

October 2016



**IDAHO
PUBLIC
TELEVISION**

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



GENERAL MANAGER'S REPORT

2D Barcode



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Quotes

"Hey, team Idaho Public, a big thanks for being the standard bearer for arts and culture programming in our state for the past fifty years. ... I truly appreciate what PBS and Idaho Public have done to keep culture accessible for everyone." –Julia

"Thank you for your programming. 200+ sat channels and I usually end up on one of the IPTV channels." –Charles and Denise

The Idaho DEBATES 2016

"Supreme Court"

—Airs Friday, October 28 at 8 p.m.

Judicial candidates for the Idaho Supreme Court meet to discuss the issues live in the studios of Idaho Public Television.

Presentations

Ron Pisaneschi made a presentation to the national meeting of the Public Television Programmers' Association on the future of the programmer in the digital environment. In addition, IdahoPTV's program manager, Sherri Walton, made a presentation on Idaho Public Television's video streaming service for members of the station, Passport. The meeting took place in Denver on September 26 and included programmers from PBS stations across the U.S. The meeting was held in connection with the BBC Showcase for public television. Ron and Sherri have been working with the BBC on a project to help secure online viewing rights to many of their programs.



Ron was one of five featured presenters at a Boise State University graduate program Educational Leadership class on September 29. The class was taught by Rob Winslow, Ed.D., Executive Director, Idaho Association of School Administrators.



In the Community

September Iconic Idaho Photo Contest Winners

Congratulations to our September winners: Larry Krumpelman, Patty Pickett, Ken Miracle, Chad Fish, Evan Jones, and Mark Goforth. And thanks to this month's judges: Philip Kuntz, Stefano Carini, Shari Hart, Gary Braach, Gary Peters, Chris Oertel, and Austin Catlin. We had some wonderful Honorable Mentions, too! www.facebook.com/outdoor.idaho/



Poldark on Masterpiece, Season 2

On Wednesday, September 21, IdahoPTV presented an early screening of the first hour of Poldark Season 2 on the big screen at The Village Cinema in Meridian to 175 guests. Everyone in the audience, which included members, sponsors, guests and staff, was left anxious to see the second hour. Masterpiece's Poldark Season 2 premiered Sunday, September 25. If you've missed any episodes, you can catch up on IdahoPTV Passport! Special thanks to The Village at Meridian and The Village Cinema for hosting this fun event.



Annual Fall Preview Event



The annual fall preview event for program and production sponsors was hosted Thursday, September 15, at Chateau des Fleurs on the Camille Beckman campus in Eagle. Corporations and organizations currently sponsoring – or interested in sponsoring – programming and local productions on IdahoPTV were invited to the complimentary luncheon. They learned about new titles and episodes coming on PBS, as well as heard directly from IdahoPTV producers and writers about their special projects.

Local productions that were highlighted include: Outdoor Idaho "Beyond the White Clouds" (premiere December 4, 2016); Outdoor Idaho "Where the Road Ends" (premiere March, 2017); Science Trek monthly programs and a

special program premiering March 2017; Dialogue “Conversations from the Sun Valley Writers Conference”; Idaho In Session web streaming from the Idaho Statehouse; and Idaho Reports, which started a new season on September 16.

Guests also heard a special message delivered by Idaho native Michael Kirk, Producer/Writer/Director with Kirk Documentary Group/Frontline. Michael grew up in Boise, and he interned at our station KUID TV in Moscow, while studying journalism at University of Idaho in the late '70s to early '80s. He introduced his latest project and showed a clip of Frontline's special, “The Choice,” which aired September 27.

Annually, sponsorships from corporations, organizations and foundations provide more than \$800,000 to help support programming and local productions provided to Idaho Public Television audiences.

Our IdahoPTV Productions

Behind the Scenes

“The Outfitters”

By Bruce Reichert

—Airs Thursday, October 13, at 8 p.m.



Some like to point to Sacajawea as Idaho's first 'guide.' If pressed, I'd share the honors with the Shoshone Indian known to us as “Old Tobe.” After all, it was Chief Cameahwait, Sacajawea's brother, who offered Tobe to Lewis and Clark, to guide them north to the Lolo trail.

That was 211 years ago. Since then outfitting and guiding has become a cherished Idaho tradition. That's because outfitters and guides have the skills and knowledge to help urban folks access the state's wild places. In fact, each year nearly 200,000 people use the services of Idaho's outfitting industry. That's a huge number, one that translates into \$100 million dollars to the Idaho economy.

When I was first presented that number by the Idaho Outfitters & Guides Association, I had my doubts. But put into the bigger picture of an Idaho economy hovering around \$65 billion of goods and services, \$100 million does make sense.

And the nice thing is that this outfitting business really benefits rural communities, where most of Idaho's outfitters reside.

Another thing I learned is that Idaho really is a leader in the licensing and regulating of the outfitting industry. That's something I heard from just about every outfitter we surveyed; it was a source of pride. Some states don't license outfitters; some states license only outfitters but not guides. Some states concentrate only on hunting and fishing; some states don't limit the number of outfitters in a particular area. Idaho does seem to have it figured out.



Cody Ward of Storm Creek Outfitters

“It's the oldest and probably the most controlled industry,” said Steve Burson of Storm Creek Outfitters, the current president of the IOGA. “Most other states don't have that much control, so it's a free-for-all within the industry and with some of the clients. We're probably more regulated and more organized and do more professional trips than any other state.”

But, like so many businesses dependent upon discretionary income and catering to the whims of the public, you get a sense that the outfitting industry could be in for some rocky times. For one thing, every major economic downturn seems to severely impact outfitters. I guess that trip-of-a-lifetime can always wait a year or two if the money is tight.

And then there's this younger generation, so in touch with virtual reality that they don't seem to have much interest in the real beauty this state has to offer. Books have been written on the importance of getting children into the outdoors; in fact, it's become something of a national priority; and who better to lead the charge than Idaho's outfitters and guides!

Outfitters like to see themselves as partners with the Forest Service and the BLM; these agencies are the caretakers of most of Idaho's public lands, and outfitters must follow their rules.

"It's going to be critical that our agency partners are able to evolve with us," says Mike Scott of White Cloud Outfitters, "because in order for us to stay on the cutting edge, there are going to be certain needs that we're going to have; and hopefully we can work through those needs."



Outfitter Mat Erpelding

But I'm not so sure that these land managers always see outfitters as their partners. We kept hearing that the communication between outfitter and forest ranger, for example, could use an overhaul. Let's hope this happens, but the tendency for land managers to move every 2-3 years to another forest doesn't bode well for that partnership.

It took a trip to an old homestead on the Salmon River to get what I think is the best definition of what a good outfitter or guide can do for people. Doug and Phyllis Tims have been renovating Campbell's Ferry, a once valuable link to getting miners to the gold fields back at the turn of the century. Doug spent 27 years as an outfitter, staring down the high waters of the Selway River and the Middle Fork of the Salmon. He was also president of the IOGA, the outfitter trade organization.

When the Outdoor Idaho crew visited Campbell's Ferry this summer, here's what Doug had to say about outfitting:

"I had a woman once tell me that she got out of her tent in the middle of the night and looked up at the canopy of stars over her head, and her soul expanded. And that soul-expanding experience goes home with people and allows them to be the champions for wild places in the future.

"So keeping alive that constituency and support of wild places, that's our biggest challenge, and that's what needs to be our biggest role."

Now that's a mission statement most of us can get behind!



Dialogue



Gender and Politics: Lisa Maatz”

—Airs Friday, October 14, at 7:30 p.m.

Host Marcia Franklin talks with Lisa Maatz, a nationally sought-after speaker, political strategist and analyst. As AAUW’s top lobbyist, Maatz developed a reputation for her strategic approach to legislation and advocacy at all levels. Maatz leads several coalitions working to advance opportunities for women and girls, including the National Coalition for Women and Girls in Education and the Equal Pay Coalition. Maatz has done similar work for other national women’s organizations and was a legislative aide to U.S. Congresswoman Carolyn Maloney (D-NY). Her grassroots advocacy career began when she was the executive director of Turning Point, a battered women’s program recognized for excellence by the Ohio Supreme Court.



“Jon Meacham on the Presidency”

—Airs Friday, October 21, at 7:30 p.m.

Host Marcia Franklin visits with the Pulitzer-Prize winning presidential biographer and contributing editor at *Time* magazine. A regular guest on MSNBC’s Morning Joe, he is a skilled storyteller with a depth of knowledge about politics, religion and current affairs, and a concise analyst of how issues and events impact our lives. His latest biography, *Destiny and Power: The American Odyssey of George Herbert Walker Bush*, debuted at #1 on the New York Times bestsellers list in November 2015. Meacham’s bestseller *Thomas Jefferson: The Art of Power* was hailed as “masterful and intimate” by *Fortune* magazine. His other books include *Franklin and Winston*, *American Gospel*, and *American Lion: Andrew Jackson in the White House*, which won the Pulitzer Prize in 2009.



“Zoology”

—Airs Tuesday, October 24 at 2 p.m. MT/1 p.m. PT



Zoologists study animals of all shapes and sizes. They help us understand how animals live and interact with the world. Host Joan Cartan-Hansen will be joined by Steve Burns, director of Zoo Boise, and by Holly Holman, Zoo Boise’s veterinarian, to answer questions from students. Viewers will also visit Zoo Boise and learn about its very special conservation program.

Science Trek is Idaho Public Television’s science education project for elementary age children. Students watch Science Trek over the air or on the Science Trek website. They can send their questions through e-mail to ScienceTrek@idahoptv.org or submit video questions recorded on their smart phones or webcams. Teachers can also borrow a video camera from IdahoPTV and record questions. Students who send in a question are eligible to win prizes for their classroom. The Science Trek website offers facts, links, reading lists, a glossary, podcasts of programs; video shorts, full episodes and special Science Trek Web exclusive programming.

In the News



Lone Star Middle School in Nampa was recognized as a leader in the future of education during a segment on the PBS show “NOVA” Wednesday night.

Karen Zatkulak, KTVB 6:20 PM. MDT September 15, 2016



(Photo: PBS/WGBH)

NAMPA -- Lone Star Middle School in Nampa was recognized as a leader in the future of education during a segment on the PBS show “NOVA” Wednesday night.

It all revolves around a free online learning software called Khan Academy. Anyone can access the site, and teachers at Lone Star have been using it to motivate students.

The Nampa school was chosen to host the kickoff event for LearnStorm, a competition which allows students to earn points as they master skills on the Khan Academy website. And even when they fail, they earn more points for perseverance, as they work to get the right answer.

Sal Khan, the creator of the online learning tool, says education is more reliant on technology than ever before.

“I think the cognitive science and the tech will only become more symbiotic,” Khan said on Wednesday night’s episode of “NOVA.”

Lone Star Principal Greg Heideman credits teachers for realizing how much the site was helping students. He says they also push kids to use it to gain knowledge and confidence.

“We often talk about having a mindset that is a growth mindset that things are hard but we can overcome that if we’re willing to put in the time and effort and learn,” said Heideman.

For the LearnStorm event, Idaho students competed against students in other states and countries and performed well. Heideman says even though the competition is over, the momentum and energy to help students succeed continues.

Parents like Elizabeth Eisenbrandt agree.

“It’s so helpful because so many kids need that extra reinforcement and this way you can do it at home as well as at school and parents can be involved,” said Eisenbrandt.

The Nampa School District is taking the idea a step farther. They’re working on a personalized learning initiative to get a mobile device for every single student to use both in school and at home.

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