franklin about why he believes it makes economic sense for state and local governments to help fund early childhood education. This episode airs in conjunction with the Week of the Young Child.



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“Conversations from the Sun Valley Writers’ Conference: Rep. John Lewis”

Dialogue host Marcia Franklin talked with Rep. John Lewis (D-GA), the last of the so-called “Big Six” leaders of the African-American civil rights movement. Lewis was the chairman of the Student Nonviolent Coordinating Committee (SNCC) from 1963 to 1966 and played a seminal role in some of the most important activities of the movement, including the Freedom Rides, the march from Selma to Montgomery, and the March on Washington (at which he was the youngest speaker). During their conversation, Lewis discussed his emotions on the 50th anniversary of the signing of the Civil Rights Act, the election of President Obama, what he sees as current civil rights challenges, and his advice to the next generation.

“Education Policy: What Works?”

Idaho consistently ranks near the bottom in national assessments of K-12 education. Two former state commissioners of education - David Driscoll, Ed.D., of Massachusetts, and Eric Smith, Ed.D., of Florida - talked with *Dialogue* host Marcia Franklin about what might help ameliorate that trend. The two discussed whether increased funding is needed, the controversies over the testing of students and teachers, and what data parents should use to help assess their school districts. Franklin also asks them about the politicization of education policy.

Last Days in Vietnam Screening

Seventy-two people attended Idaho Public Television’s free public screening of clips from the Oscar-nominated documentary *Last Days in Vietnam*. Nominated for Best Documentary Feature at this year’s Oscars, this film recalls how an unlikely group of heroes takes matters into their own hands and engage in unsanctioned and often makeshift operations to evacuate as many South Vietnamese as possible as North Vietnamese forces close in on Saigon and South Vietnam’s resistance crumbles. A panel discussion and a question-and-answer session followed the screening. Panelists included representatives from Boise’s Vietnamese, veteran and refugee resettlement communities; and Boise State University history professor Shelton Woods, an expert in the history and politics of East and Southeast Asia. Miki Nguyen was also on the panel. Nguyen is featured in the film as he tells the story about his father’s heroic rescue of his family and other South Vietnamese. Thanh Tan is the panel moderator. Tan, an Emmy-winning reporter and former IdahoPTV host and producer, has previously moderated panels focused on the Vietnam War. Her father was a teacher in Saigon and served in the South Vietnamese military before escaping with his family to the United States. The event was streamed live on idahoptv.org.

“Our Private Idaho” Screening

IdahoPTV partnered with the University of Idaho Division of Diversity and Human Rights and School of Journalism and Mass Media to sponsor a screening of the documentary “Our Private Idaho” about Coeur d’Alene for the series *America by the Numbers* with the host Maria Hinojosa. *America by the Numbers* with Maria Hinojosa is a new PBS documentary series—the first to focus on the dramatic demographic shifts currently taking place in this country. The program explores underreported stories from every corner of the nation and reveals the human face of the biggest population change in U.S. history. *Dialogue* host, Marcia Franklin, participated in an online chat about the documentary.

Cancer: Emperor of All Maladies Screenings

Idaho Public Television hosted three previews around the state of the latest PBS documentary produced by Ken Burns and directed by award-winning filmmaker Barak Goodman, *Cancer: Emperor of All Maladies*. The three-part series interweaves a sweeping historical narrative about cancer with intimate stories about contemporary patients and a look at the latest scientific breakthroughs. IdahoPTV was joined by local nonprofits involved in cancer care. Over 220 people attended the previews.



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Early Years Conference

IdahoPTV 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. Debra Sanchez, CPB Senior Vice President for Children's Content, made a presentation.

McClure Center – Idaho's Health Care Exchange

Idaho Public Television partnered with the McClure Center for Public Policy Research at the University of Idaho to examine Idaho's Health Care Exchange one year in. Health care experts explained what is different this year and answered questions from viewers interested in participating in the Exchange.

Emergency Alert System Warnings

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. As a result of several severe thunderstorms rolling through the state in July and August, IdahoPTV broadcast 158 emergency alerts throughout the state. The Moscow/Coeur d'Alene area had 25 alerts, the Boise area had 47 alerts, the Twin Falls area had 48 alerts, and the Pocatello area had 38 alerts.

Idaho Public Television Inspires



Outdoor Idaho "Owyhee Canyoneers"

"Most people don't think of Idaho as a canyoneering state, but it actually has some of the most interesting and challenging canyon adventures in the West," says producer Sauni Symonds. "Because these canyons are very remote, half the challenge is just getting there."

Symonds and videographers Jay Krajic and Seth Ogilvie join a group of intrepid canyoneers as they backpack deep into Idaho's outback in the Pole Creek Wilderness. The group explores narrow canyons and caves and rappels into spring-fed pools deep within the wildlands of the state's southwest corner. "Canyoneering is a very difficult sport, and it's not one that everybody would enjoy or even want to do, but the areas that we visit are beautiful and inspiring," says trip leader Lisa Jennings. This program chronicles the challenges and shares the surprises found in these often forgotten lands.

Idaho: State of Wonder

By air and on land, this IdahoPTV film encompasses the geography that shapes the beauty of the Gem State. South to north, east to west, this special highlights what makes Idaho unique with its feast for the eyes and soul of mountains, plains, rivers, canyons, cliffs, dunes, lakes and more.



"Downton Abbey" Screenings

IdahoPTV hosted four "Downton Abbey" premier screening events around the state. There were 590 "Downton Abbey" fans in attendance.

Rick Steves Presentation and *Dialogue Show*

Rick Steves made a presentation of "Tips and Lessons From a Lifetime of Travel" to 375 IdahoPTV donors. Also, Rick was interviewed on *Dialogue* by host Marcia Franklin about his latest documentary, "The Holy Land."





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Into Africa – The Idaho-Gorongosa Connection

Idahoans love a good comeback story, especially one that involves other Idahoans. Gorongosa National Park, in the African country of Mozambique, is such a story. Once blessed with thundering herds of wildlife, Gorongosa was ravaged and broken by a brutal civil war that decimated the wildlife and the infrastructure. The government closed the million acre park ... until Idahoan Greg Carr decided to help return Gorongosa to its former glory. A restoration project that big had never been attempted before. IdahoPTV profiled this excellent story, 10,000 miles away. It's not in Idaho, but it definitely has an Idaho connection. In fact, without Idahoans, it's doubtful this international comeback story would ever have occurred.



“Singer/Songwriter Eilen Jewell”

After several years in Boston, Eilen Jewell recently returned to Boise where she grew up. She talked with *Dialogue* host Marcia Franklin about why she moved back to Boise, how she defines and crafts her Americana-style music, and what is next.

“The Power of Education: Dr. Tererai Trent”

Dialogue host Marcia Franklin spoke with Tererai Trent, Ph.D., who is featured in the book, *Half the Sky*. Trent grew up in rural Zimbabwe. She had always wanted to get an education, but wasn't allowed to. At 11, she was married, and by 18, she had three children. Undeterred, Trent taught herself to read. As an adult, spurred on by an aid worker from Heifer International, she wrote down her goals, which included getting a Ph.D. in America. After saving money for years, she was finally able to go to the U.S. for her education. Today, with two masters degrees and a doctorate, Dr. Trent is a motivational speaker and the founder of a nonprofit to help build schools in her native Zimbabwe. Grant manager, Byron Yankey, received an email from a counselor, after the program *Journey to College* program aired, explaining how the information helped one of his students to look into a vo-tech education with the state that would save him almost \$30,000.



2015 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

“I want to take this opportunity to express my sincere gratitude for the way you received our recent visitors from the National Construction Authority of Kenya (NCA). ... They gained information that will prove valuable as the NCA continues to develop benchmark policies and procedures that will form the core of this relatively new entity's responsibility of regulating the construction industry throughout their country. Their interaction with you and your colleagues proved to be of great value.” –C. Kelly Pearce, Administrator, Division of Building Safety

“Idaho PTV is the best. 4 channels over the air is phenomenal and the programming variety is outstanding. PTV exposes me to many things and ideas I would not seek out otherwise.” –Sue

“Thank you for trying to make this a better place for all.” –Miles

“We are so very thankful for Idaho Public television. You broadcast such quality educational programs and your musical programs are second to none! Thank you for bringing us such wonderful programming that families can view together.” –Steve and Glenda



2015 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

“Thank you for remaining to be the only television station we watch. We continue to learn so much and enjoy every minute of our learning curve” –Keith and Gayle

“Thanks for your excellent service to our state and beyond.” –James and Georgia

“Thank you for letting our kids have this opportunity. They get very excited about Science Trek and we watch the show every month (usually over the internet.)” –Sharon



2015 LOCAL CONTENT AND SERVICE REPORT IMPACT BY THE NUMBERS

In February 2015, Nielsen Survey Index reported IdahoPTV enjoyed the highest per capita viewership in the United States.

Idaho In Session was viewed over 109,000 times online.

IdahoPTV’s Scout educational online tools were accessed 33,909 times.

71,275 children watched our broadcasts each week.

There were 16,134 page views on the *Idaho Reports* website (13,538 were unique page views).

606 entries in the PBS Kids Writers Contest were received from students in K-3rd grade.

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

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

There were 2,151,075 page views on the *Science Trek* website (1,662,889 were unique page views).

The percentage of broadcast hours of closed captioned programming (non-live) to aid visual learners and the hearing impaired is 98.4.

IdahoPTV aired 1,955 channel hours of Idaho-specific educational and informational programming.

IdahoPTV aired 28,374 hours of educational programming.

IdahoPTV partnered with 22 state agencies, including Commission for Libraries, Historical Society, University of Idaho, Idaho State University, Boise State University, Idaho Transportation Department, EPSCoR, Legislative Services Office, Supreme Court, Homeland Security, Governor’s Office, Department of Education, Fish and Game, and Idaho State Police.