

April 2017



**IDAHO
PUBLIC
TELEVISION**

Boise KAID-TV 4 Coeur d'Alene KCDT-TV 26 Moscow KUID-TV 12 Pocatello KISU-TV 10 Twin Falls KIPT-TV 13



GENERAL MANAGER'S REPORT

2D Barcode



Past GM Reports

Inside this issue:

- Quotes, *Page 1*
- Festival, *Page 1*
- State Funding Update, *Page 1*
- Federal Funding Update, *Page 2*
- The Telly Awards, *Page 2*
- In the Community, *Page 2*
- Our IdahoPTV Productions, *Page 3*
- In the News, *Page 6*

Quotes

"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



A big thank you to our Festival 2017 sponsors, friends and volunteers for helping to make Festival a success. Our goal of \$1,100,000 was exceeded by more than \$23,000. Thank you all for a successful Festival!

State Funding Update

IdahoPTV's FY 2018 appropriation, Senate Bill 1138, was approved in the Senate, House and Governor's Office this month. The Bill appropriates \$3,327,200 in State General Funds including \$1,006,500 in one-time equipment replacement, and \$107,400 for changes in employee compensation. That represents a 10.1% overall increase in State General Funds from FY17. Of all funding sources, IdahoPTV will receive a 2.6 percent increase in ongoing funds. We are very appreciative of the Governor's and Legislature's commitment to the work we do and the value of that work to the people of Idaho.

Federal Funding Update

On Tuesday, March 28, CPB President Pat Harrison appeared before the House Appropriations subcommittee on Labor, Health and Human Services, Education, and Related Agencies. A news article from Current is on page 10 in this report. To see the testimony, go to <https://www.youtube.com/watch?v=7nx0mCMwFEU>. To read the transcript, go to <http://www.cpb.org/pressroom/statement-patricia-de-stacy-harrison-president-and-ceo-corporation-public-broadcasting-0>.

IdahoPTV was recently honored with the following awards:

Silver (first place)

Outdoor Idaho "The Outfitters" - TV Shows: Travel/Tourism
 Outdoor Idaho "Idaho Headwaters" - TV Shows: Nature & Wildlife
 Council of State Government non-broadcast - Government Relations

Bronze (second place)

Idaho: State of Wonder - TV Shows - Travel/Tourism
 Science Trek "Digestive System" - TV Shows: Education
 Journey to Opportunity - TV Shows: Education



In the Community

Early Learning Educational Events Open to the Public

IdahoPTV's early learning educational events are free and open to the public. Join our education specialist as she presents story times, demonstrates literacy or STEM activities, and distributes take-home activities.

April Schedule

- 5 – Storytime at Glens Ferry Public Library, 1 p.m. (story telling)
- 11 – Storytime at Madison Public Library in Rexburg at 10:30 a.m. (story telling)
- 12 – Storytime at Madison Public Library in Rexburg at 10:30 a.m. (story telling)
- 14 – Storytime at Patricia Romanko Public Library in Parma at 10 a.m. (nature)
- 19 – Storytime at Patricia Romanko Public Library in Parma at 10 a.m. (oceans)
- 21 – Storytime at Homedale Public Library at 10:30 a.m. (story telling)
- 21 – Storytime at Notus Public Library at 1:30 p.m. (story telling)
- 26 – Storytime at Patricia Romanko Public Library in Parma at 10 a.m. (physics)

Free Screenings of Daniel Tiger's Neighborhood: Tiger Family Trip

Screenings will be held Saturday, April 29, at 10:30 a.m. at the following locations:

- Hayden Discount Cinema, Hayden
- Overland Park Cinema, Boise
- Magic Valley Cinema, Twin Falls

These are free to the public, but pre-registration is required through idahoptv.org.



Our IdahoPTV Productions



Behind the Stories

By Sauni Symonds

The idea for this show occurred to me one day while looking at a map of Idaho. This particular map had several roads that seemed to abruptly end. Curious, I looked into why the roads ended. What I found seemed worthy of investigation, and voila, a show was born.

Why does the road end there? Who lives there? What do they do? Or maybe nobody lives there - maybe the road just ends. Why? These were all questions which begged for an answer, at least to this producer.

At first it seemed like a no-brainer to find enough roads in the state which ended with an interesting story to tell; but, as we soon learned, very few roads completely and finally end. Some of the places we found at the (supposed) end of the road seemed to have another way out, even if that just meant an old logging road through the forest that nobody used much.

We explore places where people survive independently from hospitals and law enforcement, strip malls and fast food, places like Big Creek, Chesterfield, Paradise, Elk City, Joyce Ranch, Bayview, Castle Peak, and Atlanta. This program shares the inspiring and heart-felt stories of Idahoans who choose to be closer to nature than civilization, and who truly enjoy life where the road ends.



— Airs Fridays at 8 p.m. and repeats Sundays at 10:30/9:30 a.m. MT/PT.

Continuing beyond the 2017 Legislature's adjournment, Idaho Reports will air as a half-hour weekly program that examines a variety of Idaho issues. The show airs through the end of May and then returns in the fall in the same format. In January 2018, Idaho Reports expands to an hour with the return of the Legislature.



“Creating Virtual Reality: Nonny de la Peña”

—Airs Friday, April 14, at 8 p.m.

She’s been called the “Godmother of Virtual Reality.” Host Marcia Franklin talks with Nonny de la Peña who’s charting the course for the use of VR in journalism.

De la Peña’s company, Emblematic, is partnering with Frontline to develop three VR projects, the first of which, “After Solitary,” is a 360 degree tour of a solitary confinement cell narrated by a former prisoner who spent more than five years in solitary. The piece is a companion to Frontline’s “Last Days of Solitary,” which airs on April 18. De la Peña talks about why she left her job to develop VR, the themes she explores, the ethical issues involved, and the future of the technology’s use in journalism.

“The Making of ‘An American Conscience’”

—Airs Friday, April 21, at 8 p.m.

Host Marcia Franklin talks with Martin Doblmeier and Andrew Finstuen, the director and co-producer of “An American Conscience: Reinhold Niebuhr,” a documentary about the man many have called the most



important public theologian of the 20th century. Doblmeier and Finstuen talk about why they wanted to make the documentary, Niebuhr’s contributions to American history, and his relevance to current times.



“Rivers”

—Airs Tuesday, April 18, at 2/1 p.m. MT/PT

Rivers have a life. They have a beginning and an end. Rivers change the land through which they flow. They give us water to drink, energy we convert to electricity, and a place for plants and animals to live. Rivers play an important part in all our lives. But where do they start? How do they change? Where does the water go? Host Joan Cartan-Hansen and her guests: James McNamara, professor and chair of the department of geosciences at Boise State University, and Elowyn Yager, associate professor in the department of civil engineer and at the Center for Ecohydraulics Research at University of Idaho, will answer students’ questions.



Season Two

—Airs Thursdays, May 4 - June 1, at 7:50 p.m.

Every day, Idaho scientists conduct research to describe, define, investigate and understand the world in which we live. Idaho Science Journal takes a look at the work of some of the state's most interesting researchers.

Season Two looks at research being done by scientists in North 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.

May 4 – For more than 100 days a year, Fernan Lake falls under health warnings. Toxic blue-green algae blooms take over one Idaho's most heavily fished lake per unit in the state. Resident Marc Andrews says, "You could see the lake, in a sense turning color. It's starting to look more like pea soup instead of water." Waterskiing isn't recommended and recreationists need to wash their hands after contact with the water. Pets must be kept out of the lake as they are particularly at risk. Lake managers and residents turned to scientists from the MILES project at the University of Idaho to help them understand what is happening and what could be done.

May 11 – Tailings from more than a hundred years of mining deposited in the lake have inhibited the growth of blue-green algae in Lake Coeur d'Alene. But as efforts to clean up the area's watershed have succeeded, it has also set the stage for more blue-green algae growth. As more algae grow, die and decompose, oxygen levels are depleted in the bottom of the water column. Without oxygen, plants and fish die, and more heavy metals could be released from the soil under the lake. Maintaining a balance is critical. Scientific teams from the Coeur d'Alene Tribe and the Idaho Department of Environmental Quality use all the available tools to study the lake's water quality, including scuba diving.

May 18 – Hayden Lake residents are looking for an environmentally friendly solution for dealing with toxic blue-green algae blooms. They think they have seen some improvements in the shallower bays with floating treatment wetlands, but they have no scientific evidence to verify their observations. So students from North Idaho College, scientists from state agencies and the University of Idaho join volunteers from the Kootenai Environmental Alliance for an experiment to see if floating treatment wetlands are the silver bullet to limit or prevent toxic blue-green algae blooms.

May 25 – The Portneuf River flows for about 100 miles before it gets squeezed into concrete channels through the city of Pocatello. The Army Corps of Engineers built the system in the 1960s for flood control. But in the city of Pocatello, the Portneuf no longer seems like a river. So Pocatello city officials and the Army Corp of Engineers have decided the time is right to restore the Portneuf. A team of scientists from the MILES project at Idaho State University joined in to help craft the Portneuf Vision.

June 1 – One of the biggest challenges to improving the water quality of the Portneuf River outside of Pocatello is to reduce the amount of sediment flowing in from Marsh Creek. This tributary provides water for acres of agricultural land. What causes so much sediment to wash into Marsh Creek? Scientists from the MILES project join with area landowners to investigate.

In the News



Idaho PTV fears federal funding cuts

Elimination of Corporation for Public Broadcasting could slash \$1.5 million from station's budget

Andy Kerstetter Mar 1, 2017

If Congress approves a new budget presented by President Donald Trump, many popular public programs could face the ax, including the National Endowment for the Arts, National Endowment for the Humanities and the Corporation for Public Broadcasting—a possibility that is greeted with trepidation by public TV stations across the country, including Boise-based Idaho Public Television.

Station Manager Ron Pisaneschi said it would be crippled with a loss of funding from the Corporation for Public Broadcasting. Of the station's roughly \$8.5 million annual budget, about \$1.5 million—more than 12 percent—comes directly from the corporation.

"If this proposal goes through, it would have a pretty significant impact on Idaho Public Television," Pisaneschi said.

He said that many national TV programs such as "NOVA" and various children's programs receive a significant amount of funding directly from the corporation, and without the funding, they would be in danger of being cut.

"Not only would we have less funds to do what we do here in Idaho, but many of these national programs could go away," he said. "There's some concern that the entire industry would come unraveled."

Pisaneschi said the Boise station, faced with such cuts, would have to severely cut down much of its programming, including education initiatives, as well as reduce staff—or perhaps shutter altogether.

"It would be an extremely scaled-back service, if we were even able to keep the whole thing together," he said.

Pisaneschi said the station would have few, if any, options to make up the difference. Because it's a public entity, the Federal Communications Commission has barred public television from accruing revenue from ad sales or charges to TV networks. While some donors might try to pitch in more funding, Pisaneschi said the station wouldn't be able to rely only on that source.

"I think it's not realistic to make up that shortfall in funding by just going to our donors and saying give us more money," he said, adding that Idaho Public Television already has one of the highest rates of donor contributions in the country. "We can't do the same things that commercial stations can do."

He also said the station might not be able to turn to the Legislature for help, either.

"The Legislature would probably not be in a position to make up the difference for us and all the other organizations affected," he said.

However, Pisaneschi expressed hope that given public television's popularity, the proposed budget measures will fail.

"We have one of the most-viewed PBS programs per capita in the country," he said.

According to a nationwide telephone survey by Democratic Hart Research Associates and Republican American Viewpoint organizations, conducted in January, most Americans across the political spectrum oppose axing funds for public television.

The survey found that 73 percent of voters nationwide oppose cutting funds for public television, while 43 percent are strongly opposed and 22 percent favor the cuts. Of those surveyed, 83 percent of Democrats, 82 percent of independents and 62 percent of Republicans oppose the potential cuts.

The survey showed that most of those who favor the cuts are non-college-graduated men and women age 18-34—mostly rural Republican Trump voters in the South and West—while those most opposed are college graduates 35 and older, mostly in urban areas in the Northeast and Midwest.

Pisaneschi said he hopes Congress turns the cuts down, as it has in the past. He also said the station is working with Idaho's congressional delegation to address the issue.

"This isn't the first time these proposals have gone forward," he said. "In the end, Congress has recognized the value of these programs to the American people and the people's desire to see these things continue."

Editor's note: This is the first in a series of articles examining the potential effects on local and state arts and humanities organizations if federal funding is eliminated.

THE WALL STREET JOURNAL.

Public Radio and Television Stations Face New Threat of Budget Cuts

Station operators fear President Donald Trump is targeting the CPB, which doles out government money to nearly 1,500 stations

As published in the Wall Street Journal
By JOE FLINT | March 10, 2017 5:30 a.m. ET

This year marks the 50th anniversary of the Public Broadcasting Act and the creation of the Corporation for Public Broadcasting.

But at public radio and television stations across the country, executives aren't celebrating.

Funding for the CPB is being targeted for budget cuts by lawmakers and an influential conservative think tank whose findings have helped shape the Trump administration's still-forming budget. The White House is expected to circulate a budget outline next week, and CPB funding will be the topic of a congressional hearing on Wednesday.

The CPB doles out government money to the nation's 1,489 public radio and television stations, more than 70% of which comes in the form of grants. The CPB received \$445 million this fiscal year, a fraction of the approximately \$4 trillion federal budget.

Station operators are worried about a budget blueprint put forward by the Heritage Foundation, which advocated eliminating federal funding for the CPB on the grounds that it has outlived its purpose. The Heritage Foundation said in its report that the viewers and listeners the CPB was created to serve now have access to ample sources of news and information.

Budget experts overseeing the transition at the White House Office of Management and Budget had incorporated the think tank's proposal in their work on the coming budget, The Wall Street Journal has reported.

The amount of money the CPB sends to individual stations varies by market size, but public television and radio executives from the nation's biggest cities to its smallest rural communities are in agreement that without it, the lights will flicker and—in many cases—go out.

"It is essential that we have this federal funding. It's not something that's nice to have but we can make it up if we work a little harder," said Patrick Butler, president and CEO of the America's Public Television Stations, the lobbying arm for noncommercial TV stations.

Some stations are taking to the airwaves to rally listeners to reach out to Capitol Hill and reach into their wallets for donations. "In these uncertain times, it is especially important that every viewer contributes," Prairie Public Broadcasting in North Dakota has told listeners.

John Czwartacki, communications director for OMB, said in a statement that the budget outline is still being prepared and added, "It would be premature for us to comment—or anyone to report—on the specifics of this internal discussion before its publication."

The CPB declined to comment.

While the president makes a budget proposal each year, it is Congress that actually writes spending bills, and lawmakers could choose to ignore cuts suggested by the White House.

This isn't the first time the CPB's funding has been at risk, and supportive lawmakers have always managed to beat back the threat. But some station executives say President Donald Trump is something of a wild card. He has had a tense relationship with the national media, labeling some major outlets that published damaging stories as "fake news" and complaining that overall coverage of his administration is unfair.

"We're probably making our folks more aware this time, just in case," said John Harris, president and chief executive of Prairie Public Broadcasting, which operates nine radio and 10 TV stations. "There is concern with his history with the media that it could come more into realm of things in consideration."

If CPB funding were to be eliminated, it would be a blow to both PBS, which supplies programming to public TV stations, and NPR, which does the same for radio.

PBS receives around \$26 million for television programming from the CPB. In addition, member stations count on CPB funding to help pay for content including from PBS. CPB funding can be used by radio stations to pay for NPR programs and cover the dues to be a member station. NPR itself typically receives programming or support grants from the CPB—this fiscal year the grant total is expected to be \$1.4 million.

Mr. Butler and his membership have been lobbying Capitol Hill armed with a new survey of registered voters that showed 73% are against cutting funding for public television. Among Trump voters, 66% are in favor of funding, while 86% of Hillary Clinton voters support the CPB, according to the survey, which was conducted jointly by Republican pollster American Viewpoint and Hart Research Associates, a Democratic firm.

"It's actually striking the support we get clear across the political spectrum," Mr. Butler said.

Conservative critics have long accused PBS and NPR of having a liberal bent. In 1994, incoming House Speaker Newt Gingrich pushed to eliminate the CPB, saying it was a "sandbox for the elite." The effort backfired as Mr. Gingrich and other Republicans found themselves under fire for trying to get rid of Big Bird and Barney. President George W. Bush also unsuccessfully tried to defund the CPB.

"We've seen this play before," said Neal Shapiro, president and CEO of WNET-TV New York, which received around \$11 million in its most recent annual CPB grant, roughly 14% of its budget. "If this happens, there will be an outpouring across the country."

The Heritage Foundation said in its report that PBS and NPR could make up lost funding from corporate sponsors, foundations and members.

For smaller-market stations, though, the funding from the CPB can represent as much as 40% of their annual budget. Elise Pepple, general manager of KRTS-FM in Marfa, Tex., counts on the CPB for \$300,000 annually, or 30% of the radio station's budget.

"That number is the payroll for our entire staff, or it is all of our programming, or it is the cost of towers being operational," she said.

Public media executives argue that the local news and public affairs programming they offer isn't likely to be embraced by commercial outlets.

James Paluzzi, who operates KJZZ-FM, a station in Phoenix that counts on the CPB for 9% of its budget and has a bureau in Mexico City, said, "I would ask anybody to tell me where else you get the in-depth journalism that public radio had developed its reputation on."

Idaho Statesman

MARCH 24, 2017 2:08 PM

Simpson, Andrus tell the Boulder-White Clouds story Monday at BSU

Letters from the West

Energy and environmental news from across the West

BY ROCKY BARKER

rbarker@idahostatesman.com

I am lucky to be part of a special evening with Outdoor Idaho host Bruce Reichert, Republican Rep. Mike Simpson, former Gov. Cecil Andrus and Idaho Conservation League Director Rick Johnson.

Our presentation will detail the nearly 50-year journey to wilderness designation for the White Clouds, Hemingway-Boulders, and Jim McClure-Jerry Peak wilderness areas. It will include a screening of highlights from "Beyond the White Clouds," a recent Outdoor Idaho documentary.



The White Cloud Mountains, by Ed Cannady a Forest Service ranger and photographer who helped Simpson draw the maps for his Boulder-White Clouds wilderness bill approved in 2015. Photo courtesy of Ed Cannady photography

The program will be at the Boise State Special Events Center Monday at 6:30 p.m., sponsored by Idaho Public Television and Boise State's School of Public Service. It's free to the public; parking will be provided courtesy of Idaho Public Television and the Andrus Center for Public Policy. It's almost full, so attendees should pre-register. It comes before a daylong conference Tuesday about the larger public lands issue.

Andrus Center for Public Policy Director John Freemuth will moderate a Q&A session.

"This is the first time that I'm aware of that Mike Simpson and Cecil Andrus have appeared together to discuss this legacy issue and to take questions from the public," says Freemuth.

Last summer I hiked up to Castle Peak, the iconic center of the Idaho conservation movement, with Simpson and Johnson. That trip was a lifetime achievement for me.

“The story of Idaho’s conservation history is really intertwined with the story of Castle Peak, Idaho’s most important mountain,” said Reichert in a press release. “It was a handful of hard-working volunteers who made the saving of Castle Peak a national issue, which got a governor elected, which led to the creation of the Sawtooth National Recreation Area, and set in motion the strong conservation movement currently in existence in the state.”

The discussion will consider the future use of Idaho’s public lands, Freemuth tells me.

“Younger generations love open space, but as arguments over mountain bikes in the wilderness attest, those folks may be less interested in quiet and solitude and more interested in the outdoors as playground,” says Freemuth. “Can a common ground be found for both wilderness as it has been experienced, and for other places for a different set of journeys? Will wilderness survive as we know it?”

Simpson worked for 15 years, attempting to balance the interests of ranchers, recreationists and environmental groups before he got the bill to President Obama’s desk in 2015 with the assistance of Republican Sen. Jim Risch.

Rocky Barker: 208-377-6484, @RockyBarker

NEWS FOR PEOPLE IN PUBLIC MEDIA Current

CPB president visits Congress to defend threatened funding request

By Dru Sefton, Senior Editor | March 28, 2017

CPB President Pat Harrison defended the corporation’s 2020 budget request before a House subcommittee Tuesday, answering several pointed questions from the panel that oversees public broadcasting’s federal outlay.

The appearance was Harrison’s first before the subcommittee in 10 years as CPB’s future federal appropriations, including \$445 million for fiscal year 2020, appear to be in the budget-cutting bullseye. President Trump indicated in his recent initial budget proposal that he plans to defund the corporation.

In a generally friendly two-hour session, Harrison defended CPB’s level funding request for FY20 as well as FY2018 requests of \$30 million for the Ready To Learn early literacy initiative and \$55 million for public broadcasting’s interconnection upgrade. She also explained to the 13-member Labor, Health and Human Services, Education and Related Agencies Subcommittee why zeroing out CPB would essentially end public media and stressed the services stations provide to communities nationwide.

Harrison also hinted at a “next iteration” of CPB’s American Graduate anti-dropout initiative, currently in planning stages, and provided a wish list of projects she’d pursue if the corporation’s appropriation were doubled — a possibility not actually under consideration.



CPB President Pat Harrison, right, with Anne Brachman, government affairs SVP, on Capitol Hill Tuesday.

She also faced criticism from Rep. Andy Harris (R-Md.), who accused CPB of pushing an “agenda” with films like *The New Black*, a documentary that examines the African-American community’s debate over gay marriage. Harris said the film’s description on Maryland Public Television’s website used the phrase “marriage equality.”

“I know a lot of people who don’t like the term ‘marriage equality,’ because they don’t believe anything is equal to marriage,” Harris said. “This public broadcasting station chose a politically charged term. ... This is biased.”

“I take your point,” Harrison said, adding that CPB is “tasked to provide a firewall of independence” for filmmakers while assuring balance and objectivity.

“Overall we’ve done pretty well,” she added. “I’d like to come and sit down with you to talk about how we serve all the people.”

“The reason that I know we deserve the appropriation,” Harrison said, “is because we can prove that we make a difference in the lives of Americans ... who can’t afford a cable bill or so-called market solutions.”

Harrison mentioned American Graduate several times. She said GMs from around the country are meeting this week on what she sees as its next stage: connecting recent high-school graduates with job skills. “These kids are bright, but they need real job training,” she said. “That’s where we see this going.”

Ranking Member Rosa DeLauro (D-Conn.), a longtime public broadcasting champion, asked Harrison what she’d do if CPB’s appropriation were doubled.

Harrison said her wish list would include expanding American Graduate, launching a 24/7 history channel for local content, increasing funding for the Ready To Learn early literacy initiative, bolstering work focusing on veterans and programming from the National Minority Consortia, funding more international reporting for NPR and creating a leadership channel “for kids to learn about courage, commitment, perseverance and grit.”

“I’d be happy to make a real presentation,” Harrison said.

Trump is expected to release his full budget later this spring. It will then go to the House and Senate for their changes and approval.



Harris at the hearing.



DeLauro