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**Quotes**

“Hi Marcia (Franklin, IdahoPTV Producer)! Barb here. I’ve been wanting you to know I read your journal (STS118-related) online, and it’s fabulous. Thanks for sharing the behind the scenes look.



We’re sorry we won’t be in the area this week to watch the documentary (BARBARA MORGAN, NO LIMITS), but we’re really looking forward to seeing it when you can get us a copy, and we’ve already told Clay’s mom who’s quite excited.

Please say hi to Jay (Krajic, IdahoPTV Director), and thanks again to you both for all your great work. Wish we could also be in Boise Tuesday night to help you celebrate finishing a big job. Whew!!”

Best, Barbara Morgan



“I was in Mt. Home in July 2006 caring for my dying Mom; the very last show we watched with her was the 4th of July special (Idaho Rhapsody) on your station. There was wonderful music back dropping an Idaho I had not yet seen. Sadly, Mom died 2 days later.”

Jennifer Patay, February 10, 2008

“PBS is not just for dorks anymore. Video game documentaries and indie rock are helping public television get hip.”



Chad Dryden, Idaho Statesman, March 1, 2007  
(See the full article in the News section.)

“Your HDTV is the BEST. Even better than DISH HDTV. I get all of your channels with powered rabbit ears (100% signal). Love your programming too. I’m a senior snowbird and spent lots of time this winter in the California central coast area and in Redding, CA. Neither has Public TV that comes close to yours.”

Bob Dettloff, Pocatello





"I have enjoyed your shows with the state department heads. I got more information from those programs than I was getting at the legislative meetings. Keep up the great work!!"

Ann, February 22, 2008



## IdahoPTV Special Follows Barbara Morgan's Space Quest

- Aired Tuesday, March 4, at 7:00 p.m. MT/PT
- Repeats Sunday, March 16, at 7:30 p.m. MT/PT

A new Idaho Public Television documentary tells the story of perseverance and resolve that lifted former McCall Elementary School teacher Barbara Morgan into space.

IdahoPTV producer Marcia Franklin and videographer Jay Krajic chronicle Morgan's 23-year odyssey. The special airs Tuesday, March 4, at 7:00 p.m. MT/PT and repeats Sunday, March 16, at 7:30 p.m. MT/PT as part of IdahoPTV's FESTIVAL 2008 programming.

"Morgan's tenacity is an example for anyone with a goal, large or small," says producer Franklin. "Stick with it. Don't give up."

Morgan knew immediately she would apply when she heard President Ronald Reagan announce the Teacher-in-Space program on August 27, 1984. "I shot straight up and said, 'Wow!'" she says. "Because as teachers, we're always looking for opportunities to bring the world to our classrooms."



In her application, Morgan stressed her method of active teaching, which incorporates her own life into her lessons, and the need to experience space to teach about it. "I want to get some stardust on me," she wrote. Named runner-up to New Hampshire teacher Christa McAuliffe, Morgan was chosen from 11,000 applicants. When McAuliffe died on the shuttle Challenger in January, 1986, the Teacher-in-Space program was canceled.

"It looked to me personally that ... Barbara Morgan would never get a chance to fly," says Bill Harwood, a veteran CBS reporter.

Rare footage, photographs and interviews with Morgan, her friends, colleagues, students and family show how Morgan does become a full-fledged astronaut, and then overcomes additional challenges. On August 8, 2007, Morgan and her six crewmates blasted off in the

Shuttle Endeavour, the beginning of a 13-day mission to the International Space Station. The documentary follows the story from McCall to Houston, from Cape Canaveral to the White House, to Boise and back to McCall.



“It’s showing that teachers have the right stuff,” says friend and fellow teacher Kathy Phelan.

From a 32-year-old schoolteacher to a 55-year-old astronaut, Morgan achieves her dream. “Yes, actually I did get some stardust on me. We all got some stardust on us,” she says.



OUTDOOR IDAHO is 25 years old!

Twenty-five years is a long time in the world of television. Luckily, Idaho has a million stories waiting to be told and thousands of places ready to explore.

On March 6<sup>th</sup> at 7:00 p.m. we will celebrate our 25th anniversary with a 90 minute Special. We will look backwards and forwards, exploring some of the notable moments in Outdoor Idaho’s remarkable history.

People, places, wildlife, and issues, interspersed with a healthy dose of humor and exceptional videography - it will all be on display for one evening in March.

We’ll also take you behind the scenes of some of our favorite programs and bring you up-to-date on the major environmental issues facing the state. It’s a show you won’t want to miss!



‘OUTDOOR IDAHO’ IS 25

Diane Roynayne, March 2, 2008

It’s not really a retrospective, producer/writer Bruce Reichert told me, but his 90-minute Idaho Public Television special will have its share of beautiful places, he promised.

“I think your readers will really appreciate our attempt to look to the future, at the issues we all will be facing in the coming years. Joining us for a campfire discussion are former State Sen. Laird Noh; Sawtooth forest ranger Sara Baldwin; political scientist John Free-muth; Margaret Soulen of the Idaho Rangeland Resources Commission; poet Bill Stude-baker; and John McCarthy of the Wilderness Society.

“Twenty five years. Seems like just yesterday, until I look at some of those old standups! Luckily, we’ve never run out of story ideas or places to visit. Beautiful, bewitching Idaho. Esto perpetua. May she live forever!”

See it at 7 p.m. on Thursday or on March 9 on Channel 4.

# the buzz



— On Wednesday, February 27, Larry Gebert of KTVB-TV/Boise originated all of the live morning news weather forecasts from the Boise studio of Idaho Public Television. His broadcasts began at 5:02am and continued until 9am and highlighted the upcoming Festival 2008 fund raiser.



FESTIVAL 2008 Opens Saturday, March 1, on IdahoPTV

— Annual On-Air Fund-Raiser is March 1-16

FESTIVAL 2008 opens on March 1. A full listing of FESTIVAL 2008 programs is available on the IdahoPTV Web site at [idahoptv.org/schedules](http://idahoptv.org/schedules).

“During FESTIVAL we feature a number of specials as well as episodes from some of our regular series. These, along with IdahoPTV’s own productions, provide a sampling of the kinds of programming we air throughout the year,” says Kim Philipps, IdahoPTV director of marketing.

Philipps points out that the annual March fund-raiser and a December weekend event help secure a major part of IdahoPTV’s operating budget.

“Idaho Public Television depends on private contributions, which make up 62 percent of our operating budget. FESTIVAL is our single largest fund-raising event of the year. It’s critical that this campaign succeeds,” Philipps says. “The money we raise during FESTIVAL helps pay for program acquisition and Idaho productions that viewers enjoy throughout the year.”

“FESTIVAL 2008 is a time for people to become partners with us, to make an investment in television worth watching,” Philipps says. “Remember, we’re here for you.”



— CableOne phone will match pledges made on-line during Festival 2008. We thank them for their long-term support of IdahoPTV.



— On Wednesday, February 20, the Joint Finance–Appropriations Committee (JFAC) voted 16-4 vote on a motion made by Senator Bair (seconded by Senator Keough) on our fiscal year 2009 budget request. I'm very please to let you know that they recommended a maintenance of current operation budget (MCO) including approximately \$1.7 million in replacement capital funds for much needed digital equipment upgrades. Unfortunately, JFAC's recommendation did not include funds for either the IDAHO EXPERIENCE history initiative (recommended by Governor Otter) or a backup power generator for the network operations center (NOC). Here is a quick run-down of the approved replacement items:

\$1,096,600	Pocatello-Boise analog microwave replacement
\$344,000	Statehouse video system replacement
\$35,000	Boise central to transmitter microwave replacement
\$165,000	Transmitter maintenance parts (KUID, KAID, KISU)
<u>\$56,000</u>	Statehouse analog microwave replacement
\$1,696,600	Total

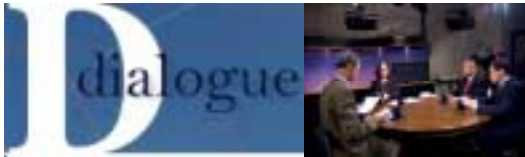
For those of you who have been following the state revenue reports over the last couple of months, and specifically the budget setting process this past week, I am extremely pleased and gratified of the confidence JFAC has with the value that Idaho Public Television brings to the state and the need for strong on-going support. Many worthy requests in state government are not being embraced because of the slowdown of the economy. You should feel good about the results of the hard work you've all provided in support of IdahoPTV!

Finally, the committee did encourage IdahoPTV to consider requesting a supplemental budget request in FY 2009 for required local match (\$75,000) for a PTFP grant (see below) for a backup power generator system. We are heartened by this support for the needed equipment. I have pledged to our budget analysts (DFM and LBO) that we'll actively pursue other options for local match, but will use this opportunity as a last resort.



— Also on Wednesday, February 20, IdahoPTV submitted an 87-page grant request to the U.S. Department of Commerce's Public Telecommunications Facilities Program (PTFP). The \$300,000 project entails the acquisition of a backup power system for the statewide network operations center (NOC). We are requesting that PTFP fund 75% of this project. IdahoPTV will need to provide the 25% (\$75,000) in non-federal, local match. We'll hear about PTFP's determination by October 1, 2008. If anyone has any ideas for local match opportunities we might pursue...I'm all ears!

— On Thursday, February 20, Senator Mike Crapo began a series of statewide hearings on the federal mandate for television broadcasters to cease analog television transmitter broadcasting on February 17, 2009. Senator Crapo invited two representatives from federal entities and me to address the hearing. I've included in the News section, a press release from Senator Crapo's office on these statewide hearings.



— On Thursday, February 21, Idaho Public Television's DIALOGUE produced a program examining the cessation of analog television transmitter broadcasting on February 17, 2009. The program included guests

from the Federal Communications Commission, the U.S. Department of Commerce (NTIA) and me. During the show we received 351 phone calls from viewers across Idaho.



— As you've read and heard in the media, the federal government has established a \$40 coupon program that will provide consumers a cheaper way of purchasing a digital TV converter box for their analog TV. Congress has passed legislation calling for the cessation of analog television transmitter broadcasts in favor of only digital television transmitter broadcasts on February 17, 2009. According to A.C. Nielsen, this will impact more than 406,000 viewers' primary television sets in the IdahoPTV viewing areas.

Unfortunately, the federal specifications for these boxes did not include the ability to "pass through" analog TV signals. The federal mandate for digital only broadcasting did not include low power TV and translators (repeaters). These devices will continue for several more years.

Currently, there are 38 converter boxes that have been certified by the federal government. Only four of them allow for both analog and digital programming. According to the NTIA, they are as follows:

Philco TB150HH9  
 Philco TB100HH9  
 ECHOSTAR TR-40  
 Magnavox TB-100MG9

## The New York Times

— In the wake of the Sunday, February 17, 2008 column entitled "Is PBS Still Necessary?" by Charles McGrath, more than 7,200 people (as of 2/24/08) logged onto the New York Times (836) and PBS (6481) Web sites to register their comments. Overwhelmingly, the comments from viewers were like those from M. R. Klivington,

"I was dismayed by the Times article about the relevance of PBS. TV truly is a vast wasteland and if it were not for PBS, I wouldn't have the privilege of being so well informed on so many issues."

For more on this issue, I've included the original column, and a response by Paula Kerger, President and CEO of PBS, in the News section below. Also, check out the March 1, 2008 Idaho Statesman article entitled "PBS is not just for dorks anymore." I've commented to a few folks that in some parts of our country getting slammed by the New York Times is a *feature* versus a *problem*!



## Idaho Legislature Live 2008 Session



ISBA, IdahoPTV, Legislative Leaders to take part Thursday in Check Presentation-Press Conference for \$35,000 Operation Grant in Support of LEGISLATURE LIVE Broadcast, Webcast

Legislative leaders will join Idaho State Broadcasters Association and Idaho Public Television officials Thursday (February 14) when ISBA conveys a \$35,000 operation grant to IdahoPTV for the IDAHO LEGISLATURE LIVE broadcast.

The C-Span-like coverage of the Idaho House and Senate by IDAHO LEGISLATURE LIVE airs statewide on two IdahoPTV digital channels and streams live on the IdahoPTV Web site (idahoptv.org). It is a service of Idaho Department of Administration, Legislative Services and IdahoPTV. Operational funding for IDAHO LEGISLATURE LIVE is made possible by the \$35,000 grant from ISBA and \$25,000 from the IdahoPTV Foundation endowment.

The press conference at 3:00 p.m. in the Idaho Senate Chambers of the Capitol Annex includes: Speaker of the House Lawrence Denney, Senate Pro Tem Robert Geddes, minority leaders Rep. Wendy Jaquet and Sen. Clint Stennett; and a representative from Legislative Services. Lee Wagner, ISBA president, and general manager of KMVT in Twin Falls, and Peter W. Morrill, IdahoPTV general manager, are representing their organizations.

"IDAHO LEGISLATURE LIVE takes on special significance this year because of the limited viewing capability in the temporary quarters in the Capitol Annex building where the legislature is meeting during the Statehouse renovation," Morrill said. "We're delighted to have the support of the Idaho State Broadcasters to be able to provide this service through broadcast and the Internet to virtually every section of the state."



Presented nationally on PBS by Idaho Public Television

Ribbon of Sand premiered nationwide on PBS Monday, February 25, 2008.

The famed Outer Banks of North Carolina are a slim and moving line of sand in the open Atlantic and a destination for vacationers seeking beaches, sun and surf. Many travelers think they know these islands, but south of Ocracoke Inlet rises a luminous bar of sand sixty miles in extent with no roads, no bridges and no hotels. These wild, remote beaches of Cape Lookout National Seashore are one of the few remaining natural barrier island systems in the world.

At once exaltation and elegy, Ribbon of Sand profiles this seascape and the transitory islands doomed to disappear.



As environmental pioneer Rachel Carson notes in her 1954 article *The Real World Around Us*, “The more clearly we focus our attention on the wonders and realities of the universe about us, the less taste we shall have for destruction.”

More than half a century after she wrote these words, North Carolina’s Outer Banks are imperiled by rising sea levels due to global warming. Carson’s writing, full of wonder and warning, frames *Ribbon of Sand*, a lyrical and beautifully filmed natural history documentary produced by award-winning filmmaker John Grabowska (*Crown of the Continent*, *Remembered Earth*). The *Washington Post* calls the film “poetic...both intimate and sweeping.”

Acclaimed actress Meryl Streep interprets the writings by Rachel Carson, and Academy Award winner Todd Boekelheide composed an original orchestral score for the film.

Rather than focusing only on the barrier islands, *Ribbon of Sand* examines all the interrelated elements of the coastal ecosystem, from the vast coastal plains to the shallow sounds. Offshore, the thin strips of barrier island sand rise just above sea level, the sound side rimmed with salt marsh grasses, the ocean side with low dunes that bear the brunt of fierce wave action.



Adaptations of mid-Atlantic coastal plants and animals illumine the genius of evolution. One sequence of the film is dedicated to *spartina alterniflora*, salt marsh cordgrass, uniquely evolved to survive and thrive in such a hostile environment. The area is a key route for migratory birds and migratory fish alike. Black bears and even a population of red wolves inhabit the coastal plain. The camera also goes underwater to examine the estuaries, which are nurseries for ocean-going sea life, as well as cold-water coral habitat a thousand feet deep on the edge of the continental shelf.



Ringed the estuaries, the salt marsh is one of the most productive ecosystems on earth.

Ocean storms, both hurricanes and northeasters, pound the barrier islands and are instrumental in the reality of these shifting sands: they move. The islands themselves roll over as they migrate toward the mainland. Storm waves throw loads of sand all the way across the low, narrow islands, creating what geologists call “overwash fans.” The fan of sand, now on the sound side of the island, is colonized by vegetation to become salt marsh, while the beach on the ocean side is eroded away, so that the position of the island has literally moved.

Ultimately, Ribbon of Sand is both celebration of and lament for a singular and ephemeral corner of the natural world.

— The Village Voice took the opportunity to review legendary filmmaker Frederick Wiseman’s *STATE LEGISLATURE* which was recently released on DVD. I’ve included the interesting review in the News section.



— On February 20, 2008, Ron Pisaneschi spoke to the noon Lewiston Rotary Club. In his presentation, he spoke of the mandated conversion to digital television and its impact on the Lewiston area, as well as an overview of recent Idaho Public Television programs including *BARBARA MORGAN: NO LIMITS* and *ASSASSINATION: IDAHO’S TRIAL OF THE CENTURY*.

— On Tuesday, February 19, I gave a presentation to the Boise area Optimist Club. I’ve included a thank you note from Optimist presentation coordinator Walt Callahan.



Feb 19, 2008

Hello Peter,

Thank you very, very much for taking the time and trouble to come to our Boise Noon Optimist Club today and give us the best presentation we’ve ever had! Believe me it was appreciated.

We must do this again.

Sincerely,

Walt Callahan  
Boise



## NOW ON PBS Examines Federal Roadless Area Rule and Idaho's Petition to Manage Lands Within State

— Aired Friday, February 22, at 7:30 p.m. MT/PT

The weekly news journal series NOW ON PBS aired a close-up look at Idaho's petition to assume management of forest lands that are currently part of the Federal Roadless Area Rule.

A NOW ON PBS team traveled to southeastern Idaho recently to see how Idahoans interpret the 2001 rule created by President Bill Clinton's administration. The rule protects 6 million acres statewide in Idaho from most road-building, mining and logging. The policy affects Forest Service-managed roadless lands outside formally designated wilderness areas.

The NOW ON PBS piece featured interviews with ranchers, outdoorsmen and officials with the J.R. Simplot Company, which has phosphate mining interests in the area. NOW ON PBS also talked with Mark Rey, undersecretary, natural resources and environment, U.S. Department of Agriculture, whose office oversees the U.S. Forest Service. Idaho Public Television provided aerial views of Caribou and Cache national forests for the broadcast.

Ongoing hearings are scheduled throughout Idaho on the future of these lands with hearings in Southwest Idaho beginning Monday in Cascade.



— A storage container marks the start of exciting times at our Moscow/KUID studios of Idaho Public Television. Building modification construction, to comply with Americans With Disabilities (ADA) compliance, has begun that will then be followed by the installation of new studio production equipment. This will bring our studio facility into the world of high definition to benefit our content creation abilities and expand our collaboration with the School of Journalism and Mass Media. With funds provided by the 2007 legislative session, the building (owned by the University of Idaho) will receive some much needed modifications to comply with current guidelines set by the ADA. After that project is completed in early April, installation of approximately one million dollars worth of new studio production equipment will be started with an expected completion of June 1, 2008. We'll keep you posted on these exciting times.

— The construction project involving the moving and upgrading of our new KISU studio and administrative offices in the Liberal Arts Building at Idaho State University in Pocatello are tentatively scheduled to begin in the third week in May. We will be installing similar HD production equipment in this facility as with the Moscow project.



## Staff and Friends Update



— I'm very sad to report that on Friday, February 22, Kelly Ryan, Corporate Director, announced her resignation to accept a Director of Sales and Marketing position for a local telecommunications company. She will be leading a sales and marketing staff in her new capacity. In her 13 months with us, she's been a great asset, with a quick sense of humor. She will be here through March 8 with an additional visit on the 12th. We wish her the very best in her future pursuits.



— On February 12, 2008, IdahoPTV lost Carole Joan Crittenden Howley, a long time volunteer. Carole was part of the volunteer fabric that makes up IdahoPTV. She will be missed.



## IdahoPTV Mailbag

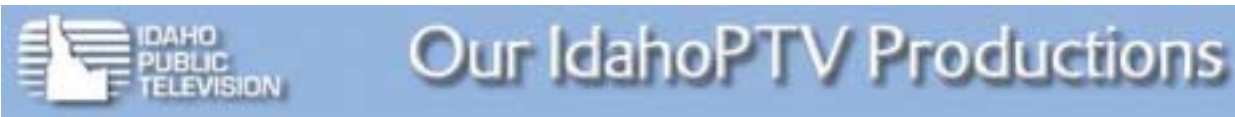


What a waste of time money and airwaves to have state government broadcast on your stations not just one channel but two. How many people really watch it. A person looking for something other than soap operas looking on any of your stations are out of luck, what a waste of time. You once asked me what it would take for me to be a backer of public tv, this isn't it. I could never support public tv and I just hate to think of what is coming up in march all the begging.

Marv, February 20, 2008

Thanks for sharing your thoughts. The Legislature Live programs only air a few hours each day and only for a few weeks each year. We do actually have viewers who appreciate the ability to know what is happening at the Idaho Legislature, especially those viewers living outside Boise. Beginning in April, our digital channels will all air 24 x 7, so you will have the option of watching programming in HD when the Legislature Live program airs on the other two channels next year. As for our March fund-raising campaign, it is the single largest source of funding for the programming that you watch. Someone has to pay for the programming. I hope that you will consider contributing.

Ron Pisaneschi, IdahoPTV Director of Broadcasting



## INL Scholastic Tournament

— Aired Saturday, March 22, at 5:00/4:00 p.m. MT/PT

Regional winners test their science and mathematics knowledge during the final rounds of the Idaho National Laboratories Scholastic Tournament. The INL Scholastic Tournament is the largest of the 66 regional National Science bowl competitions, and is divided into three divisions reflecting school size. The INL contests draw about 75 percent of the questions from math and science and the remaining questions from other disciplines.

Winners of the state quiz bowl competition for high school students go to Washington, D.C., to compete in the U.S. Department of Energy-sponsored National Science bowl in May. The national competition focuses on math and science.



## DIALOGUE Examines Climate Change

— Aired Thursday, March 13, at 8:30 MT/PT

Host Marcia Franklin talks with two climatologists speaking at the American Society for Environmental History 2008 Annual Meeting. Dr. Stephen Schneider is co-director of Stanford University's Center for Environmental Science and Policy. As a member of the Intergovernmental Panel on Climate Change, he was awarded a collective Nobel Prize in 2007. Dr. Stephen Pyne is a professor in the School of Life Sciences at Arizona State University and a former wildlife firefighter, specializing in the history of ecology.

## DIALOGUE Talks with BSU Coach Chris Petersen about the College Football Bowl System

— Aired Thursday, February 28, at 8:30/7:30 p.m. MT/PT

IdahoPTV host Joan Cartan-Hansen sat down with Boise State University's head football coach Chris Petersen on this edition of IdahoPTV's DIALOGUE. They discussed the college rankings system that determines what teams compete in season-end bowl games, and looked at proposed changes to that system.



However, the National College Athletics Association (NCAA) is considering scrapping the Bowl Championship Series system in favor of playoffs to determine bowl lineups.

Cartan-Hansen and Petersen considered how the proposed changes might affect BSU's football program. They also took viewers' questions during the live, half-hour show.

DIALOGUE, produced by IdahoPTV, is Idaho's only weekly statewide public affairs program. The program is funded by the Laura Moore Cunningham Foundation. Individual DIALOGUE programs are archived on the IdahoPTV Web site at [idahoptv.org/dialogue](http://idahoptv.org/dialogue) and can be Web streamed for later viewing.

View or listen to DIALOGUE episodes in a variety of formats:

- Traditional analog over-the-air broadcast airs Thursdays at 8:30/7:30 p.m. MT/PT, with repeats Sundays at 5:30/4:30 p.m. MT/PT, on channels 35-KUID/26-KCDT, 4-KAID/13-KIPT, and 10-KISU. Analog also is available through cable and satellite; consult local suppliers for channel numbers.
- High-definition over-the-air broadcast airs Thursdays at 9:30/8:30 p.m. MT/PT, with repeats Sundays 8:30/7:30 p.m. MT/PT, on channels KUID-12, KCDT-45, KAID-21, KIPT-22 and KISU-17. The high-definition broadcast also is available through some cable companies; consult local suppliers.
- Standard-definition over-the-air broadcast airs between 7:00/6:00 a.m. and 3:00/2:00 p.m. on Citizen-4 digital channel. The frequency, days and times may vary. The standard-definition broadcast also is available through some cable companies; consult local suppliers.
- Video streaming from [idahoptv.org/dialogue](http://idahoptv.org/dialogue) is available in high-bandwidth or low-bandwidth format. Windows Media Player is required; a free download is available.
- Video download from [idahoptv.org/dialogue](http://idahoptv.org/dialogue); ultra-high bandwidth required.
- Podcasts (MP3, audio-only; and MP4, audio-video for video iPods) are available for download from [idahoptv.org/dialogue](http://idahoptv.org/dialogue).
- NPR News 91 audio-only airs in Southwest Idaho. Sundays at 11:30 a.m. MT.
- KISU FM audio-only airs in Eastern Idaho. Mondays at 6:30 p.m. MT.



## Federally Mandated Transition to Digital TV

- Aired Thursday, February 21, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, February 24, at 5:30/4:30 p.m. MT/PT

On this edition of IdahoPTV's DIALOGUE looked at the upcoming, federally mandated transition to digital television broadcasting.

In one year, on February 17, 2009, television as we have known it will transform. The federal government has mandated that all television broadcasters, with the exception of low power (LP) broadcasters and TV translators, transmit their signals digitally, instead of using analog technology. A new survey from the Consumer Reports National Research Center found that more than one-third of Americans with televisions are unaware of the upcoming change — and many more are confused about it.

DIALOGUE host Marcia Franklin welcomed three experts to the IdahoPTV studio to discuss the transition. Peter Morrill, General Manager of Idaho Public Television; Thomas Wyatt, Deputy Bureau Chief of Consumer and Governmental Affairs for the Federal Communication Commission (FCC); and Brian Danza, Special Assistant, National Telecommunications and Information Administration (NTIA) answered viewers' questions about the changes they can expect in the coming year.

The shift to digital broadcasting will improve picture and sound quality, allow for more channels, and free up valuable analog spectrum for public safety organizations. But it will also mean that traditional television sets that receive broadcasts via antenna will not function without a special converter box.

Franklin and her guests discussed how to receive a converter box, as well as the options for purchasing digital-ready sets. They also talked about the reasons for the conversion in the first place, the difference between digital television and high definition television (HDTV), and what will happen with the excess analog spectrum.



## DIALOGUE Takes a Valentine's Day Look at Relationship Cures

- Aired Thursday, February 14, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, February 17, at 5:30/4:30 p.m. MT/PT

Host Joan Cartan-Hansen talked with experts who helped viewers deal with romantic-relationship issues.

Cartan-Hansen was joined by Carla Jensen, PhD., a psychoanalyst, and Roger Olson, Psy.D., a psychologist, who answered viewer questions about how to establish and maintain a healthy relationship.



Barbara Morgan

— Airs Tuesday, April 15<sup>th</sup>, at 2:00/1:00 p.m. MT/PT



Idaho Educator Barbara Morgan became America's first teacher to go into space. Morgan trained for almost 20 years to become a mission specialist and flew into space on August 8, 2007. Now back on Earth, Morgan will answer students' questions about space, why science is important, and what it is like being an astronaut in this special one-hour D4K.

Students can send their questions through e-mail to [D4K@idahoptv.org](mailto:D4K@idahoptv.org), fax them in before the show to (208) 373-7245 or call in live during the program to (800) 973-9800. Students who send in a question are eligible to win a DVD player and DVDs for their classroom.

The D4K Web site offers facts, links, reading lists, a glossary, pod casts of programs and special D4K web exclusive programming.

Public Television in the News



**PBS is not just for dorks anymore**

**Video game documentaries and indie rock are helping public television get hip**

BY Chad Dryden - [cdryden@idahostatesman.com](mailto:cdryden@idahostatesman.com)

Edition Date: 03/01/08



The Killers perform on "Austin City Limits." The PBS concert program, which started in the 1970s as a showcase for country and roots music, has broadened its scope in recent years to include alternative rock and indie bands.

**A FUNDRAISING FESTIVAL**

"Festival 2008," Idaho Public Television's 16-day on-air fundraising drive, kicks off Saturday. It will feature an array of programming, including two premieres: "Barbara Morgan: No Limits," a documentary about the former McCall Elementary School teacher's journey into space, and a 25th anniversary special of "Outdoor Idaho."

The money raised during festival goes directly back into programming.

A full "Festival 2008" schedule is available on the Idaho Public Television Web site. For more information, call 373-7220.

"Nova." "This Old House." Stone-faced geezers sitting around a table, pulses barely registering, talking current events. That was public television's image when generations X and Y were growing up.

In short, lame.

These days, the X and Y kids - now adults - think PBS is pretty cool.

"Twenty- and thirtysomethings are becoming more aware of the state of the world, and I think that PBS is a great resource for relevant and reliable information," said Cheryl Campbell, 25, of Boise.

"Whether our interests are in politics, music, home improvement or the environment, PBS has it."

NPR still trumps PBS for hipster cachet, but public television is catching up.

Documentaries, a PBS pillar for decades, are as apt to explore video games and punk rock as they are history and social injustice.

The music concert program "Austin City Limits" has largely eschewed its country and bluegrass roots for indie rock bands like Modest Mouse, Franz Ferdinand and the Decemberists.

Recent subjects of the "American Masters" biography series have included "Peanuts" creator Charles Schulz and pop artist Andy Warhol.

PBS even does reality TV: "America's Ballroom Challenge" pits professional dancers - no B-list celebrities here - against one another in the four major styles of ballroom dancing.

During its "Festival 2008" on-air fundraiser Saturday through March 16, Idaho Public Television will broadcast a documentary on Rolling Stone magazine and several concerts, including vintage performances by Bob Dylan and Bob Marley.

As the Baby Boomers - public television's core audience - continue to age, catering to their children's tastes is key to public television's survival, said "Austin City Limits" producer Terry Lickona.

"Our audience is definitely getting older," he said. "It seems a no-brainer - if you don't continue to evolve, then you'll die."

The attempts to attract a younger audience have not gone unnoticed by the very audience PBS is trying attract - even if it takes some prodding.

"My sister really pointed me to ('Austin City Limits')," Campbell said. "She still calls me on the weekends and tells me to turn on PBS because Ghostland Observatory or Arcade Fire is on. More often than not, I'm already watching."

Campbell doesn't stop there, either. After getting turned on to "Austin City Limits," she started tuning in to additional PBS programs, including "Soundstage," another music show that has aired performances by Tori Amos, Garbage and Sonic Youth.

She even watches mainstays "Masterpiece Theatre" and "Charlie Rose," which suggests - at least when it comes to watching PBS - that it's hip to be square.

Or maybe public television wasn't so far removed from cool in the first place.

After all, PBS was hip to the documentary before the documentary got hip. The "Point of View" series, or "P.O.V." for short, was started in 1988 to give independent, nonfiction filmmakers a national platform for stories that weren't being told by the mainstream media.

Films by Michael Moore, Jonathan Demme and Terry Zwigoff were featured early on in the series.

"P.O.V.' was doing this 20 years ago when documentaries were seen as medicinal or good for you," said Simon Kilmurry, executive director of "P.O.V." producer American Documentary.

"Austin City Limits," meanwhile, has been throwing the occasional oddball musician into the mix since the program debuted in the mid-'70s.

"We were doing artists like Tom Waits along with Willie Nelson and Guy Clark," Lickona said.

While PBS clearly has shed some of its staid image in the 21st century, perhaps its new-found coolness reflects more on the new generation of viewers - or at least the two are meeting somewhere in the middle.

"Dare I say that PBS hasn't changed as much as we've grown into PBS," said Greg Likins, a 38-year-old library assistant at Meridian Public Library and "huge fan" of "Austin City Limits."

"There was a day when I couldn't get enough of '120 Minutes' or 'Subterranean' on MTV2. Now I'm slowing down, I'm a little weary of the visual barrage and want something slower and deeper. That's when I turn to my trusted friend, PBS."

### **Crapo sets Idaho Forums on Television Conversion Expert panelists to discuss transition from analog to digital TV**

Washington, DC – Idaho Senator Mike Crapo announces a series of informational meetings in Idaho concerning changes in over-the-air television signals that could affect as many as 400,000 Idahoans. Crapo will host the first digital television (DTV) educational forum on Thursday, February 21st, from 10:00 to 11:30 a.m. at the Ada County Courthouse Commissioners Room, 200 West Front Street, in Boise. Additional forums will follow in Twin Falls, Idaho Falls and Coeur d'Alene during March.



Crapo has invited representatives from the Federal Communications Commission (FCC), the National Telecommunications and Information Administration (NTIA) and local television station managers, including Idaho Public Television, to discuss details of the upcoming conversion from analog to digital television signals effective February 17, 2009. The changes to digital broadcasting signals mean an older analog television set will not receive signals from full-power stations unless it is equipped with a digital tuner or viewers purchase a converter box. Coupons are available to offset some of the cost of purchasing converter boxes, but Crapo said forums are needed around Idaho to make sure residents are prepared for the changes.

"Idahoans rely on their televisions to get news, entertainment, weather and emergency information," Crapo said. "Given the fact that the percentage of Idahoans who receive their television signals over the air is higher here in Idaho than in many states, it is critical that recipients have access to the latest information about how this digital transition will affect them, and I am committed to helping Idahoans get the information they need. These forums will be a positive step in that direction."

Crapo will be joined by Thomas Wyatt, Deputy Chief of the Consumer and Government Affairs Bureau at the FCC, Brian Danza, Special Assistant to the Assistant Secretary at NTIA, and Peter Morrill, General Manager of Idaho Public Television along with television station managers, local elected leaders, interest groups and others to discuss the changes that will take place February 17, 2009.

Idaho Digital Television (DTV) meetings are planned on these dates. All are free and open to the public:

Boise – February 21, 10 a.m. to 11:30 a.m. at the Ada County Courthouse Commissioners Room, First Floor, 200 West Front Street

Idaho Falls – March 11, 7:00 p.m. to 9:00 p.m. at the Bonneville County Courthouse, Centennial Court Room, Second Floor, 605 N. Capitol Avenue

Twin Falls – March 12, 10:00 a.m. to Noon at the Idaho Department of Labor Meeting Room, 420 Falls Avenue

Coeur d'Alene – March 13, 9:00 a.m. to 11:00 a.m. at the Kootenai County Annex Building, 451 Government Way, Room 1-B



Dear Colleagues:

On Feb. 17, the New York Times published an essay under the headline "Is PBS Still Necessary?" This 1,200-word article by Charles McGrath suggests PBS's glory days are over and indicates cable networks provide the same kind of quality programming that viewers find on public television. You'll find the article online at [http://www.nytimes.com/2008/02/17/arts/television/17mcgr.html?\\_r=1&ref=television&oref=slogin](http://www.nytimes.com/2008/02/17/arts/television/17mcgr.html?_r=1&ref=television&oref=slogin).

This afternoon I submitted a letter to the editor that points out the fallacy of Mr. McGrath's argument. Unfortunately, my response was limited to 150 words, so rather than try to correct the numerous errors, I chose to focus on PBS's many recent awards, the number of viewers we reach in prime time and the need for increased funding for public broadcasting. A copy of my note appears below.

Other supporters of public broadcasting are weighing in, too. As of 3 p.m. today, more than 800 readers have left comments on the article on the New York Times' Web site. As one reader wrote, "What a silly question. Of course, now more than ever, when people are beginning to forget the value of art and ideas – and connecting with others – PBS is more important than ever." Jim Lehrer plans to reference the debate in the Times' comments section at the end of tonight's installment of "The NewsHour."

It's never easy to pick up a newspaper and see our work attacked. But we can take comfort in the loyal supporters who rise to our defense when we need them most. They remind us to not allow our critics to distract us from the important work we do.

Our viewers never let us down. That's why we won't let them down.

All the best,

Paula Kerger, President & CEO, PBS

To the Editor:

It is dispiriting to read the inaccurate, shopworn attacks on public broadcasting by Charles McGrath ("Is PBS Still Necessary?" Feb. 17, 2008). The article reveals a fundamental misunderstanding of what PBS does, and the broad audience it serves.

For the grand sum of \$1 per tax payer per year, plus voluntary contributions from people who find great value in public television, PBS delivers news, information and entertainment to about 2 million viewers each evening, an audience that is double or triple that of most cable networks.

For the quality of programming, consider the awards others have bestowed on PBS, which led all broadcast and cable networks for children's programming for the tenth consecutive year, won 9 Primetime Emmys (six for MASTERPIECE THEATRE) and 10 News & Documentary Emmys, equaling or topping all broadcast and cable networks for the seventh time in seven years, and receiving twice as many awards as the closest competitor.

On one point I will agree with Mr. McGrath: public broadcasting deserves increased funding commensurate with the hearts we touch, the minds we open and the lives we impact.

PAULA A. KERGER  
President and Chief Executive Officer  
Public Broadcasting Service  
Arlington, Va.

# The New York Times

## Is PBS Still Necessary?

By Charles McGrath

Published: February 17, 2008

Correction Appended

FOR the eighth straight year the Bush administration has ritually proposed taking a hefty whack out of the federal subsidy for public broadcasting. The cuts would in effect slice in half the money that public television and public radio get from the government. If we follow the usual script, this means it's time for upset listeners and viewers to rally to the cause, as they have in the past, and browbeat Congress into restoring the budget.

How should PBS deal with competition from cable TV?

Every year, though, it gets a little harder to muster the necessary outrage, and now and then a heretical thought presents itself: What if the glory days of public television — the days of “Monty Python,” “Upstairs Downstairs,” “The French Chef” — are past recapturing? Lately the audience for public TV has been shrinking even faster than the audience for the commercial networks. The average PBS show on prime time now scores about a 1.4 Nielsen rating, or roughly what the wrestling show “Friday Night Smackdown” gets.

On the other side of the ledger the audience for public radio has been growing: there are more than 30 million listeners now, compared to just 2 million in 1980. “Morning Edition” and “All Things Considered,” NPR’s morning and evening news programs, are the second and fourth most listened to shows in the country. Go figure. Who would have guessed 40 years ago, when public broadcasting came into being, that the antique medium, the one supposedly on its way out, would prove to be the greater success and the one more technically nimble. You can even download NPR broadcasts onto your iPod.

Radio benefits of course from being a smaller target, and from attracting fewer political enemies. In public television especially it used to be axiomatic that attacks on the budget were retaliation for perceived liberal bias. Newt Gingrich was quite upfront about punishing PBS when he began his budgetary onslaught back in 1995. By now, though, that war ought to be over. These days the Corporation for Public Broadcasting is run by Republicans, and a few years ago, Kenneth Y. Tomlinson, who was then chairman of PBS, wasn’t the least bit shy about trying to arm-wrestle stations into running a program whose host was Paul Gigot, editor of The Wall Street Journal editorial page. Unless you count occasional outbursts of hand-wringing earnestness on the part of Bill Moyers or David Brancaccio on “Now,” it’s hard now to see anything resembling liberal excess on PBS, if there ever was such a thing.

Scanning the PBS lineup, in fact, it’s hard to detect much of a bias toward anything at all, except possibly mustiness. Except for “Antiques Roadshow,” all the prime-time stalwarts — “The NewsHour,” “Nova,” “Nature,” “Masterpiece” — are into their third or fourth decade, and they look it. Every now and then a one-off like “The War,” Ken Burns and Lynn

Novick's World War II documentary, the most-watched PBS series in 10 years, comes along and makes a huge splash. The broadcast of the first episode was watched by some 7.3 million people, or about as many as tune in to the "NBC Nightly News." But such projects are few and far between, and they're so overwhelming and time-consuming that for many people they mostly serve as lengthy advertisements for the boxed DVD set, which you can view at your own convenience and your own pace.

More typical prime-time fare — if you watch WNET, Channel 13, in New York, anyway — is the weekly rerun of "Keeping Up Appearances," a BBC sitcom about class snobbery that was old 10 years ago. With her permed hair, dowdy clothes and fluty accent, the main character, Hyacinth, is practically a parody of a certain strain in public broadcasting: the one that puts on airs and wants to pretend to singularity.

Forty years ago it really was different. There were only three networks, and none of them were known for challenging or high-minded programming. Indeed, public broadcasting came into being out of collective despair over what had become of the airwaves. Cable has changed all that. There are not only countless more channels to choose from now, but many offer the kind of stuff that in the past you could see only on public TV, and in at least some instances they do it better.

The stunning (and stunningly expensive) BBC documentary "Planet Earth," for example, which in the old days would have been a natural for PBS, was instead broadcast on the Discovery Channel, which could presumably better afford it. The Showtime series "The Tudors" is just the kind of thing — only better produced and with more nudity — that used to make "Masterpiece Theater" (now simply "Masterpiece"), once the flagship of PBS, so unmissable. Now it's so strapped for cash that it has pretty much settled into an all-Jane Austen format.

If you're the sort of traditional PBS viewer who likes extended news broadcasts, say, or cooking shows, old movies and shows about animals gnawing each other on the veld, cable now offers channels devoted just to your interest. Cable is a little like the Internet in that respect: it siphons off the die-hards. Public television, meanwhile, more and more resembles everything else on TV. Since corporate sponsors were allowed to extend their "credit" announcements to 30 seconds, commercials in all but name have been a regular feature on public television, and that's not to mention pledge programs, the fund-raising equivalent of water-boarding.

In a needy bid for viewers, public television imitates just as much as it's imitated, putting on pop knockoffs like "America's Ballroom Challenge." Even though a number of surveys suggest that a large segment of the viewing population still wants the best of what public television has to offer, there isn't as much of that as there used to be, and when it is on, it often gets lost amid all the dreck.

Considering how much it costs to create new topnotch programming, the best solution to public television's woes is the one that will probably never happen: more money, not less. Here too public radio has an edge, because giving listeners what they want doesn't cost nearly as much. NPR has benefited, moreover, from a huge bequest from the estate of Joan Kroc, widow of the longtime McDonald's chairman, and you could argue that it has spent its money more wisely than PBS, spiffing up existing shows rather than trying to come up with

new ones. Listeners complained mightily when Bob Edwards was booted as host of “Morning Edition” in 2004, a month before his 57th birthday, but the change invigorated the show and ratings are up. (Jim Lehrer, 73, has been with “NewsHour” since 1975, so long that some of his early viewers are now in assisted living.)

But by far the greatest advantage of public radio is that, by not trolling after ratings, it has managed to stay distinctive: it does what nothing else on radio does and sticks to its core: news and public affairs and the oddball weekly show like “Car Talk” and “A Prairie Home Companion.” At the same time, public radio thrives, in a way that public TV does not, from internal competition: in addition to NPR, the old standby, there is the newer, hipper PRI (Public Radio International), importer of the invaluable BBC World Service news program and distributor of innovative shows like “Studio 360 With Kurt Andersen” and “This American Life,” which NPR did not fight for.

Where would we be without this stuff, gathered so conveniently at the low end of the FM dial? How would we fill those otherwise empty hours when we’re held hostage in our cars? At its best public television adds a little grace note to our lives, but public radio fills a void.

This article has been revised to reflect the following correction:

Correction: February 16, 2008

An article in some copies of the Arts & Leisure section this weekend about the state of public broadcasting misspells the surname of a host whose show is distributed by Public Radio International. He is Kurt Andersen, not Anderson.

Correction: February 24, 2008

Because of an editing error, an article last Sunday about the state of public broadcasting misstated the former position of Kenneth Y. Tomlinson, who encouraged public-television stations to broadcast a program whose host was Paul Gigot, editor of The Wall Street Journal’s editorial page. Mr. Tomlinson was chairman of the board of the Corporation for Public Broadcasting; he was not chairman of PBS.



## **Frederick Wiseman Goes to Idaho**

**The legendary documentarian gets inside the power and process of the Idaho state legislature**

by Nathan Lee, Village Voice  
February 19th, 2008 12:00 AM

State Legislature Directed by Frederick Wiseman February 22 through 24, Anthology Film Archives

On paper, it sounds beyond wonky: a fly-on-the-wall documentary, nearly four hours in length, concerned with the day-to-day operation of the Idaho legislature. No voice-over, no title cards, no interviews, no music, maps, or graphics—just scene upon scene of uninflected handheld eavesdropping on such riveting topics as rising utility costs, secondhand smoke, and first-year teacher salaries.

On screen, *State Legislature* is . . . well, pretty darn wonky. But it's also a film by Frederick Wiseman, legendary documentarian and unsurpassed master of the institutional portrait, whose 40-year contemplation of American civilization has illuminated the landscapes of *High School* (1968), *Welfare* (1975), and *Public Housing* (1997), among much else. And so *State Legislature* is an impeccably constructed illustration in depth, ceaselessly alert and cumulatively profound. Given the subject, spells of monotony are to be expected; vital as they are, the mechanics of workaday democracy lack the obvious dramatic voltage of, say, *Domestic Violence* (2001). Given the particular tenacious genius of Wiseman, however, even the most listless passages here (water policy, zzzz . . . ) produce unexpected sparks.

*State Legislature* opens with nuanced deliberations over the ethical and legislative implications of "video voyeurism" in response to an apparent crisis of cell-phone camera "upskirting" in Idaho department stores. However compelling (or amusing, or infuriating) the surface discourse, Wiseman's unbiased method engages the attention on a deeper, structural level. Uniquely governed by "citizen legislators," Idaho culls its representatives from the general populace—white-collar and blue—who convene for three-month annual sessions. As such, *State Legislature* functions as a compendium of regular-Joe rhetorical styles, largely unburdened by the posturing of career politicians. Suave or stuttering, conversational or rehearsed, anecdotal or historical, righteous or relaxed, there's a disarming, appealing modesty to these (predominately male, exclusively white, common-sense conservative) voices.

Opening for its theatrical premiere at Anthology Film Archives, *State Legislature* suits the procedure-dweeb mood of the season, with its obsessive attention to electoral minutiae and the profusion of elaborate systemic narratives. "The grandeur in the behavior of the Idaho legislators," Wiseman comments in his director's notes, "and by implication any democratically elected legislators, is in their acceptance of the need to try and resolve the ordinary and mundane issues of human existence in a way that allows for differences of opinion to be resolved by a process, the legislative process, where the commitment to the process is more important than the resolution of a specific issue." A wondrous sentiment, wondrous to behold in optimistic, all-American action. Enlightened due process—how refreshing!



## **PBS program focuses on Idaho roadless debate**

Submitted by Zimo on Wed, 02/20/2008 - 6:37am.

If you're all confused on Idaho's roadless areas debate, you might want to watch NOW ON PBS at 7:30 p.m. Friday on Idaho Public Television. A NOW ON PBS team traveled to southeastern Idaho recently to see how Idahoans interpret the 2001 rule created by President Bill Clinton's administration.

The rule protects about 9 million acres statewide in Idaho from most road-building, mining and logging. The policy affects U.S. Forest Service-managed roadless lands, which are outside formally designated wilderness areas.

The NOW ON PBS piece features interviews with ranchers, outdoorsmen and officials with the J.R. Simplot Company, which has phosphate mining interests in the area.

NOW ON PBS also talks with Mark Rey, undersecretary, natural resources and environment, U.S. Department of Agriculture, whose office oversees the U.S. Forest Service. Idaho Public Television provided aerial views of Caribou and Cache national forests for the broadcast.

I've hunted, fished and cross-country skied a lot of the Caribou and Cache country. I still remember the first four-point buck that I shot near the Idaho-Utah border.

That country has some pretty wild areas that need to be protected. The cutthroat fishing is pretty good, too.

Conservationists say that the Bush Administration's proposed roadless plan for Idaho could open millions of the state's roadless areas to road building, logging and mining.

Ongoing hearings are scheduled throughout Idaho on the future of these lands with hearings in Southwest Idaho beginning Monday in Cascade. Check out a previous blog on the schedule of those hearings.



## **DIGITAL TELEVISION**

### **Digital Converter Boxes Reportedly in Stock**

By Sharon Fisher, 2-16-08

Converter boxes that allow analog television sets to receive digital television signals are reportedly becoming available in stores, with Wal-Mart, for example, listing one model as in stock in four Treasure Valley stores.

People with older television sets who don't have cable or digital satellite will need the boxes by February 17, 2009, which is when television broadcasting signals in the United States are scheduled to switch from analog to digital.

[http://www.newwest.net/main/article/can\\_you\\_watch\\_me\\_now/](http://www.newwest.net/main/article/can_you_watch_me_now/)

This means that users who receive broadcast signals through devices such as rooftop antennas and rabbit ears will no longer be able to watch television. Instead, they must switch to cable or satellite, buy televisions with digital tuners, or buy one of these converter boxes.

(Viewers who watch television through translator stations are exempt, for now.)

\$40 coupons to help defray the cost of the boxes are available by registering through a website or by calling 1-888-388-2009. The coupons were to be mailed out when the boxes became available, but expire after 90 days. They are not scheduled to be available past March 1, 2009.

(I filed for a coupon on the first day, and my status is that it has been approved but has not yet been mailed.) According to the Wal-Mart website the boxes cost \$49.87: [http://www.walmart.com/catalog/product.do?product\\_id=8283870](http://www.walmart.com/catalog/product.do?product_id=8283870)

Circuit City has another model for \$59.99 that is also in-stock in the Treasure Valley, according to the company website:  
<http://www.circuitcity.com/rpsm/oid/204154/rpem/ccd/productDetail.do#availability>

Best Buy's website says it has a model but it is not possible availability to check whether they are available at a particular store. In all three cases, consumers must purchase the box by physically visiting the store; it is not possible to order them online. Only certain models of boxes, from certain retailers, can be used with the coupons.

Idaho Public Television Manager Peter Morrill told legislators earlier this year that 418,000 Idahoans will be affected by the digital changeover.



KPVI-TV News Story

### **Money from ID broadcasters goes to 'Legislature Live'**

Associated Press - February 14, 2008 8:14 PM ET

BOISE, Idaho (AP) - The Idaho State Broadcasters Association has chipped in \$35,000 to help Idaho Public Television broadcast the Legislature on its digital channels and the Internet.

The money, along with \$25,000 from the Idaho Public TV Foundation, will cover the 2008 operational costs for the program called "Legislature Live."

Lee Wagner, the Idaho State Broadcasters Association president, says publicizing how Idaho state government works is consistent with his group's mission.

Peter Morrill, manager of Idaho Public TV, says about 3,000 people viewed the Legislature on the Internet last week.

Lawmakers like the attention. Senate President Bob Geddes says it's the people's business.

On the Net:

For Idaho Public TV <http://www.idahoptv.org>

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[spokesmanreview.com](#) » blogs

## Eye on Boise

By Betsy Russell  
February 14, 2008

### State broadcasters make big donation to 'Legislature Live'

The live Internet and digital TV broadcasts of action in the House and Senate this year got a big boost today, as the Idaho State Broadcasters Association contributed \$35,000 toward the effort for this year's legislative session. With another \$25,000 from the Idaho PTV Foundation endowment, the service is fully funded for the session. Lee Wagner, ISBA president, said the group decided the service "was consistent with our mission as broadcasters across the state." This year, in the Legislature's temporary quarters in the old Ada County courthouse, there are no public galleries in the House or Senate chambers, so the live broadcasts provide "virtual" galleries. But Jeff Youtz, legislative services director, said they're drawing thousands of viewers – far more than ever could have been accommodated in public galleries. Senate President Pro-Tem Bob Geddes called it "a great service," adding, "Really the business that we're doing here is the people's business."

[spokesmanreview.com](#) » blogs

## Eye on Boise

By Betsy Russell  
February 15, 2008

This morning's meeting of the joint legislative committee on Change in Employee Compensation (CEC in legislative shorthand) will be broadcast live on the Internet on the JFAC channel, as it's taking place in the JFAC meeting room (which has few audience seats). Go to [www.idahoptv.org/leglive](http://www.idahoptv.org/leglive) and select "JFAC" to watch and listen in. The meeting also will be played on low-power FM radio in the Capitol Annex, at FM channel 103.9, shown on in-house cable in the building on channel 69, and shown in the two public viewing rooms on the first floor of the annex. The meeting starts at 8:30 a.m. mountain time, 7:30 Pacific.

## IdahoStatesman.com

THE IDAHO STATESMAN • THE NEWSPAPER OF THE TREASURE VALLEY

By Roger Phillips  
February 07, 2008

### See the extreme side of Idaho in HD on IPTV

Outdoor Idaho on Idaho Public Television goes to the extreme Thursday (Feb. 7) when it premieres its first episode produced in high definition at 8 p.m., which includes a zipline tour at Tamarack, a new style of riverboarding, cave exploration and paddling a kayak through a frozen canyon.

The episode "Extremely Idaho" features the zipline tour at Tamarack Resort near Donnelly, which zooms passengers down the mountain from tower to tower and gives riders a bird's-eye view of the scenery.

Another segment shows a new style of river boarding that is like reverse bungee jumping, but on a board on water. The rider lets the power of the current stretch the bungee, then that stored energy is used to propel the board and rider upstream.

Chris Anderson, vice president of Silver Sage Grotto, leads an underground adventure through the second-longest lava tube in the lower 48 states. The 1/2-mile caving excursion includes some climbing and crawling and some places to stand up and take in the scenery, all underground.

“You can go hiking or go climb a mountain and you can still see jets flying overhead,” Anderson said. “In a cave, you can be five minutes from the entrance and be completely and utterly separated from the civilized world, in a true wilderness.”

Also on the show, kayakers tackle whitewater in frigid weather as they travel through a frozen world of silence and secrets in an Idaho canyon.



Date: February 6, 2008

### **PBS Statement in Response to Administration's Proposed Public Broadcasting Cuts in FY 2009 Budget**

On February 4, President Bush submitted his FY 2009 budget proposal to Congress, recommending such drastic cuts to the Corporation for Public Broadcasting that they would damage the entire system. These include a \$200 million cut from the \$400 million already appropriated by Congress for CPB for FY 2009, a \$220 million cut from the \$420 million already appropriated by Congress for FY 2010 and no CPB advance appropriation for FY 2011. Eliminated was additional funding in FY 2009 to assist public television and radio stations to comply with the federally mandated digital conversion.

Even when taking into account the challenging fiscal environment, the cuts proposed in the President's budget for public broadcasting are not only extreme, but disproportionate to all but a handful of other programs.

The cuts are being proposed despite the value and trust that Americans hold for PBS and public television. PBS and public television are currently tied with the U.S. military as the best value for federal tax dollars in the eyes of the American people. Simultaneously, this is the fourth consecutive year that PBS and public television are recognized as the most trusted public institution in the nation.

The severity of these proposed cuts unfairly targets an organization that plays such an important role in the education of our children and is so highly valued by Americans. In fact, PBS ranked as the number one source of classroom television and video for the fourth year in a row in 2006, according to a Grunwald Associates survey.

If enacted, these cuts would represent a 56 percent reduction in funding from CPB's FY 2008 levels and would be felt in all CPB programs, beginning with the station Community Service Grants. These cuts are so severe and inequitable compared to most other programs in the federal budget that public broadcasting was even named to a so-called FY 2009 administration "budget hit list" compiled by a non-partisan publication, CQToday, which covers Capitol Hill.

As the congressional budget process begins in earnest on Capitol Hill, be assured that we are working with CPB, PBS member stations and our other sister organizations to make our case about the importance of public broadcasting to the American people.



## **Public Television Condemns President's Proposed 56 Percent Reduction in Public Broadcasting Funding**

WASHINGTON—February 4, 2008—The Association of Public Television Stations (APTS) today condemned President Bush's recommendation in his FY 2009 budget to Congress for a \$200 million rescission from the \$400 million already appropriated by Congress for FY 2009 for the Corporation of Public Broadcasting (CPB), and a \$220 million rescission from the \$420 million already appropriated by Congress for FY 2010.

"This is the eighth year in a row that this President has tried to gut Public Broadcasting and this will be the eighth year in a row that we will have to persuade Congress to ignore his cuts," said APTS President and CEO John Lawson. "This is some legacy the President is leaving for noncommercial media."

If enacted, these cuts would represent a 56 percent reduction in funding from CPB's FY 2008 levels and would be felt in all CPB programs, beginning with the station Community Service Grants.

"The President's cuts are tailored to inflict maximum damage and contradict the goals of Congress and the public," Lawson said.

The recommendations also call for no CPB advance appropriation for FY 2011, and no additional funding for FY 2009 for Public Broadcastings' digital conversion and facilities upgrades. Advance funding is a longstanding practice recognizing the unique nature of Public Broadcasting. It allows stations to insulate programming decisions from political influence, maximize funding efforts, and have the critical lead-in time needed to plan and produce high quality noncommercial programming.

# The New York Times

February 6, 2008

## **Public Broadcasters Prepare to Fight Federal Budget Cuts**

By Elizabeth Jensen

It's a familiar dance: for eight straight years, the Bush administration has proposed deep cuts in federal funds for public broadcasting, and seven times so far, Congress has restored them. But the magnitude of the proposed cuts put forth this week -- Patricia Harrison, president of the Corporation for Public Broadcasting, called them "draconian" -- still sent public broadcasters scrambling.

Matt Martin, general manager of KALW-FM in San Francisco, went on the air Monday night to tell listeners about the effects of the proposed budget, which would cut in half the \$400 million allocated in advance by Congress for fiscal year 2009 and cut \$220 million from the \$420 million already planned for 2010.

In addition, President Bush proposed eliminating advance funds for 2011, along with any additional funds in 2009 for stations to convert to digital transmission, which is federally mandated. They are the deepest cuts yet proposed by the administration.

KALW relies on federal funds for just under 10 percent of its \$1.6 million annual budget, but that is money "that can make or break a lot of things we do," Mr. Martin said. He added that he was particularly concerned about relying on contributions to make up any potential shortfall, given the state of the economy.

Critics of public funds for public broadcasting have long held that educational and other public-interest programming is increasingly available elsewhere, including on cable.

"The administration's proposal is consistent with the evolving role of public broadcasting in a market that has benefited from tremendous growth and diversity of programming," Sean Kevelighan, press secretary at the White House Office of Management and Budget, said in an e-mail message. He also said that government funds make up only 15 percent of public broadcasting revenue.

The administration's budget also called for cuts at the National Endowment for the Arts, but not nearly of the magnitude of those faced by public broadcasting. There the administration proposed a cut of \$16.3 million -- to \$128.4 million from \$144.7 million.

Robert L. Lynch, president and chief executive of Americans for the Arts, an advocacy group, called the cuts "senseless" and asked Congress to restore the National Endowment for the Arts to its 1992 financing level of \$176 million.

"After three years of minimal, but incremental, funding growth, we are sorry to see an attempt at this progress erased," Mr. Lynch said in a statement.

The administration also refused, for the eighth consecutive year, to finance arts education programs.

By contrast, the White House requested \$716.4 million for the Smithsonian Institution for fiscal year 2009, up from \$682.6 million for fiscal 2008.

This was a positive turn for the Smithsonian, which has been struggling over the last year to improve its administration and oversight amid recent scandals.

The appropriation provided for an additional \$15 million in a "legacy fund" requested by Senator Dianne Feinstein, Democrat of California, that would become available once the Smithsonian raised \$30 million. The fund would be used for renovations and repairs at the institution's various museums.

The proposed cuts for public broadcasting come just as local public television station executives are set to descend on Washington next week for a day of lobbying. They will be asking not just for the cut funds to be reinstated but also for an increase, which they eventually got last year, said John Lawson, president and chief executive of the Association of Public Television Stations.

"I'm confident we will be successful," he said in an interview, noting that this year for the first time, stations will be tying their pleas to "the delivery of quantifiable services to local communities," in the form of early childhood education, health information and a "recommitment to local programming, which is increasingly missing from the media marketplace."

But others are not so sure. Ken Stern, chief executive of National Public Radio, said in an interview that even though public broadcasters had been successful in fighting off past proposed cuts, this year could be different. "I worry that this gets lost in a whole lot of other issues," he said, acknowledging that it was also "an incredibly tight budget year."

He added that "one of the shames" is that by focusing on restoring the budget, instead of adding new funds, attention is drawn away from how public broadcasting could do even more to serve its constituencies at a time of media upheaval.

"That's the conversation we should be having, and not just fighting off these paint-by-numbers cuts that the administration is proposing," he said.

Mr. Martin, at KALW in San Francisco, said he was careful not to advocate what action listeners should take when he told them about the cuts. But public broadcasters are hopeful that Congress will see the same groundswell of support for their services as they did during past budget fights. The last time around, some two million citizens contacted Congress, Mr. Stern said.

In a statement, Ms. Harrison of the Corporation for Public Broadcasting, which administers the federal money, noted that the proposed cuts "would work to degrade a 40-year partnership the American people overwhelmingly support and their elected representatives in Congress have repeatedly voted to strengthen."

Robin Pogrebin contributed reporting.

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By Sharon Fisher, 2-04-08

### **“Controversial” Idaho Commerce Director Goes on Leave**

One day before he was due to give the budget presentation to the Joint Finance-Appropriations Committee for the Department of Commerce, Director Jim Ellick has gone on leave effective immediately for unspecified personal reasons, according to Governor Butch Otter’s office and the Department.

Don Dietrich, administrator of the Department of Commerce’s Division of Economic and Community Development, will be acting director in Ellick’s absence, Otter’s office said.

The department itself does not know why Ellick went on leave nor when, or if, he will be back, said Bibiana Nertney, communications director for the department.

Dietrich also filled in for Ellick in mid-January when he canceled that day a planned appearance on the Dialogue program on Idaho Public Television.

Ellick had caused some controversy a week earlier by reportedly telling JFAC Vice Chair Representative Darrell Bolz, R-Caldwell, that he expected Micron’s manufacturing facility to leave Idaho within two years. This concerned Bolz in the context of planning for Idaho’s revenues in the future, he said. At that time, Mike Ferguson, the state’s chief economist, had told JFAC that the Governor disagreed with Ellick’s assessment.

Rumors have been circulating about a possible Ellick departure for several months, possibly due to a health issue, and possibly due to his frustration about working with a state department sometimes thought of as being insular and slow-moving. Nertney believed he had not bought a house in Idaho.

Marcia Franklin, who hosted Dialogue the night Ellick had been scheduled to appear, had said it was “highly unusual” for a sole guest to cancel the day of the program, noting that State Superintendent of Public Instruction Tom Luna appeared as scheduled the day a warrant had gone out for the arrest of his brother. She also said she had been told at first that Ellick had been called away by the Governor, but that the Department of Commerce called later to say he had had another commitment and was “indisposed,” and that Otter’s office had told her the Governor was not involved in the cancellation.

During Ellick’s tenure, he primarily had overseen the splitting of the Department of Labor and the Department of Commerce, which former Governor Dirk Kempthorne had merged. In addition, Ellick was reportedly crafting, with Otter, a new role for the Governor’s Science, Technology, and Advisory Committee, which Otter had criticized last year for taking too strong of an advocacy position for Idaho’s nascent high technology industry.

Ellick was named head of commerce in May of last year. At the time, Otter called Ellick, whom he had recruited to champion Idaho's entrepreneurial community, "a veteran of Silicon Valley's phenomenal growth and sustained high-tech success." "He also walks on water," Otter had told a conference of Idaho's entrepreneurial community last spring.

Ellick had worked for Silicon Valley companies such as Fairchild Semiconductor, Applied Materials, and four startups, most notably Photon Dynamics, Inc., which he took public—and from which he resigned soon after, also "for personal reasons."



### **FCC Relaxes Digital-TV Transition Order**

By Kim Hart, Washington Post Staff Writer  
Friday, February 22, 2008; Page D02

The Federal Communications Commission is planning to lay out a new, more flexible set of guidelines for broadcasters, cable companies and television manufacturers as they try to educate consumers about the coming switch from analog to digital programming.

The commission has been under pressure by consumer groups and members of Congress to take stronger steps in raising awareness about the transition. Broadcasters will stop sending analog signals and move to all-digital programming on Feb. 17, 2009. After that, TV watchers who rely on antennas to receive over-the-air broadcasts will need a special converter box.

Educating consumers on how to avoid losing their TV signals has proved to be a daunting task. Many of the estimated 70 million or so analog TV sets that rely on over-the-air signals belong to minorities, seniors, low-income individuals and people who live in rural areas. These communities also heavily rely on such television broadcasts to receive critical information, such as news and weather reports and public-safety warnings.

Digital television sets or those hooked up to cable or satellite service will not be affected by the transition. Under a previous plan, the FCC proposed to order broadcasters and cable operators to implement a variety of education initiatives. The industries expressed concern, however, that the tightly scripted public service announcements and reminders to be stuffed in monthly bills did not allow enough flexibility in reaching their customers.

The revised plan, which agency staff members said could be released as early as today, softens those requirements. According to the new order, broadcasters have the choice of following the FCC's plan or the guidelines set forth by their trade group, the National Association of Broadcasters.

Cable providers will be required to notify their customers of the impending transition at least once a month, according to people familiar with the order who spoke on condition of anonymity because it has not been released.

TV manufacturers will also be required to notify customers of the transition in product packaging. The NAB has committed about \$1 billion to educating consumers about the transition, while the cable industry has said it will spend about \$200 million over the next year.