

May 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*
- Emmy Award Nominations, *Page 1*
- General Manager Ron Pisaneschi Honored With Career Achievement Award, *Page 1*
- In the Community, *Page 2*
- IdahoPTV Staff Highlighted, *Page 4*
- Our IdahoPTV Productions, *Page 5*
- In the News, *Page 6*

Quotes

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

"Charlie Rose is my main reason for giving." – David and Catherine

Emmy Award Nominations

Congratulations to our fantastic production staff and everyone else who earned the following Emmy Award nominations at the recent National Academy of Television Arts & Sciences Northwest Chapter nomination event. We are proud of all the work that they do. It is great to see it recognized by our peers. Even being nominated is already a huge accomplishment, as only a handful of entries get that honor. The ceremony where we learn who will win the Emmy Awards is June 3 in Seattle.

- Overall Station Excellence
- Historical/Cultural – Program Special
Outdoor Idaho "Beyond the White Clouds" – Bruce Reichert, Executive Producer; Pat Metzler, Director
- Health/Science – Feature Segment
Science Trek "Digestive System" – Joan Cartan-Hansen, Producer; Al Hagenlock, Producer
- Health/Science – Program Special
Outdoor Idaho "Health of Our Lakes" – Joan Cartan-Hansen, Producer
- Writer – Program
Bruce Reichert: Outdoor Idaho Composite
- Editor – Program
Outdoor Idaho "Beyond the White Clouds" – Pat Metzler

General Manager Ron Pisaneschi Honored With Career Achievement Award

Idaho Public Television is proud to announce that general manager Ron Pisaneschi will be inducted into the Silver Circle of the National Academy of Television Arts and Sciences Northwest Chapter.



The Silver Circle honors media professionals who began their careers in television at least 25 years ago, either in a performing, creative, technical or administrative role within the industry or in an area related to television, such as TV journalism education, advertising, promotion, or public relations. Honorees — who are reviewed by a

committee of recent Silver Circle inductees and then approved by the Northwest Chapter board of governors — must also have made a significant contribution to the Northwest Chapter region for at least part of their 25-year career. The Northwest Chapter of NATAS has been honoring Silver Circle members since 1991.

Pisaneschi came to Idaho Public Television in 1985, and has served as the agency's general manager since August 2013. During his 32 years at Idaho Public Television, Pisaneschi has also served as director of public information, director of marketing, director of programming, and director of content. Under his leadership, Idaho Public Television has regularly attracted the largest viewership, per capita, in the Public Broadcasting Service (PBS) system. Pisaneschi served on the board of directors of the Public Television Programmers Association, the PBS Children's Advisory Committee, the Corporation for Public Broadcasting Research Advisory Panel, and numerous other national funding and programming advisory panels. He was named the 2005 Programmer of the Year by his colleagues in the PBS system.

Pisaneschi holds a fine arts degree in film and photography from Lone Mountain College (now a part of the University of San Francisco) and has also worked in educational filmmaking, radio programming, public relations and marketing. In addition to his work for Idaho Public Television, he served for two terms as chairman of the board of directors of the Idaho Humanities Council.

Joan Cartan-Hansen, NATASNW president, says Pisaneschi "exemplifies the best in our profession. He cares about the quality of the work produced at Idaho Public Television and about serving the public. He is a leader in the PBS community and committed to his employees, the station volunteers and the viewers. Ron has made a tremendous difference in Idaho, our region and our nation."

"With the roles that Ron has played nationwide in the PBS system and in IdahoPTV, he is certainly deserving of this honor," says Jeff Tucker, IdahoPTV's director of content services. "And without a doubt the entire staff respects his work and applauds his efforts throughout the years."

Pisaneschi and eight fellow inductees will be honored at the Silver Circle Reception on Friday, June 2, and formally inducted at the 54th Annual Northwest Regional Emmy Awards Ceremony on Saturday, June 3. Both events take place at Fremont Studios in Seattle, Washington.

In the Community



Science Trek Overnight Camp

On April 28 and 29, IdahoPTV and the Idaho Museum of Natural History hosted the 28th annual Science Trek overnight camp for 139 children in grades 3rd to 5th grade. It was a fun night filled with science. 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 child went home with a bag of science goodies to help them continue the adventure and explore their own ideas.



On April 12 and 19, IdahoPTV hosted the Boise Metro Chamber of Commerce Leadership Boise Academy and Leadership Boise programs for their annual media day sessions. The groups had breakout sessions to learn through real-world scenarios, including media interview training.



PBS Kids Writers Contest Winners

This year 578 children submitted their stories to the PBS Kids Writes Contest. Congratulations to the regional winners! All winners, this year, will win a \$100 contribution to their IDEal - Idaho 529 College Savings Program Account. Award ceremonies will be held on May 13 in Pocatello and Moscow and on May 20 in Boise.

Kindergarten

1st Place

"The Girl Who Always Wanted a Worm for Her Birthday" by Sammie H.

"Isabel Gets Lost" by Annalise H.

"The Lost Deer" by Emma H.

2nd Place

"The Three Fairies" by Quinn A.

"The Super Hero Comic Book" by Joshua M.

"The Harvest Day" by Noelle H.

3rd Place

"If You Give a Boy a Lego Guy" by Flynn L.

"Walking the Dog" by Amelia L.



1st Grade

1st Place

"Dogs on the Bus" by Cora J.

"To Many Cupcakes" by Aria G.

"How the Dog and Cat Met" by Amiah V.

2nd Place

"Not Technically a Dog" by Jenny J.

"My Dragon" by Daniel M.

"Edward the Bee" by Raegan M.

3rd Place

"Charlie Is a Champion" by Jaida V.

"My Dog's Bad Luck" by Karlee S.

"My Unlucky Shirt" by Gage T.



2nd Grade

1st Place

"When Pigs Fly" by Zada L.

"The Little Kingdom" by Margaret M.

"The Power of Pi" by Ayda B.



2nd Grade cont'd

2nd Place

"The Lesson" by Ailyn V.

"How I Got Shrunk" by Fabian A.

"The Baking Cat" by Madelyn P.

3rd Place

"Lucy Makes a New Friend" by Brooklyn M.

"Trouble" by Henry K.

"My Innocent Cat" by Eian S.



3rd Grade

1st Place

"Eustacia's Dreams Come True" by Leah L.

"Fairylad Adventure" by Addison P.

"If Apples Had Feelings" by Kairys G.

2nd Place

"Seasons" by Manay W.

"In The Trenches" by Landon W.

"When My Mom Had Easton" by Morgan K.

3rd Place

"Idahoan Mermaid" by Marlowe B.

"Space Fairy Tales" by Madison F.

"I Am" by Camas A.



IdahoPTV Staff Highlighted



Focused Forward



Name: Nameer Al Rubaye

Profession/Industry: Videography

Current U.S. Position and Company Name: Camera Operator at Idaho Public Television and Idaho Sport Properties, LLC, and freelance photography and videography

Country of Origin: Iraq

First Job in the U.S.: Cameraman with Cable ONE Television and Idaho Sports Properties, LLC

Nameer Al Rubaye is no stranger to dangerous situations – he has catalogued many in the course of his work as a cinematographer filming live in conflict zones and photographing war related events in his home country, Iraq. A witness to suffering, he worked with the International Red Cross and Red Crescent Societies conceptualizing and creating video for media releases of Iraqi war refugees. During his professional life in Iraq, he also captured high definition video of key Iraq events for the U.S.–based cable TV network, AXS TV, and managed his own private photography/videography studio. As the war intensified in his country, he felt that it was time to immigrate, for the sake of his family, to a safer country. "In the midst of a war zone," Al Rubaye says, "you can have no feelings about life, no dreams."

Through World Relief, an organization that assists refugees, Nameer and his family resettled in Boise, Idaho in July, 2014. Despite Nameer's experience, a valuable skill set, and a fine arts degree from the University of Baghdad, it wasn't easy to transition. Shortly after moving to Boise, in January, 2015, Nameer was referred to Global Talent Idaho (GTI) where his mentor, Gina Finley, provided guidance and training on developing a professional resume to highlight his talents and accomplishments. He also attended English classes and GTI workshops focused on developing marketing, networking and interviewing skills. He says that Global Talent Idaho "gave me the ability to meet with people and to share my skills."

His hard work paid off when, just one month later, facilitated by GTI and the Idaho Department of Labor, Nameer was offered an internship as a cameraman with Cable ONE Television and Idaho Sports Properties providing live video coverage of Idaho Steelheads hockey games. His internship was a success and he was then hired for a part-time position with the same companies and expanded his coverage to other sports in local arenas.

Because his job was part-time, Nameer needed to secure additional work to make ends meet and support his family. Through networking and his connections with Global Talent Idaho and the Idaho Department of Labor, Nameer secured a part-time internship at Full Circle Exchange providing photography and videography content for their online presence. Through this internship he developed additional skills in lighting, photo and video equipment, and online content needs.

Once again, his hard work, dedication and networking paid off, and soon after his internship with Full Circle Exchange ended, Idaho Public Television hired him as a studio camera operator with an additional assignment to cover the 2016 legislative sessions at the Capitol.

Global Talent Idaho's Program Manager, and Nameer's mentor, Gina Finley, states "Nameer's story is one of dedication to continuous learning, perseverance, strategic networking, focus on English proficiency development, and willingness to create and explore any and all opportunities in front of him!"

As time permits, Al Rubaye does free-lance photography and videography for websites and special events as he looks to the future and his ultimate goal of one day creating and owning his own business.

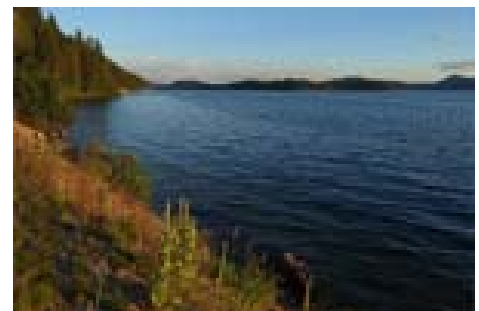
— Story written by Global Talent Idaho volunteer, Ellie McKinnon

Our IdahoPTV Productions



"Almost Canada"

—Airs Thursday, May 18, at 8 p.m.



The lush landscapes of north Idaho set it apart from the rest of the state. For our program "Almost Canada" the Outdoor Idaho crew travels to the northernmost part of this area, the remote and wild country that borders Canada.



“Being Miranda July”

—Airs Friday, May 19, at 7:30 p.m.

Miranda July is an American film director, screenwriter, actor, author and artist. Her body of work includes film, fiction, monologue, digital media presentations, and live performance art. Host Marcia Franklin visits with her about her career and her latest work, “Joanie 4 Jackie.”



“Sleep”

—Airs Tuesday, May 16, at 2/1 p.m. MT/PT

We spend about a third of our lives sleeping. All animals need sleep for good health. Sleep rejuvenates our body and helps clean out our brain. But what is sleep? Scientists are studying why we sleep, why we don't, and what sleep really means. Host Joan Cartan-Hansen and her guests, Dr. Janat O'Donnell, medical director of Sleep Center at St. Alphonsus, and Nancy Nadolski, a family nurse practitioner specializing in sleep issues, will answer students' questions.

In the News

Why Doesn't Donald Trump's 'American Greatness' Include Bert and Ernie?

The looming fight over funding CPB and NEA

By George Prentice @georgepren



It's not as if Big Bird and his Sesame Street pals Bert and Ernie haven't been threatened with eviction before. Every decade or so—going back to the 1970s, when Big Bird was newly hatched—a handful of lawmakers have called for defunding the Corporation for Public Broadcasting, which provides essential financial support to PBS and its counterpart National Public Radio. Most of the previous criticism of CPB, and an equal amount of vitriol directed at the federally funded National Endowment for the Arts, never gained much political traction. Most of those critics ended up damaging their own political fortunes by railing against CPB and NEA. Nonetheless, government funding for the arts is again in the crosshairs, with President Donald Trump's finger on the trigger.

“This time it feels more tangible, probably because the latest defunding proposal is coming straight from the White House,” said Michael Faison, executive director of the Idaho Commission on the Arts.

“What would that mean for Idaho?” he added, drawing a deep breath and falling silent for a moment. “Well, any cut would be significant, but it would undoubtedly be much more significant in Idaho. Half of the arts budget in Idaho is through the National Endowment for the Arts. That’s about \$867,000.”

At the headquarters of Idaho Public Television, General Manager Ron Pisaneschi pointed to a pie chart representing IdahoPTV’s funding sources for the current fiscal year.

“Nineteen percent of our operating funds come from the Corporation for Public Broadcasting. Compare that to 26 percent of our revenue coming from the state of Idaho and 55 percent from contributions,” he said. “What’s the mood like in the wake of the proposal from the White House? Well, when I talk to my colleagues at other public broadcast operations, I think everybody is worried. This isn’t the first time that we’ve been targeted, but it’s certainly concerning when it comes from the White House.”

Specifically, the threat Pisaneschi calls “concerning” and what Faison terms “tangible” is the seal of the White House stamped on the cover page of “America First: A Budget Blueprint to Make America Great Again.” In a letter addressed to Congress and attached to his “budget blueprint,” Trump wrote that he wanted to “begin a new chapter of American greatness.”

But Trump’s “new chapter of American greatness” calls for the elimination of all public funding to the CPB or NEA.

“The elimination of federal funding ... would initially devastate and ultimately destroy public media’s role in early childhood education,” said CPB President and CEO Patricia Harrison.

“We’re disappointed because we see our funding actively making a difference with individuals of all ages in thousands of communities, large, small, urban and rural, and every congressional district in the nation,” said NEA Chair Jane Chu.

The Trump White House may want to take a look at a recent survey conducted by top pollsters from both the Democratic and Republican national committees. Pisaneschi had a copy of the survey, which may become people’s exhibit No. 1 if the fate of CPB is tried in the court of public opinion.

“They asked the American public what they thought about public broadcasting in general, and federal funding for CPB in particular,” said Pisaneschi. “The vast majority—nearly three-fourths—opposed elimination of federal funding. Plus, the majority of people who voted for Donald Trump in 2016 said they opposed elimination of federal funding. In fact, they said public broadcasting should actually get more funding than it’s getting right now.”

Pisaneschi, who has been at IdahoPTV since 1985 and became general manager in 2013, knows his audience well. During the recently concluded 17-day spring fund drive, which exceeded its \$1.1 million goal, hosts didn’t exploit the Trump threat when asking for donations.

“Frankly, our messaging was pretty subtle,” Pisaneschi said. “Our viewers are pretty smart. They read the newspaper and see the news. They see that CPB and PBS are being targeted, and we certainly hear from them, asking, ‘What can I do to help?’ We tell them letting your members of Congress know how you feel about this is always helpful.”

Faison couldn’t agree more.

“When we’re asked—and, yes, we’re asked more and more—we tell people to let their members of Congress know what’s important to them. When congressmen and women receive phone calls or personal notes—and that’s an important distinction, because personal notes matter a whole lot more than email blasts—it matters a great deal more,” he said. “So far, our Idaho delegation has been very supportive and sees the National Endowment for the Arts as an integral partner for Idaho.”