



IDAHO
PUBLIC
TELEVISION

August 2018

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

IDAHO

PLUS

CREATE

WORLD

KIDS

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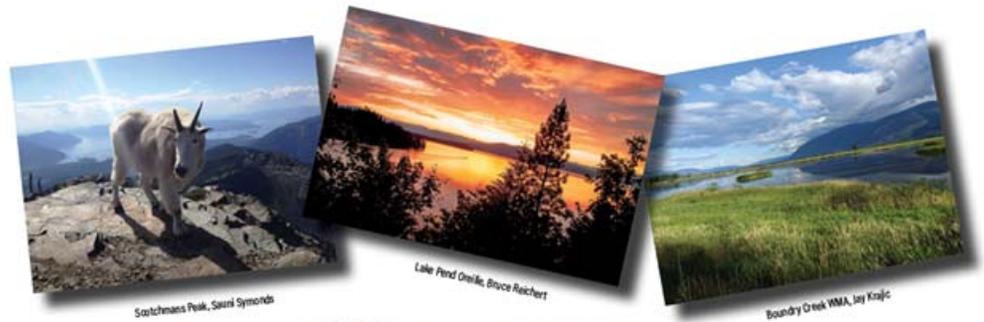
Past GM Reports

Quote

"Thank you for the service you provide. One of the bright spots in otherwise barren viewing." -- Carl and Sharon

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Scotchmans Peak, Sevin Symonds

Lake Pend Oreille, Bruce Reichert

Boundary Creek WMA, Jay Krajc



COMMUNITY Appreciation Event

Discover the **IMPACT** of **YOUR** support!

Sunday, September 16 • 6:30 - 8:30 pm

The Innovation Den
418 E. Lakeside Ave., Coeur d'Alene

You're invited to join us for a casual reception with Idaho Public Television's general manager Ron Pisaneschi, executive producer Bruce Reichert, IdahoPTV board of directors and staff. Following the reception, enjoy an update on all the programming and community events that your support makes possible. We'll also share a sneak peek of upcoming national and local productions, including a first look at a new *Outdoor Idaho* "Pend Oreille Country."

The event is free, but seating is limited. Please register online at www.idahoptv.org by Wednesday, September 12. Please phone us at (800) 543-6868 with any questions. We hope to see you in Coeur d'Alene!



***American Graduate* Helps Prepare Young People for High-Demand Jobs**

Idaho Public Television recently announced the launch of *American Graduate: Getting to Work*, a career readiness initiative that will produce local content focused on helping young people obtain the skills needed for high-demand jobs.

Preparing workers for so-called “middle-skills” jobs, which require training but not a four-year college degree, is becoming a priority in many communities. Those careers — such as electricians, dental hygienists, paralegals, construction workers and police officers — make up the largest part of the labor market in all 50 states, according to the National Skills Coalition.

IdahoPTV has begun working with community partners — Idaho Department of Labor, Idaho Career and Technical Education, Idaho Workforce Development Council, and Idaho State Board of Education with projects such as the Next Steps Idaho website and the Idaho Career Information System portal — to assess workforce needs and determine the best strategies through which to illuminate the pathways to post-secondary education and career placement.

Over the next two years, new locally produced content will be added to the *American Graduate* website idahoptv.org/americangraduate and shared on social media. Content will include video interviews with Idaho students, employers, teachers, counselors and parents sharing stories and information to help young people navigate the paths to their chosen careers.

American Graduate: Getting to Work is made possible by a grant from the Corporation for Public Broadcasting. IdahoPTV is one of 19 public media stations nationwide to receive a grant of between \$170,000 and \$200,000. The station previously aired *American Graduate* Day programming and produced *American Graduate* Champion videos celebrating local mentors, but this was its first time requesting a grant. With the funds, IdahoPTV has hired multimedia producer Andy Lawless to create original content and to work with community partners to develop strategies for reaching young people.

“I’m excited to explore the opportunities available to folks entering the workforce here in Idaho and tell those stories,” Lawless says. “There’s a perception that in order to have a good career, a four-year degree is required, which for many is cost prohibitive. But with Idaho’s 17 career and technical schools, we see a variety of ways in which people can affordably fast-track their way to a great skills-based career, whether it be in health sciences, manufacturing, business, technology or agriculture. My hope is that by fulfilling the initiative of the *American Graduate* grant, and informing the public about the pathways to high-demand jobs, we’re able to help people find a better place in the workforce and improve their lives.”

A recent study by the United Way shows that even with 4 percent unemployment in Idaho, 40 percent of households cannot afford basic needs such as housing, food, health care and transportation. Lawless says that some of that can be attributed to Idaho’s workforce not having the training necessary to fill those middle-skilled, in-demand jobs that offer higher pay.

Even though pursuing a certificate or two-year degree requires an initial investment of time and funds, 96 percent of technical college students found jobs or began military careers, or continued their education, according to Idaho Career and Technical Education.

In an April interview with the trade journal *Current*, IdahoPTV general manager Ron Pisaneschi and Jeff Tucker, the station’s director of content services, discuss the benefits of increased technical training to Idaho employers, especially in the state’s rural areas. Tucker notes the collaboration between yogurt manufacturer Chobani, which

recently announced a \$20 million expansion of its facility in Twin Falls, and a community college that is teaching workers how to program and operate specialized equipment at the plant.

Pisaneschi explains how traditional industries like logging benefit from middle-skills training programs. "This isn't your father's or grandfather's idea of a logger," he says. "This work is computerized and uses lasers. In the old days, all you needed was to enjoy physical labor outdoors. Now it involves high-tech skills." Pisaneschi also stresses the importance of technical training for the sustainability of Idaho's rural towns. "We've found that lot of parents are reluctant to have kids go on to higher education because they don't want them to leave the community," he says. "But having a trained workforce available there will make industries interested in those communities."

In the Community

Early Learning Educational Events Open to the Public

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

Upcoming Education Events:

- August 1** Book and a Bite event at Emmett School District Office in Emmett from 11:30 a.m. to 1 p.m. "States of Matter"
- August 2** Book and a Bite event at Reed Elementary School in Kuna from 11:30 a.m. to 1 p.m. "States of Matter"
- August 7** Book and a Bite event at Sacajawea Elementary School in Caldwell from 11:30 a.m. to 1 p.m. "Libraries Rock!"
- August 8** Book and a Bite event at Emmett School District Office in Emmett from 11:30 a.m. to 1 p.m. "Libraries Rock!"
- August 9** Book and a Bite event at Reed Elementary School in Kuna from 11:30 a.m. to 1 p.m. "Libraries Rock!"
- August 14** STEM activity at Kamiah Public Library at 2 p.m. "Balance Magic"
- August 15** STEM activity at Kooskia Public Library at 1 p.m. "Balance Magic"

Join us for 'Kids Day' at the Spirit of Boise Balloon Classic!

The Spirit of Boise Balloon Classic in Ann Morrison Park begins with CapEd Kids Day on Wednesday, August 29, from 7 to 9 a.m. Kids can enjoy tethered rides aboard one of the many hot-air balloons.



Find the Idaho PBS KIDS Channel table sponsored by CapEd Credit Union and take home a free hovercraft activity! Keeping with the balloon theme, this science experiment from PBS KIDS Design Squad Global teaches the basics of propulsion and friction using a CD hovercraft propelled by an inflated balloon.

Women and Leadership

September 27-28, 2018

IdahoPTV is a proud media sponsor of the Andrus Center for Public Policy "Women and Leadership" conference. Now in its sixth year, Women and Leadership is the only leadership conference of its kind in Idaho. Last year's sell-out crowd of over 750 attendees from all over Idaho and the Mountain West. This year, Patricia S. Harrison, President & CEO of the Corporation for Public Broadcasting, will be a keynote speaker.



IdahoPTV in the News



EDUCATOR ENHANCES CURRICULUM WITH TECHNOLOGY

Andrew Reed 07/05/2018



Paige Somoza believes teaching and learning are symbiotic in the world of 21st Century education.

“As teachers, we need to show kids we care about the content,” said the Riverglen Junior High School French and world studies teacher.

Somoza, 39, has taught for 13 years for the Boise School District. She was named one of 30 educators national wide as a PBS Digital Innovator All-Star for her innovation in the classroom.

“I want to help teachers build empathy and culture,” she said

Somoza leads trainings and shares her passion for technology with students and educators throughout the state.

The All-Star role is given annually to teachers in pre-kindergarten through 12th grade who are education thought leaders and classroom change makers and whose innovative use of technology and media create exciting learning experiences for their students.

Exploration and discovery are Somoza’s classroom goals. She aims to help her students develop a multi-perspective view of the world and believes that starts with how students learn. Somoza uses virtual reality to bring students virtually somewhere they would not normally be able to go.

“A lot of kids might not get the chance to travel and I can expose them and hopefully light the spark of interest,” she said. “This gives students a deeper understanding and an enriched learning experience.”

A proponent of project-based learning, Somoza encourages student creativity and thinks these are important skills that will serve students as future problem solvers. Somoza believes education includes equity of access.

“Teaching has changes so much and it’s about being open to learn new things. Technology is relevant to students who are digital natives, as teachers we need to keep up.”

Somoza is integrating technology and digital media into curriculum with fellow teachers. As a PBS Digital Innovator All-Star she is helping introduce augmented reality in Boise schools, training teachers on Google apps and microsoft 365 and using virtual connections in the classroom

She attended an All-Star Summit and the International Society for Technology in Education Conference in June. This gave Somoza an opportunity to connect with innovators and learn from education experts.

Somoza receives support and tools from Idaho Public Television so she can share ideas on how to integrate technology and digital media into instruction with peers in Idaho and across the nation

In 2017, Somoza was a PBS Digital Innovator where she participated in professional development, shared PBS resources with Idaho teachers and wrote an educator’s guide for an interactive classroom discussion about the Vietnam War.



'SCIENCE TREK' MEETS EVOLVING NEEDS OF TEACHERS

Joan Cartan-Hansen 07/03/2018



Joan Cartan-Hansen

What can we do? That is the one question Idaho Public Television's Science Trek and I have spent 20 years trying to answer.

Back in 1989, the American Association for the Advancement of Sciences (AAAS) started Project 2061, an initiative to explain why it is essential for all Americans to improve their science literacy and science education in our schools. Ten years later, I was having dinner with my uncle, Dr. Richard Getzinger, who worked at AAAS. He bemoaned the last round of international test results showing American kids were still at the bottom of the rankings in math and science. "What can we do?" he asked. I didn't know the answer, but I knew I could try something to help kids in Idaho.

With the support of my bosses at Idaho Public Television, we launched Dialogue for Kids in late 1999. The program's mission was to engage children with science, to provide classroom resources for teachers, and to inspire students to investigate STEM careers. We started as a call-in program allowing children to ask questions of scientists. Once the World Wide Web was up and running, we quickly added a companion website. That was the beginning.

Today, *Science Trek* (as the project was re-titled), its website and digital productions reach hundreds of thousands of students and teachers worldwide. We no longer produce new 30-minute television programs. Instead, we produce a number of digital shorts. We moved to "digital-first" because surveys show 94 percent of classroom teachers use video as part of their lessons and younger viewers watch 2.5 times more internet video than TV. If we are to meet our mission, we need to go where our educators and students already are. We are also experimenting with 360-degree immersive videos. As teachers begin using virtual reality in their classrooms, we want to be there with high-quality content to engage students in science.

The *Science Trek* website currently provides content for more than 100 different science topics, all reviewed for accuracy by subject experts. Each month of the school year, we release new video shorts and several "60 Seconds With *Science Trek*" spots on a specific scientific topic. Videos are supported with facts, links, glossaries, reading lists, lesson plans, games and other resources designed by educational specialists including correlations to Idaho's newly adopted science standards and the national math and literary Common Core standards.

The *Science Trek* website gets more than 2 million page views a school year, about a fourth of those from outside the United States. The digital shorts are downloaded from various platforms several thousand times each month. You will find material from *Science Trek* in textbooks in England, educational displays in the zoo in Kabul, and in several state science assessment tests, but, as hard as we have tried, we know a good share of elementary teachers in Idaho don't even know this free resource exists. So, I'm back to the original question: What can I do?

Mother Teresa said, "If you cannot feed a hundred people, feed one." When I started this so long ago, I wanted to feed Idaho's students' curiosity about our world and help educators with some of the resources they need to teach science. That's what *Science Trek* has done, and, as we begin production of our 20th season, that's what we will keep trying to do.

Students, educators and parents can find *Science Trek* videos on:

- IdahoPTV's On-Demand video player
- PBS Learning Media, a free online media-on-demand service developed for PreK-12 educators
- YouTube
- *Science Trek's* Facebook page for Teachers and Parents