

50 YEARS



IDAHO PUBLIC TELEVISION
idahoptv.org

GENERAL MANAGER'S REPORT



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2D Barcode



Past GM Reports

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Quotes

“We love PBS and always, always check what’s on PBS before even thinking of watching anything else.” –Stephanie

“Outdoor Idaho brings out the best in Idaho and Idaho’s best.” –Chris and Jeff



Festival 2016

Celebrate Festival 2016 with Idaho Public Television. Enjoy a variety of music from rock to classical. See IdahoPTV specials. Watch an array of self-help programs, nature shows, behind-the-scenes journeys, and the series finale of “Downton Abbey.”

 **IdahoPTV Passport**
A New Benefit for IdahoPTV Members

Idaho Public Television introduces IdahoPTV Passport, a new member benefit that gives donors extended on-demand access to a rich library of public television programs. IdahoPTV Passport includes several hundred hours of programming, representing many genres — drama, science, history, natural history and the arts. Notable titles include *Masterpiece* series “Downton Abbey” and “Wolf Hall,” along with favorites like *Vicious*,

Earth: A New Wild, The Great British Baking Show and others. IdahoPTV Passport will also include popular IdahoPTV programs and local acquisitions. The library will continue to grow as more series and episodes are added.

IdahoPTV Passport is available to donors with a yearly contribution of \$60 or more. It cannot be purchased separately and is a benefit of membership. To receive IdahoPTV Passport, please become a member today.

JFAC State Funding Recommendation

On February 24, the Joint Finance – Appropriation Committee voted 18-2 to recommend the governor's proposed FY 2017 appropriation for IdahoPTV. It includes more than \$835,000 in equipment replacement, nearly \$100,000 for employee raises, and more than \$60,000 in benefit cost increases from the State General Fund. The budget bill now goes to the House and the Senate for their approval before going to the governor for his signature.



Funding Recommendation for the Corporation for Public Broadcasting

APTS Statement on the President's FY 2017 Budget

WASHINGTON – February 9, 2016 – The Association of Public Television Stations (APTS) president and CEO Patrick Butler issued the following statement on President Obama's FY 2017 budget that was released today:

"The Association of Public Television Stations is most grateful for President Obama's recommendation today of level funding for the Corporation for Public Broadcasting (CPB) of \$445 million for Fiscal Year (FY) 2019. The Administration has been a faithful supporter of public television's mission of education, public safety and civic leadership, and we very much appreciate this steadfast support.

"We are also pleased that the President included \$50 million in his budget for FY 2017 to support public television's new interconnection system – the backbone of both our education and public safety missions, enabling the efficient distribution of educational programming to everyone, everywhere, every day, for free, and ensuring the reliability of public television's national emergency alert system through which the President of the United States can communicate with the public in times of crisis.

"Finally, we are delighted that the President's budget includes \$25.7 million for FY 2017 for Ready To Learn, public television's unique national-local partnership with a proven record of helping to close the educational achievement gap between children from low-income families and their more affluent peers. Ready To Learn supports the academic rigor of such programs as *The Electric Company*, *SUPER WHY!*, *Martha Speaks*, *Peg + Cat* and others, and it invests in teacher and caregiver training and other on-the-ground resources that give Ready To Learn the personal touch needed to translate this high-quality, research-based educational content into a life-changing experience for millions of pre-school age children

"We look forward to working with Congress to ensure full funding to sustain public media's essential public service mission, our free universal service, local control and local focus as the appropriations process moves forward from today's most promising beginning. We appreciate the growing bipartisan support for public television, and we are determined to earn that support every day."

In the Community



The 22nd annual PBS Kids Writers Contest is here. For students in kindergarten through third grade, it is time to pick up a pencil or sit at a keyboard and begin writing and illustrating stories for the contest. Rules and entry forms for the contest are at idahoptv.org/kids and at public libraries and elementary schools throughout Idaho. This contest is a chance for young Idahoans to express their ideas in a story with at least five

illustrations. Kindergarten and first-grade stories must be 50 to 200 words; second- and third-grade stories must be 100 to 350 words. Text may be dictated to an adult by a child who cannot write. Stories may be typed or handwritten. Entries will be accepted through March 25.



IdahoPTV's Science Trek Camp

Are you in third to fifth grade? Do you like the thought of extracting DNA from a strawberry, exploding a flash-frozen gummi bear, or taking apart a real computer? How about sleeping in a museum next to a fossil of a sabre tooth tiger with 140 fellow science enthusiasts? You should sign up for the Science Trek overnight camp at the Idaho Museum of Natural History in Pocatello, April 22-23. Space is limited. Sign up now! Go to idahoptv.org/sciencetrekcamp for more details.



Bruce Reichert was the featured speaker at this year's Ignite the Change on Saturday, February 20, at Timberline High School. It was the brain-child of retired teacher Dick Jordan. Twelve speakers — including astronaut Steve Swanson and YMCA leader Jim Everett — spoke about the positive things being accomplished in the Boise area and the need to get kids outside. Bruce's talk was entitled "An Outdoor Idaho Life."

On February 16, Joan Cartan-Hansen spoke to the Idaho Society of Association Executives, sharing her tips for working with the media and being better prepared to appear on television. The Idaho Society of Association Executives is a membership organization of association executive directors and industry partners.



IdahoPTV was a demonstrator in the Engineering & Science Festival at BSU on February 6. Thousands of people attended this free event for all ages, which featured a wide variety of engaging activities designed for K-12 students and their families.



Our IdahoPTV Productions



—Airs Thursday, March 10, at 8 p.m.

“Is there an adventure you’ve always wanted to experience?” *Outdoor Idaho* producers posed that question to their Facebook friends. The result is an hourlong program called “My Excellent Adventure,” a collection of eight stories that takes selected viewers to some of Idaho’s best-loved locations.

“We worked with experts and outfitters to make these excursions work,” says producer Sauni Symonds. “The eight adventures took about a year to shoot and produce. We think they represent a good cross section of what’s possible to experience in Idaho.”

Viewer Vicki Lord bugles with elk. Gina Darrington summits Idaho’s highest peak, Mount Borah. Adrienne Burlile shoots class IV rapids on the North Fork of the Payette. Other viewers hike, ski, raft and bike through scenic Idaho settings.

“Think of it as a bucket list of great adventures,” says host and executive producer Bruce Reichert. “Each of these stories involves leaving one’s comfort zone and learning new outdoor skills.”



“Soprano Cecilia Violetta López”

—Airs Friday, March 4, at 7:30 p.m.



On March 4, host Marcia Franklin talks with Soprano Cecilia Violetta López, an accomplished opera star who hails from Rupert, Idaho. In 2015, Opera News named López one of the ‘25 Rising Opera Stars’ in the world. She makes her Carnegie Hall debut in June. López recently performed the lead role of Violetta in Opera Idaho’s production of *La Traviata*.



“Force and Motion”

—Airs Tuesday, March 15, at 2/1 p.m. MT/PT

Gravity, inertia and momentum affect everything. Sir Isaac Newton developed his laws of motion to explain how these forces act. How do roller coasters and bumper cars illustrate Newton’s laws?

Host Joan Cartan-Hansen is joined by John Gardner, a professor of mechanical engineering at Boise State University; and Kathryn Devine, assistant professor of physics at the College of Idaho, to answer students’ questions about force and motion.

Public Television in the News



Downton Abbey: a Disability-Inclusive Workplace?

By Jennifer Sheehy

January 14, 2016

Like many people, I'm currently relishing escaping to Downton Abbey for an hour each Sunday night. For those who haven't succumbed to this show's lure, it follows the lives of an aristocratic family and their servants on an English country estate during the early 20th century – a time of dramatic social change.

I'm well aware that on one level, the show is a soap opera in (very) fancy clothing. Downton's "upstairs" residents seem to spend an inordinate amount of time dressing for and eating dinner, but that's easy to accept because the costumes and conversations are such a treat.



Mrs. Patmore, the cook, experiences vision loss.
Image credit: PBS

Visual feast aside, though, the show has some serious subthemes. Most of these relate to changing social mores and are fairly transparent. But others are more nuanced, and one I've observed with interest over the years is the show's depiction of disability-inclusive workplace practices.

As head of the estate and thus employer of many servants, the family patriarch, Lord Grantham, has on several occasions acted wisely when it comes to supporting employees with disabilities. While his character typically longs for the past, on this issue he's very forward thinking – and I believe today's employers can learn from his actions.

For instance, when Mrs. Patmore, the estate's longtime and beloved cook, begins experiencing vision loss, Lord Grantham arranges for cataract surgery and lays out a return-to-work plan. This is the kind of thing that really excites us in the department's Office of Disability Employment Policy, because we've long trumpeted the importance of strategies for retaining the talents of workers as they acquire disabilities or develop age-related disabilities.



John Bates, the valet, uses a cane.
Image credit: PBS

The show has also touched upon attitudinal barriers. Followers since the beginning may recall the prejudice directed at John Bates, who arrives in the first episode to serve as Lord Grantham's valet and uses a cane due to a combat injury. At first, some of the other servants doubt his ability to fulfill his responsibilities, with one actively fanning the flames due to jealousy at being passed over for the job himself. Eventually, if not immediately, Lord Grantham supports Bates, declaring an end to any discussion of him leaving. Through our employer research, we know that visible CEO commitment is one of the most important factors in establishing a work environment that supports (and actively hires) people with disabilities. It works wonders in Downton Abbey, too.

Bates isn't the only disabled veteran employed at Downton; for a short time, there is a valet named Henry Lang, who has post-traumatic stress disorder (referred to as shell shock), which manifests as extreme anxiety and sensitivity to his surroundings. In this case, both his employer and fellow servants are flexible and accommodating from the start, especially one whose brother had similar experiences; however, he does eventually leave his position.

It's important to note that the show's portrayal of disability has not always been stellar. To my knowledge, none of the characters with disabilities is played by an actor with a disability. And when estate heir Matthew Crawley returns from World War I with paralysis, necessitating the use of a wheelchair, the general consensus is that he can now never marry. Though accurate to the period, the storyline could have challenged the negative stereotype. Crawley spontaneously recovers, so all turns out well ... until, of course, the plot turns for him once again.

Sadly, Downton Abbey is closing its doors at the end of the current season. But it's my hope that its portrayal of flexible employment practices will help reinforce to 21st-century employers the importance of ensuring their doors remain open to all qualified workers, including those of us with disabilities.

Jennifer Sheehy is the deputy assistant secretary of labor for disability employment.



Sitting down with 'Downton' on the class divide

February 5, 2016



BEVERLY HILLS, Calif. – A huge class divide hasn't stopped Downton Abbey's Lady Mary and her lady's maid, Anna Bates, from finding a way to connect.

"The most interesting part of this story is the relationship between the two worlds. Mary has her most sisterly relationship with Anna. She knows her better than anyone," Michelle Dockery (Mary) says in a joint interview with Joanne Froggatt (Anna) before the sixth and final season of PBS Masterpiece's Downton (Sundays, 9 p.m. ET/PT, check local listings). "For me and Jo, that's been a huge part of the experience, those scenes between the two of them."

Anna has a strong marriage to her downstairs colleague, Mr. Bates (Brendan Coyle), but she speaks most freely to Mary.

"Mary's been the one from the start that Anna's always confided in," Froggatt says. "They really genuinely care for each other. Anna won't hear a bad word said about Lady Mary, even though she's not always perfect."

That applies from the other direction, too, Dockery says. "A lot of the time, Mary doesn't really care what other people think, especially the family. But it's important that she gets approval from Anna."

Mary's relationship with her real sister, Lady Edith (Laura Carmichael), is fractious, leading to plenty of drama. "There's some really great stuff between the sisters," especially late in the season, Dockery says.

While Anna has a husband, the widowed Lady Mary, who has a young child, is seeking a new partner.

"It's complicated. She's a widow now, so her choices are different, because it's about finding a father for George as well," Dockery says.

Dashing race-car driver Henry Talbot (Matthew Goode) is a candidate, although Mary may not agree. "That's the sort of guy she would have liked at the beginning," Dockery says. "Mary was a rebel. Then her position gave her more responsibility, and she kind of became the person she didn't want to be."

There's a playful give and take between the two actors as they discuss swapping their Downton roles.

"I definitely want the (upstairs) wardrobe," Froggatt says.

Dockery cautions. "Sometimes, you're like, 'You can take it,' "because of all the costume changes during filming.

Froggatt reconsiders: "I'm so glad all I have to do is one fitting" at the beginning of each season.

And Dockery decides she doesn't mind. The outfit changes "are always worth it, because they are knockout."

The period covered by Masterpiece's Downton – 1912 and through World War I to a technologically advanced 1925 – reflects massive change. "You definitely feel those social changes, more so for the women," Froggatt says. "You feel there are starting to be more opportunities for women and for the working classes."

New opportunities greet the actors, too. Dockery is set to play a thief and con artist in contemporary America in upcoming TNT drama Good Behavior, while Froggatt will go back to the 19th century to play poisoner Mary Ann Cotton in Masterpiece's two-part Dark Angel.

They appreciate their Downton fame, with each ending heading toward the March 6 series finale serving as a reminder.

"The last day (shooting) at Highclere Castle was a big day," Dockery says. "That's when it really started to sink in."

THE WHITE HOUSE
Office of the First Lady

FOR IMMEDIATE RELEASE
February 22, 2016

**FIRST LADY MICHELLE OBAMA TEAMS UP WITH
PBS AND WGBH BOSTON TO LAUNCH FIFTH ANNUAL
NATIONWIDE HEALTHY RECIPE CHALLENGE**

*The Healthy Lunchtime Challenge Invites Kids to Create Healthy Lunch Recipes
for a Chance to Win a Trip to Washington, D.C. and Attend the
Kids' "State Dinner" at the White House*

First Lady Michelle Obama is teaming up with PBS flagship station WGBH Boston, the U.S. Department of Education, and the U.S. Department of Agriculture to host the fifth annual Healthy Lunchtime Challenge & Kids' "State Dinner" to promote cooking and healthy eating among youth. Teaching kids to cook is a great way to ensure they learn healthy habits early in life. Research shows that children who help with cooking and meal preparation are more likely to consume fruits and vegetables, and they are more aware of the importance of making healthier food choices.

"The Kids' "State Dinner" is one of my favorite events to host at the White House, and I am thrilled to announce the fifth annual Healthy Lunchtime Challenge," said First Lady Michelle Obama. "Every year, I am amazed by the healthy, delicious dishes that kids across the country create, and I am excited to see what kids cook up this year!"

WGBH Boston joins the First Lady to present the Healthy Lunchtime Challenge & Kids' "State Dinner" in an effort to raise national awareness about the importance of healthy cooking and eating. To make the challenge possible for kids and their families across America, support is being provided to WGBH by Newman's Own Foundation. "Supporting the healthy development of children is at the core of our work in public media, so we are very pleased to once again partner on this important effort with the First Lady," said WGBH Executive in Charge Brigid Sullivan.

The Healthy Lunchtime Challenge & Kids' "State Dinner" invites kids, ages 8-12, in collaboration with a parent or guardian, to create an original lunch recipe that is healthy, affordable, and tasty, which their parent or guardian can submit at pbs.org/lunchtimechallenge. In support of the First Lady's *Let's Move!* initiative to help kids and families lead healthier lives, entrants are encouraged to reference ChooseMyPlate.gov to ensure recipes meet the USDA's recommended nutrition guidelines. Entries should represent each of the food groups, either in one dish or as parts of a lunch meal, including fruits, vegetables, whole grains, lean protein and low-fat dairy. In addition, in celebration of the MyPlate, MyState initiative, the 2016 Healthy Lunchtime Challenge is putting a spotlight on homegrown pride across the country and encouraging entries to include local ingredients grown in the entrant's state, territory, or community.

Kids from all 50 states, the District of Columbia, and U.S. territories (Puerto Rico, Guam, American Samoa, the U.S. Virgin Islands, and the Northern Mariana Islands) are invited to create a recipe. One winner from each and a parent or guardian will win the opportunity to be flown to Washington D.C., courtesy of United Airlines, and the opportunity to attend the Kids' "State Dinner" at the White House, where a selection of the winning healthy recipes will be served. Kids will also have the opportunity to learn from television personality and member of the President's Council on Fitness, Sports and Nutrition Rachael Ray.

"My Yum-o! organization and I are so happy to be a part of the Healthy Lunchtime Challenge and Kids' "State Dinner" and can't wait to meet all the winners this summer at the White House," said Rachael Ray.

"Since the First Lady began hosting this challenge in 2012, it has been wonderful to see so many young people embracing the principles of MyPlate and using their creativity to come up with such delicious, nutritious recipes. This year, kids have a chance to not only show off their culinary skills, but also their local pride by featuring ingredients that are locally grown and produced," said Agriculture Secretary Tom Vilsack. "By showcasing local foods through 'MyPlate, MyState,' this year's challenge provides children an opportunity to see how the bounty of American agriculture provides the nutritious food they need to learn and grow."

"It's wonderful to see our students setting an example for their classmates – and for adults - on the critical role healthy eating plays in academic success. I love to see the excitement and enthusiasm that these young chefs bring to this competition as they dream up fresh, new lunch recipes that are both nutritious and delicious," said John B. King, Jr., Acting Education Secretary.

The winning recipes will be chosen by a panel of judges that includes: *Let's Move!* Executive Director Debra Eschmeyer, representatives of the U.S. Department of Education and the U.S. Department of Agriculture, Editor-in-Chief of *Rachael Ray Every Day Magazine* Lauren Purcell, an Executive Chef from United Airlines, previous Healthy Lunchtime Challenge winners, and Founder of Cooking Up Big Dreams Tanya Steel. The winning recipes will be featured in a downloadable, printable free e-cookbook that includes a nutritional analysis and photos of the winning chefs, and their recipes and will be available on the contest website: pbs.org/lunchtimechallenge, as well as on letsmove.gov, USDA.gov, and Ed.gov.

Parents and guardians can submit their child's recipe from February 22 through April 4 online at pbs.org/lunchtimechallenge. Winners will be notified in June, and the White House Kids' "State Dinner" will take place in the summer of 2016. Accommodations for the winning families will be provided by The Westin Georgetown. For contest rules and complete details including how to enter by mail, visit pbs.org/lunchtimechallenge.

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