



# General Manager's Report

idahoptv.org

Peter W. Morrill, Idaho Public Television  
(208) 373-7220 idptv@idahoptv.org

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## QUOTE

"It's sad to say good-bye to our Grass Valley video mixer. This essential piece of equipment has allowed us to provide service to Idahoans for more than thirty years. It witnessed Nixon in the White House, disco on the dance floor, as well as the aftermath of the Teton Dam disaster. It brought the Church-Symms debate to our citizens, along with the Inauguration of Governors Andrus, Evans, Andrus, Batt, and Kempthorne. Programs like "Outdoor Idaho," "Dialogue," "Idaho Reports," and "Dialogue for Kids" have all passed through its circuitry. Farewell, old friend. You've served the state well."

Peter W. Morrill, General Manager  
July 6, 2004 (see story on page 4)

## IDAHOPTV CAPTURES TWO REGIONAL EMMY AWARDS

Idaho Public Television brought home two Northwest Regional Emmy Awards from ceremonies Saturday, June 19, in Seattle.

An OUTDOOR IDAHO episode, entitled "Conflict in the Clearwater," took top honors in the Public Affairs — Special or Series category. A 60-second spot, called "T-Rex named Sue," about a dinosaur exhibit at the Museum of Idaho in Idaho Falls was honored in the Promo — Single Spot — Non-News category.

"We are gratified that the National Academy of Television Arts and Sciences singled out the quality work performed by the IdahoPTV production team," IdahoPTV General Manager Peter W. Morrill said. "Original programming about Idaho — its contemporary issues, life, culture and history — is an important part of our mission."

Idaho's statewide public television system received 10 Regional Emmy nominations in May, a record number of nominations for IdahoPTV in a single year.

OUTDOOR IDAHO "Conflict in the Clearwater" was written and produced by Bruce Reichert and edited by Pat Metzler. Tom Hadzor was videographer with additional footage provided by Jeff Tucker and John Crancer. Morgan Dethman created graphics.

A "T-Rex named Sue" was produced and edited by Janette Crancer, with videography by Jay Krajic. The original footage was featured in a DIALOGUE FOR KIDS show in February 2003 that was produced by Joan Cartan-Hansen and edited by Al Hagenlock.

The National Academy of Television Arts and Sciences Northwest Regional Chapter sponsors the awards for local and regional program material by television stations in Idaho, Oregon, Washington and Alaska.

## **the buzz**

For more Buzz, checkout [idahoptv.org](http://idahoptv.org)

-National Public Radio journalist Bob Edwards will be interviewed by IdahoPTV's Marcia Franklin for broadcast on DIALOGUE on July 22, at 8:30pm Mtn/7:30pm Pac., with a repeat broadcast on July 25, 5:30pm Mtn/4:30pm.

-For the second year in a row, an IdahoPTV ZOOM INTO ACTION segment on student volunteer projects has been selected by WGBH Boston for national broadcast on ZOOM. The segment entitled "Save the Mountain Blue Bird" and was produced by IdahoPTV's Nita Moore and Mike Goff about the Girl Scouts' Brownie Troop in Ketchum. The airdate will be in January 2005. More information will be provided in late fall. To see this and other ZOOM INTO ACTION segment check out [idahoptv.org/kids](http://idahoptv.org/kids).

-IdahoPTV's production will be producing two segments for THE NEWSHOUR WITH JIM LEHRER this fall. The first segment, in collaboration with Boise State University's Department of Public Policy and Administration and Dr. Jim Weatherby, involves interviewing one hundred randomly selected Idahoans on issues of national security and economics. The second features discussions on Islam. The segments will be broadcast in the fall on the NEWSHOUR WITH JIM LEHRER and retooled versions on DIALOGUE.

-In early June, the Federal Communications Commission (FCC) notified Idaho Public Television that it had been randomly selected (twice!) along with approximately twenty other broadcasters in the United States to participate in a newly implemented audit of Equal Employment Opportunities (EEO) compliance guidelines. The FCC EEO audit, due June 30, 2004, has been the subject of years of controversy and litigation between commercial broadcasters and the Commission. On Monday, June 30, under guidance from the Office of the Attorney General and deputized attorney Anne Goodwin Crump, Fletcher, Heald & Hildrith, Arlington, VA, IdahoPTV submitted our self-generated audit response to the FCC. IdahoPTV, a State Board of Education/State of Idaho entity that relies heavily on the services and guidance of the Division of Human Resources for personnel services and issues, expects no compliance findings from this audit.

-IdahoPTV Production Manager Jeff Tucker was interviewed by the national weekly trade publication "Television Week" for their June 23 issue on the utilization of digital tapeless technologies employed on IDAHO REPORTS coverage of the Idaho Legislature. During the last legislative session, IdahoPTV photographed most of the location segments using high capacity, removable hard drive technology. This allowed the production crew to prepare stories as soon as the storage device was inserted into the editing systems.

-PBS Board of Directors voted on June 23 for an increase of member stations' programming charges of three percent, which is expected to increase IdahoPTV's PBS annual programming costs dues to approximately eight hundred thousand dollars.

-May 2004 Nielson audience surveys have been tabulated and the initial review indicates that IdahoPTV viewership has increased substantially (compares May 2003 to May 2004). Gross audiences (CUME) were up 20% during primetime and 11% full day. Individuals (gross rating points) were up 61% primetime and 29% full day.

## **IDAHOPTV SIGNALS UPDATE**

Idaho Public Television Installs and Powers First Digital Television Translator

On Tuesday (June 15) Idaho Public Television's digital television signal on channel 45, call signal K45HP, began broadcasting in the Long Valley, Cascade area around 1:15 p.m. MT. Acting within the guidelines of an FCC experimental authorization, Idaho Public Television engineers installed and energized the digital television translator.

"It is believed to be the first digital translator activated in the Pacific Northwest," IdahoPTV Director of Technology Rich Van Genderen says.

KTech Telecommunications, Inc. in Chatsworth, Calif. donated the translator for a one year test period. The donated unit broadcasts to Long Valley viewers with an effective radiated power of approximately 200 watts.

"We are really excited and anxious to test the viability of digital television re-transmission." Van Genderen says. "KTech Telecommunications provided us with an excellent opportunity to see how well low power digital television can be received in translator-served communities; we are very grateful to them for this."

From Snowbank Mountain in Long Valley, the translator receives IdahoPTV's channel 21 signal from Deer Point in Boise County and then retransmits it on channel 45. Extensive field measurements of signal availability in the area are planned throughout summer and fall of 2004.

Idaho Public Television signals are rebroadcast by a statewide network of thirty-seven analog translators. The Federal Communications Commission is expected to promulgate rules mandating that translators be converted to digital technology similar to the mandate for television digital transmitters. This year long test will give viewers in the Cascade and McCall areas the benefits of free, over the air high definition digital programming. In addition IdahoPTV will garner valuable experience in implementing this new technology.

-On June 26, in partnership with the Quinn River Television Maintenance District (QRTMD), McDermitt, NV, IdahoPTV began providing translator service on channel 50. Congratulations to Chief Field Engineer Larry Smith and the QRTMD for their hard work and determination to provide quality television services to this rural community.

## IDAHOPTV REACHES OUT

Peter Morrill, IdahoPTV General Manager and Ron Pisaneschi, Director of Broadcasting were invited be on a panel at the Idaho Cable TV Association annual meeting in Boise in early July. IdahoPTV was the only local television station invited to present to the ICTVA. The group requested an overview of IdahoPTV's digital television services including high definition programming and multicast services.

## IDAHOPTV RECEIVES ADDITIONAL HONORS FROM SPJ

On June 2, 2004 IdahoPTV received three honors from the Pacific Northwest Society of Professional Journalists:

1st place Documentary

1st place Feature Photography

2nd place Feature

Outdoor Idaho: White Clouds in Waiting

Predator Legends

Butterfly Man from Outdoor Idaho: Never Say Quit 2

## IDAHOPTV STAFF TRANSITIONS

Joan Hill Yost, IdahoPTV Development Director, has announced her intension to retire at the end of August. Joan has worked for IdahoPTV for more than fourteen years and has been instrumental in implementing our state-of-the-art membership system and e-commerce initiatives. Her wisdom and steady hand will be sorely missed.

## IDAHOPTV'S 31 YEAR-OLD VIDEO MIXER GIVES UP THE GHOST

During the evening of June 29, severe storms in the Boise area caused power fluctuations at IdahoPTV's statewide production center at 1455 North Orchard. During one of the voltage "bumps," the resulting variance caused permanent and irreparable damage to the aged electronic circuits of IdahoPTV's only statewide production center video mixing unit.

The video switcher is the device that mixes and layers together the visual elements of a given television program. Without this component, the studio television production system does not function.

Our statewide production center in Boise is the origination point for many of Idaho Public Television's statewide television productions, including:

DIALOGUE  
STATE OF THE STATE ADDRESS  
STATE OF THE BUDGET ADDRESS  
DIALOGUE FOR KIDS  
IDAHO REPORTS  
THE IDAHO DEBATES  
INEEL SCHOLASTIC DECATHLON  
FOCUSWEST PUBLIC AFFAIRS SERIES  
STATE DEPARTMENT OF EDUCATION WEEKLY REPORT  
FESTIVAL fundraising

In 1997, the State of Idaho was informed of the impending digital conversion, mandated by Congress and the FCC. This signaled the need to address the replacement of old and outmoded analog equipment relating to IdahoPTV's studios in Boise, Moscow, Pocatello and Idaho Statehouse, as well as IdahoPTV's aged translators serving rural communities.

As a short-term solution, IdahoPTV technicians have removed the non-operational video mixer. It currently resides in a storage area at our 1455 North Orchard facility, and in due course will be removed from the state inventory and junked.

IdahoPTV has temporarily replaced it with a smaller, and also aged, video mixing unit (State of Idaho Property Tag #141870) residing at IdahoPTV's Idaho Statehouse studio, to operate at the statewide production center. This much smaller analog unit (circa 1987) is not capable of performing the normal range of operations that are required of the now defunct mixing unit.

We realize this is only a stopgap measure. Unfortunately, it is the only reasonable stopgap measure at our disposal.

What this means is that we are now unable to do any studio production at the Idaho State Capitol. And it also means we will be severely limited in our studio capabilities at 1455 North Orchard.

Replacement proposals for this and other related aged equipment have been unsuccessfully presented to the state for the last two legislative sessions. Several federal competitive grant programs exist to assist stations with major capital replacement proposals that could reduce the state's obligation, but all require substantial (50%) local match. To replace the equipment in the statewide studio production center alone is estimated at about one million dollars alone. The estimated replacement cost of the video switcher unit component is between \$150,000 and \$225,000.

The longer-term impact and solution to this situation on IdahoPTV's regular local programming, including broadcast and web coverage of the Idaho Legislature, remains unclear at this time. In the coming weeks, we will be preparing a plan of action and will report back to you in this forum.

## CHARTER SCHOOL COMMISSION MEMBERS APPEARED ON DIALOGUE

—Aired Thursday, June 17 at 8:30/7:30 p.m. MT/PT  
—Repeated Sunday, June 20 at 5:30/4:30 p.m. MT/PT

Three members of the state Charter School Commission, including the commission chairman, appeared on DIALOGUE to discuss public charter schools in Idaho.

Joining DIALOGUE host Joan Cartan-Hansen were: Jim Hammond, Post Falls, commission member and former State Board of Education member; Kirk Miller, Boise, commission member and president of Anser Charter School Board; and Bill Goesling, Moscow, commission member and Moscow School Board member. They talked about the future of charter schools and the impact of their growing numbers on the traditional public education system.

Earlier this year, Gov. Dirk Kempthorne appointed the seven-member commission to deal with matters relating to Idaho's charter schools.

During the live call-in show on Thursday at 8:30/7:30 p.m. MT/PT, Cartan-Hansen and her guests took phone calls from viewers on a toll free line.

The show is also available for on-demand viewing on the IdahoPTV Web site ([idahoptv.org/productions/streaming.cfm](http://idahoptv.org/productions/streaming.cfm)).

## COOL READS FOR A HOT SUMMER ON DIALOGUE

—Aired Thursday, June 24 at 8:30/7:30 p.m. MT/PT  
—Repeated Sunday, June 27 at 5:30/4:30 p.m. MT/PT

DIALOGUE offered viewers suggestions for good summer reading on this program and three guests spoke with viewers about favorite books.

Host Marcia Franklin was joined by Idaho authors Nicholas Hershonow, McCall, and Claire Davis, Lewiston, who discuss their works and recommend other books for viewers. Diane Broom, youth services librarian with the Boise Public Library, also joined the panel to suggest books for younger readers.

Viewers were encouraged to phone in during Thursday's live program or email in advance to recommend their own favorite books. A full list is available on the Web site ([idahoptv.org/dialogue](http://idahoptv.org/dialogue)).

Hershonow, author of *The Road Builder*, is working on his second novel. Davis, a professor of Creative Writing at Lewis-Clark State College in Lewiston, Idaho, published *Winter Range* in 2001. She will release another novel in 2005, *Season of the Snake*, and a book of short stories in 2006. Both Hershonow and Davis recently won fellowships from the Idaho Commission on the Arts. Broom, a former bookseller for an independent bookstore, specializes in books for children and young adults.

## MEDICARE LAW EXPERTS THIS WEEK DISCUSS NEW DRUG DISCOUNT CARDS ON DIALOGUE

—Aired Thursday, July 8 at 8:30/7:30 p.m. MT/PT  
—Repeated Sunday, July 11 at 5:30/4:30 p.m. MT/PT

Three experts on Medicare law appeared on DIALOGUE to discuss recent changes in the law and what seniors and those who care for them can expect from the new Medicare drug discount cards.

DIALOGUE host Marcia Franklin talked with Clyde Dailey of AARP Idaho, Genii Hamilton of Senior Health Insurance Benefits Advisors, and Roger Sherman of United Vision for Idaho. They discussed some of the criticisms leveled at the law, which established the drug discount cards and why many seniors have not registered yet for the cards.

The U.S. Department of Health and Human Services announced its new Medicare drug discount cards with great fanfare after President George W. Bush signed the Medicare Prescription Drug Improvement and Modernization Act into law on December 8. It provides for transitional drug discount cards with full implementation of the program in two years. Seniors so far have not been signing up for the cards in great numbers. And, the program has been criticized because it does not allow the Medicare administration to negotiate for the best drug prices, has a gap in coverage, and does not allow for re-importation of prescription drugs from Canada and Europe at lower prices.

During the live call-in show on Thursday at 8:30/7:30 p.m. MT/PT, Franklin and her guests took phone calls from viewers on a toll free line: 1-800-973-9800.

The show is also available for later viewing on the IdahoPTV Web site ([idahoptv.org/dialogue](http://idahoptv.org/dialogue)).

## CLONING WILL BE DISCUSSED ON DIALOGUE

—Airs Thursday, July 15 at 8:30/7:30 p.m. MT/PT  
—Repeats Sunday, July 18 at 5:30/4:30 p.m. MT/PT

Cloning, even the very suggestion raises ethical issues. But cloning may lead to scientific advances in understanding disease. This episode of DIALOGUE, will examine the successful equine cloning program at the University of Idaho. The program will also find out how cloning works and how the scientists involved deal with the moral and scientific sides of the issue.

The program's guests, Dr. Gordon Woods is a professor of veterinary science at UI College of Agricultural and Life Sciences and Dr. Dirk Vanderwall, an assistant professor of animal and veterinary science at UI, will join host Joan Cartan Hansen.

In May of 2003 the scientific team celebrated the birth of a mule clone named Idaho Gem. Since then, three more exact clones of Idaho Gem have been born. The scientists hope to study the clone family as a model for new ways to study human diseases like cancer and diabetes.

The panel will take calls from viewers during the Thursday broadcast.

## IDAHO GUITARIST TAKES FIRST PLACE IN NEW YORK GUITAR FESTIVAL AIRED ON IDAHO PUBLIC TELEVISION

DRIVEN TO PLAY: THE NORTH AMERICAN ROCK GUITAR COMPETITION aired Sunday, June 20 at 10:30 p.m. MT/PT and repeated Wednesday, June 23 at 8:00 p.m. MT/PT.

Idaho's Ned Evett captured first place at the 2003 annual WNET Buffalo Niagara Guitar Festival in DRIVEN TO PLAY: THE NORTH AMERICAN ROCK GUITAR COMPETITION. The program featured Evett playing a 10-minute medley on his fretless guitar.

In the days leading up to the event, cameras trailed Evett and four other finalists selected from more than 100 applicants. Performances and interviews with contest officials, competitors, and family members provided a look at what motivates people to pursue dreams.

"They were all supporting and cheering each other on," says producer Paul Lamont. "It just shows what level the musician lives on; it's a very strong community."

Evett, a singer/songwriter, based in Boise, recently performed at the Flicks movie theater in Boise. Central to his demonstration of guitar prowess is his skill with the fretless guitar. Sound is derived with a fretless guitar from the musician's fingers engaging the strings against a fingerboard without raised metal ridges (frets).