



**IDAHO
PUBLIC
TELEVISION**
idahoptv.org



“Idaho Public Television is an oasis in the miserable sea of junk on other media.”

Elisabeth S Ratcliff, Garden City, ID

2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Idaho Public Television: Educate, Inform, Inspire



Idaho Public Television offers unmatched services to families throughout the state, even in Idaho's most rural communities.

- *We use five digital transmitters and 47 repeaters to provide four channels of the highest quality educational and cultural broadcasts to 97% of Idaho households without charge*
- *We offer tremendous learning services online and in cooperation with local Idaho libraries*
- *We are highly efficient with our funding*
- *Our local productions continue to win regional and national accolades*

In FY12, Idaho Public Television provided these key local services:

- *Local programs including Outdoor Idaho, D4K, Dialogue, Idaho Reports*
- *Live video coverage of the Idaho Legislature*
- *Live video and audio coverage of governmental meetings*
- *Extensive online teacher and student resources like Scout and PBS LearningMedia*
- *Children's educational events like Science Trek science camp and the PBS Kids Go! Writers Contest*
- *Local training seminars, program screenings, and classroom presentations*

Idaho Public Television's local services had deep impacts throughout the state.

- *More than 100,000 children watched our broadcasts each week; research shows these children will do better in school*
- *Thousands of Idahoans connected to Idaho civic issues by viewing live coverage of the Idaho Legislature*
- *Communities around Idaho benefitted from educational outreach events*
- *IdahoPTV was the most watched PBS station nationwide in 2012*

Idaho Public Television exists to educate, inform and inspire. In FY12 Idaho Public Television used the power of television and the Internet to enhance the lives of thousands of Idaho families.

EDUCATE

The state of Idaho and local governments spend less on K-12 education per capita than any other state in the country. Many Idaho schools and communities have been forced to cut back even further on local services due to the economic downturn. In FY12 IdahoPTV offered important educational services to all Idaho families to help fill these gaps.

Children's Programming: Helping children learn & grow

In 2012 more than 100,000 children under the age of 12 watched our educational programs each week. Numerous research studies have shown that children who watch PBS educational programs do better in school and gain learning skills that can help them be more successful throughout their lives.

Scout: Helping teachers and children find valuable learning materials

In FY12 Idaho Public Television partnered with libraries throughout the state to bring state of the art educational services to students and teachers. We enhanced and expanded our Scout learning service, a searchable database designed to offer teachers and students videos, interactive learning exercises, audio clips and historic documents in a format that is accessible. Each unit comes in teachable segments, offering learning units that can be easily utilized in a classroom. <http://scout.lili.org/>

D4K (Dialogue for Kids): Answering children's questions about science

On the science education front, our premier children's science project, *D4K*, returned for a 13th season. This project offers children an in-depth look at more than 80 science topics from electricity to ornithology and has been recognized with several national awards for its educational efforts. This past school year, the *D4K* website with its in-depth educational content and science "white board" games received almost 2,200 visitors each day. *D4K* gives educators an engaging way to teach this challenging subject. <http://idahoptv.org/dialogue4kids/>





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INFORM

Idaho Public Television offers in-depth access to information and thoughtful discussions about Idaho's state government and local issues found nowhere else.

Idaho Legislature Live: Offering citizens a clear view of their government at work

In FY12 Idaho Public Television provided live gavel-to-gavel broadcast coverage of Idaho's House and Senate floor sessions and the Joint Finance-Appropriations Committee plus audio streams of all other committees on idahoptv.org. *Legislature Live* 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. No other news organization covers state issues and state politics like IdahoPTV.

Idaho Reports and Dialogue: Thoughtful discussions of issues of concern to Idahoans

During the legislative season, *Idaho Reports* gathered citizens, experts and legislators to discuss current topics at the Legislature each week. Throughout the year, *Dialogue* offers open discussions with experts and leaders about topical issues. During election season, IdahoPTV also offered *The Idaho Debates* featuring statewide candidates.

EarthFix: A focus on environmental issues affecting Idaho families

Aaron Kunz, reporter and producer for both IdahoPTV and Boise State Public Radio, focused on environmental issues that impact Idahoans such as rising fire risks, improving salmon hatchery stock, natural gas leases on Idaho wildlife management areas, and insights from a recently retired federal judge who oversaw salmon issues.

INSPIRE

Idaho Public Television inspires both children and adults to discover, explore, and enjoy Idaho and the world beyond.

Outdoor Idaho: Introducing viewers to the wonders of Idaho

In FY12 Outdoor Idaho explored the Boise foothills, the Palisades, wildlife careers, public lands, wild winter sports like ice climbing, horse-pulled skiing, and helicopter access remote ski slopes, plus lodges along the Salmon River. A special segment examined Idaho's amazing geology.

Science Trek: Giving children a chance to experience the joys of science

On April 13 and 14, 2012, children from communities throughout eastern Idaho gathered at the Idaho Museum of Natural History for an overnight adventure with dozens of scientists from a wide range of fields.

Writers Contest: Helping children unlock their creativity and writing skills

In the spring of 2012 hundreds of children from every corner of the state submitted their original stories and illustrations for the PBS Kids Go! Writers Contest. Thirty-six stories were chosen for regional awards and feted at special award ceremonies around the state.

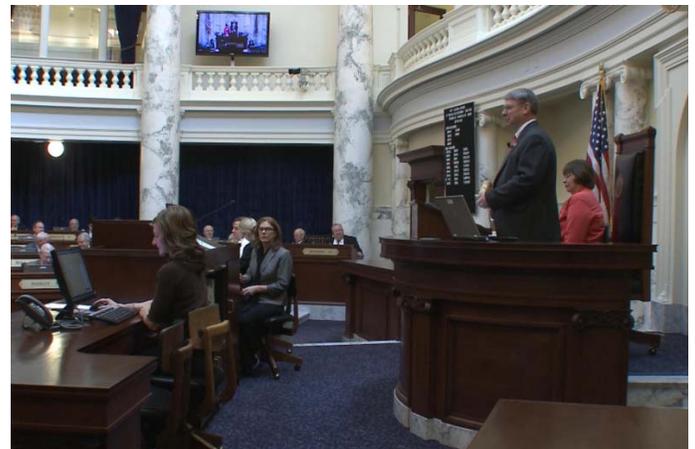
Offering free learning services to Idahoans

- Idaho Public Television partnered with local libraries to provide on-line access to teaching materials and learning resources
- Our educational programs benefitted hundreds of thousands of viewers and Internet users around the state



Providing access to government

- In FY12 IdahoPTV worked to increase access to public meetings, committee hearings and Supreme Court proceedings
- *Idaho Reports* provided in-depth information and discussions about legislative activities
- *The Idaho Debates* showcased statewide candidates



Inspiring Idahoans to be more

- Science Trek helped 137 Idaho children envision themselves as scientists of the future
- IdahoPTV hosted cultural events, special screenings and seminars, discussion groups, and classroom presentations around the state





2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Providing educational and cultural opportunities to every Idaho family

Whether you live in Bonner County or Oneida County, IdahoPTV reaches out to your community.

Reach in the Community:

Idaho Public Television is constantly working to maintain and upgrade its system of five transmitters and 47 repeaters to provide the highest quality educational and cultural broadcasts free to families throughout the state, even in Idaho's most rural areas. In FY12 we also worked closely with local libraries to expand our free internet access for families statewide.

Partnerships:

Idaho Public Television partnered with the Idaho Commission for Libraries, local schools and colleges, as well as local civic organizations and national groups, like Community Cinema, to bring educational and cultural opportunities to families throughout the state.

Impact and Community Feedback:

IdahoPTV is extremely important for the more than 100,000 children and 300,000 adults who watch our televised programming each week, but at Idaho Public Television we reach far beyond televised broadcasts to help families. We have rich online resources for families and teachers. In FY12 our web pages were visited 2.4 million times. Our children's science website was visited almost one million times. We also provide numerous opportunities for individuals to participate in educational and cultural community events.

We are the only public television source for much of Idaho and the only statewide EAS (Emergency Alert System) broadcaster. In some rural communities we are the only source of free television broadcasts. And our viewers appreciate what we do.



"We like nearly everything IPTV provides and [it] is our main TV viewing source. We do not have cable or satellite TV anymore in order to reduce expenses and we get our TV over the air on the old fashion TV antenna and converter box ... The expansion into 4 channels has been great as we can watch different shows at the same time. Wish we could help more ..."
Bill and Pat R. March 2012

"I've been watching IdPTV for almost 13 yrs now and just have to tell you how impressed I am with everything about your station ... You guys do so much better at everything, even (gasp) fund raising! The little spots between shows, the local messages, it's all so much better and more smoothly presented. Idaho is in the lower rankings of so many things when comparing it to other states ... but Idaho Public Television does an outstanding job representing this state." Carolyn D. July 2012



“Media Day was a great way to get us involved in how the media business works. I loved participating in Media Day because we had the opportunity to get in front of the camera and act out a 30 second commercial. This session has been my favorite in the program and I highly suggest it to any students interested in the media career field. Thanks, Kyle” January 2012

Quote from a participant in the Leadership Boise Academy for high school juniors, sponsored by the Boise Metro Chamber of Commerce

- *In 2012 Idaho Public Television had the highest percentage of weekly viewers of any PBS station in the U.S.*
- *An estimated 440,000 people viewed our televised broadcasts each week*
- *More than 500,000 people accessed IdahoPTV’s online resources in FY12*
- *Idaho Public Television hosted more than 50 outreach events throughout the state in FY12. More than 8,000 people participated in these events. Here are a few highlights:*
- *350 people attended the screening of the new program “Idaho Geology: A Convergence of Wonders” in Idaho Falls*
- *750 people attended an event featuring world traveler Rick Steves in Boise*
- *220 children and adults participated in Science Trek 2012 in Pocatello*
- *285 people attended awards ceremonies in Garden City, Pocatello, Moscow and Coeur d’Alene for winners of our 2012 children’s writing contest*

More than 250 vocalists and instrumentalists participated in the Hymns of Thanksgiving event filmed and broadcast by IdahoPTV in FY12.



Idaho Public Television uses television and the Internet to reach out to all Idaho families, even in Idaho’s most rural areas. IdahoPTV efficiently and effectively educates our youth, informs and inspires our communities, and tells Idaho’s stories.
