



GENERAL MANAGER'S REPORT

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

2D Barcode



Past GM Reports

Inside this issue:

- Quotes, *Page 1*
- Festival, *Page 1*
- Governor Otter's Budget Recommendation, *Page 1*
- IdahoPTV's Presentation to JFAC, *Page 1*
- In the Community, *Page 1*
- Our IdahoPTV Productions, *Page 3*
- IdahoPTV In the News, *Page 4*

Quotes

"Thank you so much for making so many wonderful programs available. Idaho Public Television does an excellent job." –Judith

"Thanks to all who provide such educationally engaging and visually stimulating programming." –Werner



Celebrate Festival 2018 with IdahoPTV. Enjoy a variety of music from rock to classical. Watch an array of self-help programs, nature shows, and travel programs. And see two new local productions: *Outdoor Idaho* "35th Anniversary Special" and *Idaho Experience* "Titans."

Governor Otter's Budget Recommendation

Governor Otter's budget recommendation for IdahoPTV includes a 3% merit based change in employee compensation pool that again this time will be all merit-based. In addition, he is recommending funding for a new engineering position and over 75% of our capital equipment replacement requests.

IdahoPTV's Presentation to JFAC

On Thursday, February 1, IdahoPTV will make its annual budget presentation to the Joint Finance – Appropriations Committee. Ron Pisaneschi will present an overview of the agency, and legislative budget analyst Jill Randolph will review the governor's FY19 budget recommendation.

In the Community

Join us for a Free Screening of the all-new PBS KIDS program **Pinkalicious & Peterrific**

The newest PBS KIDS® series joins the daily schedule with a special one-hour premiere event! *Pinkalicious & Peterrific* encourages children to explore the arts and express themselves creatively. Based on the best-selling picture book series by Victoria Kann, this new multiplatform series brings music, dance, theater, and visual arts to life through the adventures of Pinkalicious and her brother, Peter.

FREE SCREENING
REGISTRATION IS LIMITED

FEB 6 4:00 PM	• Madison Library in Rexburg
FEB 10 10:30 AM	• Boise Overland Park Cinema • Hayden Discount Cinema • Wilson Theatre in Rupert



American Creed Community Conversations

The documentary *American Creed* presents us an opportunity to personally engage with viewers and discuss content. *American Creed* asks about our common ideals: what gets in the way of realizing them, and how can we work together to achieve them. Two public screenings of clips from the program and panel discussions on topics that affect Idahoans have been scheduled. We invite you to attend one of the events in your area and then watch the program on February 27 at 9 p.m. RSVP for the screenings online at idahoptv.org.

Thursday, February 15, at 5 p.m.

Lincoln Auditorium at the Idaho State Capitol

Bill Manning of the Idaho Statesman will moderate a panel focusing on Idaho efforts to build consensus and seek common ground on some of the West's thorny land issues, an area of collaboration where Idaho has set an example for the nation.

Wednesday, February 21, at 7 p.m.

Rick Allen Room at the Herrett Center in Twin Falls

Marcia Franklin of IdahoPTV will lead a panel of students and community leaders in a discussion of citizenship and media ethics with a focus on the implications of changes to the Deferred Action for Childhood Arrivals.

Education Outreach

Upcoming Events:

February 3 – BSU Engineering and Science Festival – PBS KIDS *Design Squad* Global “Balance Magic”

February 6 – Preschool story time at Madison Library in Rexburg at 10:30 a.m.

February 6 – *Pinkalicious & Peterrific* Screening at Madison Library in Rexburg at 4 p.m.

February 7 – Preschool story time at Madison Library in Rexburg at 10:30 a.m.

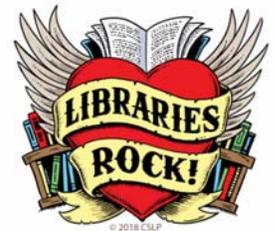
February 7 – PBS KIDS *Design Squad* Global “Balance Magic” at the American Falls District Library Kids Club at 1:30 p.m.



Contest Opportunities

The 2018 Teen Video Challenge is now open for submissions! Create a video promoting your public library's summer reading program. The deadline to enter and upload your video is Friday, February 23.

The contest is sponsored nationally by the Collaborative Summer Library Program and locally by the Idaho Library Association, the Idaho Commission for Libraries, and Idaho Public Television.



Winning videos from each state will win prizes for the filmmaker and their local public library and will be used across the country to promote summer reading programs. This year's theme is “Libraries Rock!” Find rules and entry form at: idaholibraries.org/teen_video_challenge.



PBS Kids Writers Contest

The 24th annual Idaho Public Television PBS Kids Writers Contest is here! The contest is open to all children in grades kindergarten to 3rd grade. Entry forms can be found at: idahoptv.org/kids/writers.cfm.

We look forward to reading all of your entries. The deadline is March 31st. Good luck!

Our IdahoPTV Productions



"35th Anniversary Special"

—Airs Thursday, March 8, at 8 p.m.

This hourlong special revisits some of the scenic wonders *Outdoor Idaho* has explored and examines some of the land management issues the state still faces.



Photo credit: Peter Morrill



Photo credit: Tim Tower

The influence that Idaho's mountains and valleys and rivers exert on us shines through every episode; and our team works hard to capture that natural beauty. People appreciate the extra effort, the attention to detail.

Everyone who works on *Outdoor Idaho* has brought something new to the mix, and it has allowed the show to grow and reinvent itself over 35 years. It really has been a labor of love. We've sorted through the archives to find some fun outtakes and behind the scenes footage caught on camera over the years. And we'll take a stroll down memory lane with some of the folks who helped build the show and grow the brand.

We've asked our Facebook friends to tell us what *Outdoor Idaho* means to them. Some of those comments will make it into our show and the website.

"Titans"

—Airs Thursday, March 8, at 7 p.m.

During Festival, we will debut the first episode of our new series *Idaho Experience*, which brings to life the incredible characters and events that shaped Idaho's past and present. Our award-winning producers and directors tell the stories of Idaho's great achievements, its defining moments and extraordinary people, all the while showcasing the resourceful, rugged and innovative nature of Idahoans. In our debut episode, we will look at titans of Idaho – people who made a name for themselves in business then used that success to help Idaho in various ways.



IdahoPTV In the News



'TECH NERD' TAKES HER TALENTS ON THE ROAD

Andrew Reed 01/16/2018

Kari Wardle, a technology fanatic and self-described "tech nerd," is taking her skills on the road to teach Idaho teachers how to use technology.



Wardle is traveling the state to educate rural school teachers about digital media and how to use technology in the classroom. She leads training and shares her passion for computers and technology with students and educators as a teacher ambassador for Idaho Public Television.

"This is a dream," Wardle said.

Janine Garret, a kindergarten teacher at Emmett's Shadow Butte Elementary, had an eye-opening experience when Wardle visited her classroom to teach students how to code in December. The kids programed PBS characters to move, jump, dance and sing. In the process, students learned to solve problems, design projects and express creativity.

"She expressed how important mindset is when you're doing something new and complex while working with five-year-old brains," Garret said.

Wardle is sharing technology tools with rural teachers from Buhl, Emmett, Gooding, Marsing and Wendell. Her goal is to increase awareness about free resources available to teachers throughout the state from both PBS and Idaho Public Television. She reached 1,200 educators and 1,100 students in 2017 and plans to travel to North and East Idaho teachers this year.



Free resources include:

- Free online lesson plans.
- A free coding app for kids.
- A social, emotional, and character development curriculum for teachers.
- Hands-on teacher training courses.

"I'm not a sales person, I'm a teacher," she said. "I want teachers to know what is out there for them and how they can use these tools in the classroom."

The training is part of a PBS pilot project, the Teacher Community Program, launched last year. It operates in five states: Idaho, Montana, Oregon, North Dakota and Iowa. A full-time certified teacher for each state is working as an ambassador.

Wardle has worked in education for 13 years and was previously a fifth-grade teacher at White Pine Elementary School in Burley for eight years. She served on the Cassia County School District technology team and implemented technology throughout her school and district.

"Idaho isn't connected to the Internet like other states and we are behind in technology in schools," she said. "We need to make a change and I feel I'm making a difference."



For Garrett, Wardle wasn't just teaching a coding class, but was a mentor who is connecting teachers through her own experiences. Garrett is now using coding on a regular basis as part of her teaching curriculum.

"I never thought I would be doing coding in my classroom, it was something I thought was challenging," Garrett said. "The visit was very positive."

You can check out free PBS learning media here. If you're an educator and would like Kari Wardle to come to your classroom connect with her at Kari.Wardle@idahoptv.org.



CPB's American Graduate backs job training projects at stations

By Dru Sefton Dru Sefton, Senior Editor | January 23, 2018

WASHINGTON — CPB is moving its high-school dropout prevention initiative into a new jobs-training phase, with \$3.7 million in grants to 19 stations for American Graduate: Getting to Work.

The corporation announced the grants, which range from \$170,000 to \$200,000, at the annual meeting of the National Educational Telecommunications Association Tuesday.

Recipient stations will work with community partners to assess the local workforce and produce local content focused on the skills needed in that area.

"The American Graduate initiative attracted local business and community leader support and engagement by focusing on keeping young people on the path to success in school and life," said CPB President Pat Harrison in a press release. "All Americans want our young people to be prepared to fill jobs that currently are unfilled because of a skills gap."

The 19 stations receiving these American Graduate grants are Alabama Public Television, Birmingham; Alaska Public Media, Anchorage; Cincinnati Educational Television; Idaho Public Television, Boise; KCPT, Kansas City, Mo.; Kentucky Educational Television, Lexington; KLRU, Austin, Texas; KUEN, Salt Lake City; Nine Network, St. Louis; PBS Charlotte, N.C.; Vegas PBS; West Virginia Public Broadcasting, Charleston; WFSU, Tallahassee, Fla.; WHRO, Norfolk, Va.; WOSU, Columbus, Ohio; WVIZ, Cleveland; and WXXI, Rochester, N.Y.

Nine Network will bring the work of these stations together "to develop content and resources as well as align best practices for national impact," the release said. Stations "will be able to access the shared resources to partner with local funders and launch similar local efforts."



Idaho PBS KIDS Channel set to launch

January 20, 2018

On February 1, Idaho Public Television will officially launch its fifth broadcast channel, and this one will air educational programs for children, all day and night.



The Idaho PBS KIDS Channel is made possible thanks to founding sponsors who support around-the-clock educational programming: CapEd Credit Union, Albertsons, IDeal - Idaho College Savings Program and High Five! powered by Blue Cross of Idaho Foundation.

The new channel will be available for free to viewers who receive IdahoPTV's over-the-air signal. On February 1, viewers may need to "rescan" their television or digital receiver to add the new channel.

In addition to broadcasting over the air, the Idaho PBS KIDS Channel will be carried by many cable TV providers. Consult local satellite/cable provider for channel allocation. The channel is already streaming live on the IdahoPTV website, and can be viewed through the PBS KIDS Video app on tablets, smartphones, and streaming devices such as Apple TV and Roku.

The live stream experience offers an integrated games feature, which enables children to toggle between a PBS KIDS program and an activity that extends learning — all in one seamless digital experience. The live stream and games feature is grounded in research demonstrating that measurable gains in learning are achieved when children engage with both video and games.

The games align with the learning goals of the corresponding TV series.

The lineup of programs on the new channel includes favorites such as Daniel Tiger's Neighborhood, Wild Kratts, Ready Jet Go!, and Splash and Bubbles. It also includes PBS KIDS favorites not currently available on IdahoPTV: Fetch With Ruff Ruffman, Cyberchase, Peep & the Big Wide World, WordWorld and others.

The channel will also be home to the newest PBS KIDS creation, Pinkalicious & Peterific, when it premieres on February 19. Based on the book series by Victoria Kann, this new series encourages children ages 3 to 5 to engage in the creative arts and self-expression, covering areas such as music, dance and visual arts.

This new animated series follows the adventures of Pinkalicious and her brother, Peter. Pinkalicious is an artist at heart, and like most creative people, she sees the world differently from others. She's not afraid to express herself — though she sometimes needs help from her brother and her neighborhood friends. Each episode will feature two 11-minute animated stories, a live-action segment, and an original song.

BOISE WEEKLY

JANUARY 24, 2018

Kids These Days: Introducing the Idaho Kids Channel

Idaho Public Television will offer 24/7 programming for children with the Thursday, Feb. 1 debut of the Idaho Kids Channel

By George Prentice @georgepren

When Idaho Public Television throws the switch Thursday, Feb. 1, it will launch its Idaho Kids Channel with a roster of stars, including Arthur, Daniel Tiger, Wordgirl, Clifford the Big Red Dog, the Cat in the Hat and the citizens of Sesame Street, along with the brother and sister team Pinkalicious and Peterrific, a new PBS show.

“The idea of an all-kids channel goes back quite a while,” said IPTV General Manager Ron Pisaneschi. “We’ve got some amazing numbers of viewers for our children’s programming on our main channel, but there’s new data that indicates children watch television in significant amounts on weekends and in the evening.”

On its main platform, the Idaho Channel, IdahoPTV programming includes Austin City Limits, Idaho Reports, Antiques Roadshow, Masterpiece, The Great British Baking Show and dozens of other extremely popular programs targeted at adults. But a number of viewers in that demographic are parents of small children, and they face a real challenge many weeknights.

“I know it’s a pejorative term, but talk to a parent, and ‘the arsenic hour’ is a real thing,” said Pisaneschi.

The “arsenic hour” is a period of time in the evening when babies and young children go from calm to cranky in a heartbeat, while parents are valiantly trying to get dinner on the table or get their youngsters ready for bed.



“Quite frankly, most of the shows on television at the arsenic hour are news programs or other things that would be inappropriate,” said Pisaneschi. “The beauty of this new channel is it’s 24/7. Maybe there’s a child who is sick or in the hospital, and we’re here. Mornings? Of course, we’re here. Evenings, weekends? We’re here, and we’re here with not only appropriate programs, but valuable programs.”

Launching a new channel—this will be the fifth for IPTV—is a formidable task, especially considering the necessity of investing in new infrastructure.



Idaho Public Television

"We stood before the Idaho Legislature a year ago telling them about our plan and our need for new equipment," said Pisaneschi. He explained that the channel requires new encoders and multiplexers to broadcast a new digital signal across the state. "Basically, we got a quarter of a million dollars for the infrastructure. For the record, the legislature only approves funding for equipment, not programming."

Fortunately, four founding sponsors—CapEd Credit Union, Albertsons, the Idaho College Savings Program and the Blue Cross of Idaho Foundation High Five initiative—have made year-long commitments to help fund operating and programming costs for the Idaho Kids Channel.

Then there's the tricky business of negotiating with dozens of different cable companies across Idaho to get the Idaho Kids Channel included in their lineups.

"It's our expectation that we'll be on most, if not all, of the cable companies' slates of channels," said Pisaneschi. "There are the big ones like Cable One, but there are a lot of mom-and-pop cable companies in small communities in Idaho. If you don't have cable, you'll still be able to see all of the Idaho Public Television channels, including the [Idaho] Kids Channel, via your antenna. We'll ask that you re-scan your digital signal on February 1, and you should be good to go."

Along with being on the air, the new Idaho Kids Channel will also have an online and streaming presence.

"Sure, you can have the broadcast, but when Mom says, 'It's time to go to the store or the library,' it's the new normal to grab a tablet so the kids can continue watching their favorite show," said Pisaneschi, who for years served on the PBS Children's Advisory Committee.

"What's the difference from when I began and today? Well, there are so many new shows now, but it's still about telling good stories. There a lot of new things being developed, but quite frankly, there will always be the legacy shows like Sesame Street that will be part of our lives forever. A lot of very dedicated people are working really hard to make our new kids channel happen, but there is absolutely no downside to any of this. This is a win, win, win."