



GENERAL MANAGER'S REPORT

March 2018

Boise KAID-TV 4

Coeur d'Alene KCDT-TV 26

Moscow KUID-TV 12

Pocatello KISU-TV 10

Twin Falls KIPT-TV 13

2D Barcode



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Quote

"Thank you for bringing our family quality programming every day. Any time we turn on Idaho Public Television there's something worth watching. Keep up the great work!" – Brett and Christina



Idaho Public Television's annual on-air fundraising campaign is March 2-18. As part of the special programming, we will present a number of local productions, legendary performers featured in concert, and programs that help improve health and finances.



Family Night During Festival

Tuesday, March 6, is Family Night during Festival. Tune in with the entire family for a special evening, beginning with a tribute to Fred Rogers.

Mister Rogers: It's You I Like is a celebrity-filled special celebrating *Mister Rogers' Neighborhood*, the pioneering PBS series that premiered nationally 50 years ago and became an iconic landmark in children's television. Cast members from the groundbreaking series share their personal perspectives and insights in this new production, which also features celebrities who were influenced and inspired by Fred Rogers.

During Family Night, viewers will have the opportunity to pledge their support for IdahoPTV and receive tickets to see the stage production *Click, Clack, Moo* on May 4 at the Velma V. Morrison Center for the Performing Arts in Boise.

JFAC State Funding Recommendation

On February 23, the Joint Finance – Appropriation Committee voted 19 ayes, 0 nays, and 1 absent to recommend the governor's proposed FY 2019 appropriation for IdahoPTV. It includes a 3 percent merit based change in employee compensation pool that again this time will be all merit-based. In addition, he is recommending funding for a new engineering position and over 75 percent of our capital equipment replacement requests. The budget bill now goes to the Senate and the House for their approval before going to the governor for his signature.

In the Community



Civility Conversations Continue at BSU Symposium

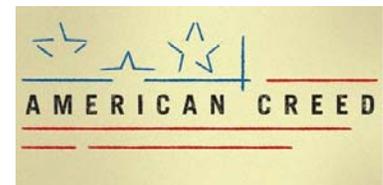
IdahoPTV is partnering with the Idaho Statesman and the Boise State Center for Idaho History and Politics for the second annual BSU Civility Symposium on March 14 at Boise State University.

The symposium begins at 10:30 a.m. and includes a noontime City Club of Boise event with the premiere of a short documentary looking back at the club's focus on civility in 2016; a civility panel looking at the media in this hyper-partisan moment; a civic literacy panel; a free speech panel and more.

An evening event, from 5:30 to 9, will include a screening of the documentary American Creed. Following the screening will be a discussion with Joan Blades, a founder of the political group moveon.org, who is featured in the film. She will explain her new focus, livingroomconversations.org, designed to help bridge divides.

American Creed Writing Contest

The *American Creed* Writing Contest is open to Idaho students in grades 10-12. Students are asked to view a short video clip from *American Creed* featuring a conversation between Mark Meckler, co-founder of the Tea Party Patriots, and Joan Blades. Students can then submit an essay between 750 and 1,000 words in length that addresses the topic of civility during times of disagreement or intense polarization. Winners will receive Visa gift cards. The video clip and entry form are online at goo.gl/nsTgTA.



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 gummy bear, or taking apart a real computer? How about spending the night in a museum next to a fossil of a saber-toothed tiger with 120 fellow science enthusiasts?

Sign up for the overnight Science Trek Camp at the Idaho Museum of Natural History in Pocatello, April 27-28. Scholarships are available to students who cannot afford the \$45 camp fee.

Space is limited. Sign up now to "Get a Kick Out of STEM!" Go to idahoptv.org/sciencetrekcamp for more details.

Education Outreach

Upcoming Events:

March

6 – Storytime at Madison Public Library in Rexburg 10:30 a.m.

7 – Storytime at Madison Public Library in Rexburg at 10:30 a.m.

7 – American Falls District Library, Kids Club at 1:30 p.m. “Balance Magic”

7 – Family Night at Hacker Middle School in Mountain Home at 5:30 p.m. “Balance Magic”



Our IdahoPTV Productions

Behind the Stories

35 Years and Counting

By Bruce Reichert



You can cover a lot of territory in 35 years and still just barely scratch the surface. I'm reminded of something the writer Ernest Hemingway once said: "A helluva lot of state, this Idaho, that I didn't know about."



And with more than 60 percent of it public land, there's a good chance none of us will ever visit all of the state's impressive landscapes. It's just that vast.

If *Outdoor Idaho* ever does fold up its tent, it certainly won't be because we've run out of story ideas or places to visit. Just the public policy challenges alone – wolves, wilderness, weeds, water, timber wars, wild fires – could keep us busy for a couple years.

In our hourlong "35th Anniversary Special," we focus on some of those issues.

We also take you behind the scenes, as every anniversary show must do. My colleague Sauni Symonds has been working on that segment. In many ways, it will be the heart of our program, giving my colleagues behind the camera a chance to shine.

They also get to recap some of their favorite interviews out of the 300 or so shows we've chronicled over the years.



Last month we asked our viewers on social media to comment on what the show has meant to them, and they responded. Talk about a fascinating and humbling experience! We made that a part of our show also.

I'm often asked why *Outdoor Idaho* has survived and thrived for so long. I think there are several factors, including strong support from our general managers over the years and a willingness from our development folks to search out grants and underwriting.

Couple that with a close-knit group of people who still enjoy working together; a commitment to only tackle shows that someone on staff really cares about; and an attempt to populate each program with real Idahoans, who can help shine a light on their part of the state. “We tell Idaho’s stories” is actually in our Mission Statement; we take it seriously, but we get a lot of help from the ones we interview.



And then there’s the state itself. Geologically, Idaho is so impressive! The influence that her mountains and valleys and rivers exert on our staff hopefully shines through every episode. I know our team works hard to capture that natural beauty; and I think viewers appreciate the extra effort, especially when we climb to the top of a 12,000 foot peak, or descend hundreds of feet into a limestone cave, or hike 20 miles into the wilderness, just to get the shot.



The show has always been willing to reinvent itself. Everyone who has worked on *Outdoor Idaho* has brought something new to the mix, and it has allowed the show to grow and change for 35 years. But it has always remained essentially a labor of love.

There aren’t too many things that can unite a complicated state like Idaho. (The joke is that we have three capitals: Boise, Spokane, and Salt Lake City.)

Maybe that’s what *Outdoor Idaho* has been doing best of all these past 35 years ... helping to connect

our geographically challenged state. At least, that’s what many viewers zeroed in on when we asked them what the show has meant to them.

I guess that’s not a bad peg to hang your hat on. Thanks for watching.



Idaho Experience “Titans”

—Airs Thursday, March 8, at 7 p.m.

There was a time when Joe Albertson had his first grocery store, when mining magnate Harry Magnuson was unsure about his future. Making it big in business means taking risks and putting everything on the line. But is success about more than just making money? These Idaho titans of industry are rags-to-riches stories that some people think they know — but there is more to them than you might think.

“When I set out to make this program, I didn’t know what to expect,” says producer Aaron Kunz. “But sitting down with family members, historians and friends of Idaho’s titans, I learned that making money was just a small part of who they are. Many of these titans had to give back to Idaho and their community; it was built into their DNA. I hope when you watch this program you’ll see these recognizable names in a whole new way.”

IdahoPTV In the News

BOISE WEEKLY

No Place Like Home: *Idaho Experience* Set to Debut on Idaho Public Television The series, 10 years in the making, premieres Thursday, March 8

By George Prentice
February 21, 2018

The number of new TV series competing for audiences—FX Research counted 487 new series in 2017—might lead to the conclusion some TV shows are pushed out with reckless abandon. Not so for PBS. While the public television network will produce dozens of new episodes for its *Masterpiece*, *Nova*, *Great Performances* and *American Masters* series, the broadcaster will only unveil two new series in its spring schedule: *We'll Meet Again*, *Civilizations* and *The Great American Read*. When Idaho Public Television gets around to launching a new series, it's practically historic.



Idaho Public Television



“Eight years? Nine years? Let’s just say that we’ve been working on this idea for a decade,” said Jeff Tucker, IPTV director of content services. “Yes, we’ve aired a number of specials over the years exploring some of Idaho’s history. It’s practically in our DNA. But this is big.”

“This” is *Idaho Experience*, which premieres Thursday, March 8. The show is modeled after *American Experience* which, coincidentally, is celebrating its 30th anniversary on PBS this year.

“I think it’s fair to say *American Experience* is the touchstone, but we wanted *Idaho Experience* to appeal to a broader demographic,” said Ron Pisaneschi, IPTV general manager. “We did a lot of experimenting on social media with short videos and fun, catchy quizzes that instantly caught the attention of a young, more digital-savvy audience. Whereas *American Experience* really started as a legacy show and has only recently moved into the digital arena, that’s really where we began with *Idaho Experience*.”

As an example, several months ago, IPTV producers asked, “Where were you when the Challis earthquake struck?” referring to the historic 1983 temblor that shook central Idaho and caused the death of two children.

“We had people responding, talking back and forth, writing, ‘I was there,’ or ‘I was in the bathtub,’ or ‘I was in the kitchen.’ Suddenly, we had this moment when people across Idaho were reminiscing about a common experience,” said Tucker.



"More recently, our Marcia Franklin was working on a story about Annie Pike Greenwood (author of *We Sagebrush Folks*) and Marcia sent out a couple of pictures and some questions—and she got 48,000 responses. Some time ago, we found some archival footage of a Model A tractor in New Meadows with giant snow skis strapped beneath its front wheels. We had over 100,000 views. People love it when they get a chance to say, 'I was there. I grew up there.'"

So, *Idaho Experience* was born—not in the traditional fashion of an on-air episode but via Facebook. Meanwhile, IPTV took painstaking care in building a commitment to a broadcast series.

"Quite frankly, we kept asking ourselves, 'Are we really ready? Do we have the right people in place?' Let's face it, we've set the bar pretty high for ourselves," said Pisaneschi.

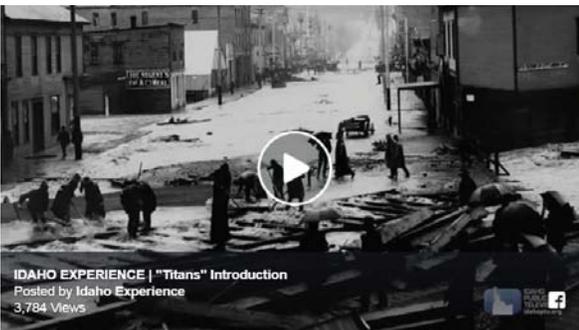
The best example of how high would be IPTV juggernaut *Outdoor Idaho*, which began airing in 1983 and has received every possible broadcast TV award.

Much like Bruce Reichert, the Emmy-winning host of *Outdoor Idaho*, this new show needed its own unique voice. IPTV reached out to Rachel Martin, current national co-host of *Morning Edition* on National Public Radio and a fifth-generation Idahoan.

"My family goes way back. My dad's family first set foot in Idaho in 1884," said Martin.

The Idaho Experience series premiere, titled "Titans," visits the town of Wallace in the so-called "silver valley." In the 1970s, as a nationwide interstate highway threatened to slice the town of Wallace in half, local businessman Harry Magnuson took on the United States government to get the super highway built over and around the

northern Idaho community. Magnuson's fight with the feds is just a slice of his infamous story, which will be fully explored in the *Idaho Experience* debut episode.



"I know what my experience was like growing up in Idaho and returning year after year, but there are so many stories out there, and Idaho Public Television hopes to bring those stories to you in the months and years to come," said Martin. "There's this really special feeling that comes when you hear the word 'home.' For me, home has always meant Idaho."