



**IDAHO
PUBLIC
TELEVISION**
idahoptv.org

2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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

Elisabeth S Ratcliff, Garden City, ID

Idaho Public Television: Educate, Inform, Inspire



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

- We offer 97% of Idaho households free over-the-air broadcasts
- We provide four channels of free broadcasts through five digital transmitters and dozens of digital translators serving rural communities
- Our local productions continue to win regional, national and international accolades

In 2011, Idaho Public Television provided these key local services:

- Live video coverage of Idaho Legislature
- Live video coverage of public meetings
- Audio coverage of committee meetings
- Local programming: Outdoor Idaho, D4K, Dialogue, Idaho Reports, Hymns of Thanksgiving, and Color of Conscience
- Scout, an Internet learning resource
- Earthfix local journalism
- Science Trek science camp
- PBS Kids Go! Writers Contest

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

- Approximately 134,000 children watched our broadcasts each week; research shows these children will do better in school
- 121,333 people throughout the state connected to Idaho civic issues by viewing live coverage of the Legislature
- Many communities benefitted from educational outreach events



In 2011 Idaho Public Television used the power of television and the Internet to enhance the lives of Idaho's families. We focused on three core areas: education and community services, civic engagement, and nature and the environment.

Education and Community Services

As Idaho's only public television network, Idaho Public Television has a unique responsibility to bring Idaho's history and perspectives to light. Sometimes that history is not the most flattering and Idaho has been viewed as a place that is a haven for prejudice and extremists. This past year Idaho Public Television premiered a documentary called *The Color of Conscience* which looks at the successes of ordinary Idahoans who took a stand against hate and bigotry. It also focuses on current human rights issues that remain unresolved.

Idaho Human Rights Leader Bill Wassmuth said, "We can't cure hate by hating. We can't guarantee the rights of some by taking away the rights of others." IdahoPTV producer Marcia Franklin collected material for more than a decade for her documentary looking at the development of the modern human rights movement in Idaho. In addition to the broadcast airing, Marcia has screened the documentary to civic groups and in classrooms across the state, engaging adults and students in a discussion about the struggle for human rights.

On the science education front, our premier children's science project, *D4K*, returned for a 12th season. This project is designed to teach science and has been recognized with several national awards for its educational efforts. This past school year, more than 700,000 unique visitors explored the *D4K* Web site with its in-depth educational content and science "white board" games. *D4K* gives educators an engaging way to teach this challenging subject.

Focusing on our core educational mission, IdahoPTV launched a new Internet educational resource, called *Scout*, for students and teachers use at public and private school libraries around the state. IdahoPTV also hosted *Science Trek*, which gave 117 of students a hands-on science experience at the Idaho Museum of Natural History, and the *PBS Kids Go! Writers Contest*. Hundreds of young Idaho students participated in the contest and the winners attended four regional awards ceremonies, cheered on by proud families and friends. IdahoPTV also provided statewide coverage of the finals of the high school *INL Scholastic Tournament*. We also offered a special local production called the *Hymns of Thanksgiving*, a live event with an all volunteer community choir and orchestra.



Civic Engagement

IdahoPTV is committed to serving its community. *Idaho Legislature Live* provided live gavel-to-gavel broadcast coverage of Idaho's House and Senate floor sessions and the Joint Finance and Appropriations Committee and 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. This year, *Legislature Live* also covered every meeting of the state's reapportionment commission and the Students Come First Technology Taskforce, allowing unprecedented public access to the process. No other news organization covers state issues and state politics like IdahoPTV. For example, *Dialogue*, conducted a two-month survey of all 115 school districts for an ongoing investigation into the impact of budget cuts on Idaho's public schools. Superintendents and legislators cited that original journalism effort in their budget debates. IdahoPTV also produces the state's best discussion program about the state legislature with its weekly *Idaho Reports* program.

Nature and the Environment

Outdoor Idaho, the West's oldest outdoors program, continued to push the boundaries. On screen the program premiered 6 new programs, *Eyes of the Forest* - on historic fire lookouts; *Boat Builders* - showcasing talented Idaho craftsmen; *Working for Wildlife* - featuring the intrepid individuals who work with Idaho's wildlife; *The People's Land* - dealing with management concerns on Idaho's public lands; *Salmon River Lodges and Legacies* - on the remote retreats found along the Salmon River; and *Writers at Harriman* - which looked at an unusual writer's camp for children at one of Idaho's premier state parks. Off screen, producers continued their challenge to a Forest Service ruling prohibiting or dramatically limiting filming in the wilderness. That federal agency's interpretation of the Wilderness Act could have stopped almost all small-scale television production in parts of public lands across the country. IdahoPTV's challenge to this federal ruling caused the agency to consider adopting a new policy that hopefully will benefit all television stations nationwide.

This year IdahoPTV also led a journalism program focusing on environmental issues around the state. Aaron Kunz, reporter and producer for both IdahoPTV and Boise State Public Radio focused on issues that affect Idahoans directly, like the controversies surrounding proposals for natural gas 'fracking', salmon issues, wolves, wind power, and sage grouse. This was part of the CPB funded local journalism center, *Earthfix*, in collaboration with our partner stations Oregon Public Broadcasting, Boise State Public Radio, KCTS-TV, KUOW-FM, Northwest Public Radio, KWSU-TV, KTNW-TV, and Southern Oregon Public Television.

Helping Idahoans be engaged Citizens

- Idaho Public Television offered live gavel-to-gavel coverage of the Idaho House, Senate, key committee meetings and public hearings
- Idaho Reports gave in-depth discussion and review of legislative activities

Pictured: Idaho Governor Butch Otter and journalist Greg Hahn



Connecting Children with Science

- 117 children and 28 parents participated in Science Trek, an overnight science camp held in the Idaho Museum of Natural History
- D4K, our interactive science program for kids, garnered the highest points ever given by NETA* for its website

* National Educational Telecommunications Association –
Instructional Media, Teacher Resource Category



Focusing on Nature and the Environment

- Outdoor Idaho collected 23 awards in 2011, including its second Edward R. Murrow Award and two regional Emmys
- Idaho PTV launched the Idaho Earthfix journalism project, sharing a reporter with Boise State Public Radio





2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

The Color of Conscience

In May 2011 Idaho Public Television presented a new documentary exploring human rights in Idaho. The initial launch was followed by a series of community events to explore the ideas covered in the film.

Reach in the Community:

The Color of Conscience helped Idaho Public Television connect with local communities at 12 different events around the state. Marcia Franklin, the film's producer, led discussions at many of the events. In Coeur d'Alene children at the Lakes Magnet Middle school watched the film then held classroom discussions about conflicts that many of them didn't realize had happened in their own community. At North Idaho College Marcia met with college students in their classes for frank and in-depth discussions about human rights issues raised in the film, and in Boise, teachers at a planning session watched the film then worked to develop lesson plans for use in their own classrooms. Events were also held in, Idaho Falls, Nampa and Pocatello.

Partnerships:

Idaho Public Television partnered with 2Great4Hate, Anser Charter School, the Lakes Magnet Middle School, Kootenai County Task Force on Human Relations, the Idaho Human Rights Education Center, the Human Rights Education Institute, the Nampa Civic Center, Bonner County Human Rights Task Force, Coeur d'Alene Library, and the City of Nampa for the events.

Impact and Community Feedback:

The documentary evoked powerful emotions for many viewers who contacted us to tell us how impressed they were with the program. It has spurred intense discussions and moving testimonials about its importance. We continue to receive requests to use it for educational programs.



"Just a quick follow-up to the most powerful film I've ever seen in a middle school setting, "The Color of Conscience."

My 7th grade boys were fully engaged throughout, in part because the content was so close to home, and more so because the tale and its message were so compelling...

George Santayana's famous maxim "Those who cannot remember the past are condemned to repeat it" could easily be an appropriate sub-title for this film. If we don't make a vigorous effort to stop bullying in all of its many forms, especially in the form of racism, we - all of us - are doomed to relive the Aryan Nations' episode again and again. I think my boys, as a consequence of watching this film, clearly understand that standing up for what you know is right, and speaking out about it, is the way to keep this sorry history from repeating itself."

*Dave Eubanks
Lakes Magnet Middle School
Coeur d'Alene, Idaho*



“PBS is the absolute best (and in many ways the only good) thing about television. I have been fortunate enough to have been watching Idaho PTV since my birth and I can't even begin to express the ways that it has enriched my life... Idaho and its children need PTV now more than ever before.” *Morgan Davis, Boise*

Students at the Lakes Magnet Middle School met with Producer Marcia Franklin to discuss *The Color of Conscience*

- Individuals in every corner of the state had unprecedented access to the workings of their state government
- 97% of young children in Idaho were provided free broadcasts of television programs proven to increase school success
- Hundreds of middle and high school students around the state participated in thoughtful discussions about human rights
- More than one hundred 3rd to 5th graders got excited about careers in science at Science Trek
- Students and teachers at libraries around the state were given new Internet resources for homework and lesson planning
- IdahoPTV's local productions touched thousands of lives and received international honors



Winners of the PBS Kids Go! Writers Contest for southwest Idaho show off their certificates at an awards ceremony held in Garden City

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