



# General Manager's Report

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## QUOTE

"They can come out here and the trees won't judge them, the mountains won't look down upon them, other than just to say, welcome."

Tim Tyree--Director, Camp Rainbow Gold" (see Outdoor Idaho: Camp Rainbow Gold on Page 2)

## BRIEF, IMPORTANT UPDATES

-On April 30, 2004, the Federal Communication Commission (FCC) issued Idaho Public Television a construction permit to begin operating a television translator on Channel 43 in Rexburg, Idaho. Menan Butte, southwest of downtown Rexburg, has blocked KISU over the air television signals. IdahoPTV submitted an application to the FCC four years ago. IdahoPTV will begin planning for the acquisition of the equipment, which needs to be installed within thirty-six months per FCC rules.

-Beginning this month, Idaho Public Television and the Friends of Idaho Public Television will begin participation in the eighteen-month long Corporation for Public Broadcasting's (CPB) Major Giving Initiative, which aims to assist us in improving fund raising practices in higher gifting amounts. As previously reported, CPB selected IdahoPTV based on our excellence in annual giving practices.

-In collaboration with the Idaho Department of Administration, IdahoPTV has created a one-hour program covering health benefit plan options that state employees have the opportunity to choose between during the month of May. This presentation will be archived for state employee viewing at the employee portal.

-Peter Morrill has been asked to review equipment grant applications on May 11 for the United States Department of Commerce, Public Telecommunications Facilities Program (PTFP).

## IDAHOPTV SIGNALS

-The Public Broadcasting Service (PBS) recently announced that they have successfully negotiated a national agreement with Cox Communications, which operates cable systems nationwide, including the Wood River Valley, to carry local public television stations' digital television programming. IdahoPTV anticipates that our digital television service will begin on Cox Cable in the Wood River Valley this summer.

-On May 4, 2004, Sea Launch Company successfully delivered the new DIRECTV 7S broadcast satellite into orbit. This satellite will be the device that will be delivering IdahoPTV signals to DIRECTV customers in the north Idaho/Spokane and southwest Idaho areas beginning this summer. Early indications are that the spacecraft is in excellent condition.

## MOMENTS IN TIME FROM THE LEWIS & CLARK JOURNALS TO BEGIN AIRING MAY 20 FOR THIRTY-SIX WEEKS

--Airs nightly at 6:00 p.m., 8:00 p.m., and 10:00 p.m., beginning May 20.

Using their own actual words and phrases, IdahoPTV retraces the steps of America's foremost explorers, as they set out from St. Louis in May of 1804, "destined for the discovery of the interior of the continent of North America."

The thirty-six video segments – each a minute in length – move the Expedition through the Dakotas, through Montana and Idaho, to the Pacific Ocean, and back to St. Louis in September of 1806.

By all accounts, it was a remarkable journey, and no one has yet improved upon Lewis and Clark's unique and insightful first-person accounts.

Using stunning video – including aerials and re-creations – these "Moments in Time" give the viewer a real sense of what the Expedition encountered two hundred years ago.

"These segments are like our own Hubble Telescope," said Bruce Reichert, producer for Idaho Public Television. "They lift us out of the present and transport us back in time, to America's first great road trip."

Their journal entries offer an enchanting view of the landscape, as well as a reminder of the difficulties they encountered along the way. For example, on July 24, 1805, Meriwether Lewis wrote *"Our trio of pests still invade and obstruct us on all occasions. These are the mosquitoes, eye knats and prickley pears, equal to any three curses that ever poor Egypt labored under."*

There were also moments of sublime contemplation. On April 7, Lewis wrote *"We were now about to penetrate a country at least two thousand miles in width, on which the foot of civilized man had never trodden... and these little vessels contained every article by which we were to expect to subsist or defend ourselves... I could but esteem this moment of my departure as among the most happy of my life."*

Funding for "Moments in Time" was provided by the Laura Moore Cunningham Foundation. Additional funding was provided by the National Center for Outreach.

## OUTDOOR IDAHO: CAMP RAINBOW GOLD

--Airs Thursday, May 20 at 8:00/7:00 p.m. MT/PT

--Repeats Sunday, May 23 at 7:00 p.m. MT/PT

Nestled in the Boulder Mountains of Central Idaho, Camp Rainbow Gold provides a five-day respite for children who have been diagnosed with cancer. The OUTDOOR IDAHO team spent a week with the 65 boys and girls at the camp as they fished, rode horses, shot bows and arrows, and perhaps most importantly, met other children like themselves.

"It's not just friends for the summer, for the week," says Jo, 16, of McCall. "I make friends here that I spend all year long with."

Sponsored by the American Cancer Society, the camp is staffed by volunteers, including doctors and nurses. But the healing power also comes from nature itself.

"I've always said that if I could take my patients and have my hospital in the middle of the forest and have a stream and a mountain and sunshine and rainbows and rain and thunder and lightning, that they would do so much better," says Dr. Dave McCluskey, the founder of the camp and its medical director.

Campers include Matthew, 13, of Eagle, who had a cancerous brain tumor removed at age four and still deals with the effects of the operation; Victorina, 6, of Caldwell, who has just finished treatment for leukemia; and Grant, 12, of Emmett, whose leukemia has just gone into remission.

"The real emotional part is getting close to some of the kids that have it a lot worse than you ever did or ever have, and knowing that they're being a lot braver than you," says camp assistant director Rob Cronin, a cancer survivor himself.

## DIALOGUE EXAMINED GRANDPARENTS RAISING GRANDCHILDREN

--Aired Thursday, May 6 at 8:00/7:00 p.m. MT/PT

--Repeated Sunday, May 9 at 7:00 p.m. MT/PT

Some 18,000 Idaho grandparents are reliving their child-raising years — this time as primary caregivers for a grandchild. Four families—two from Idaho Falls, one from Nampa, and one from Boise—were the focus of a special hour-long DIALOGUE, "Grandparents as Parents." These families are raising children ranging in age from 2 to 17.

Guests for the studio-based portion of the program were attorney Bob Aldridge, Emily Hoyt of the Region 6 Agency on Aging office in Idaho Falls, and Linda Dripps of the Idaho KinCare coalition.

Also during the program, a live call-in segment allowed people to ask questions and discuss issues with a panel of experts concerning the legal, financial and emotional aspects of raising grandchildren.

Nationwide, more than two million grandparents are raising their grandchildren. The 18,000 figure in Idaho represents an 80 percent growth since 1990. A new law signed by Governor Dirk Kempthorne acknowledges this growth in grandparent-grandchild families by giving grandparents more legal rights over the care of their grandchildren.

DIALOGUE "Grandparents as Parents" is made possible by a grant from AARP Idaho (American Association of Retired Persons).

## RECENT IDAHOPTV PRESENTATIONS

-April 12, 2004, Peter Morrill spoke to two high school classes from Marsing High School.

-April 28, 2004, Marcia Franklin, spoke to two classes in the School of Journalism and Mass Media at the University of Idaho in Moscow.

-April 29, 2004, Peter Morrill, spoke at the Bannock County Kiwanis Club in Pocatello.

## IDAHOPTV RECOGNIZED

-Ron Pisaneschi, IdahoPTV Director of Broadcasting, was recognized on April 30, 2004 by the Public Television Programmers Association and TRAC Media Services with its annual GOLDEN GRID AWARD for his "informed, multi-channel scheduling tactics leading to resounding daytime audience gains..." and "his unquenchable, contagious passion to master the art and science of programming."

-Congratulations to Oriana Obiri, IdahoPTV part-time employee in Moscow, for being named one of the TEN outstanding seniors at the University of Idaho and winning the Dean Vettrus scholarship for leadership and civic service commitment!

-IdahoPTV received several awards at WorldFest, the Houston International Film Festival recently:

- Outdoor Idaho 20th Anniversary: A Gold Special Jury Award (and was a nominee for Grand Prize) (this means it competed against the best from all the other categories as well as won top prize in its individual category-nature and wildlife)
- Idaho, An Angler's Paradise: A Gold in Leisure and Recreation
- Building Sue: A Gold in Education, a public service announcement and segment that examined the assembly of T-Rex "Sue" at the Museum of Idaho, Idaho Falls
- FocusWest: The Price of Power: A Silver in Nuclear/Energy Issues
- Outdoor Idaho: Teton Inspirations: A Bronze in Women's Issues
- Outdoor Idaho: White Clouds in Waiting: A Bronze in Ecology/Environment/Conservation
- Dialogue for Kids: Space Careers: A Bronze in Educational/Instructional/Children

-Also, IdahoPTV in late April was honored by the Idaho Press Club at their annual awards:

Website, Special Purpose

1st place: FocusWest.org

3rd place: Dialogue for Kids

Honorable mention: Faith and Foreign Affairs

Website, General Excellence

2nd place: Idaho Public Television

Public Affairs, Studio

1st place: Dialogue for Kids: Space Careers

2nd place: Faith and Foreign Affairs

3rd place: FocusWest: The Price of Power

Public Affairs, Field

1st place: Outdoor Idaho 20th Anniversary

2nd place: Outdoor Idaho: Conflict in the Clearwater

Documentary

1st place: Outdoor Idaho: Teton Inspirations

2nd place: Designing Idaho

Outdoor/ Environment Reporting

1st place: Predator Legends

3rd place: Outdoor Idaho: White Clouds in Waiting

Television Writing

3rd place: Predator Legends, Jim Peck

Comments from the Idaho Press Club Judges on IdahoPTV's FocusWest.org website:

"FocusWest.org is a model for how to take a TV series and give it new life on the Web. Its use of video, transcripts, links and view feedback shows that the producers know how to server their audience well and to extend the viewer experience beyond just television. It's no longer just a passive one-way experience, but a dynamic, interactive experience that challenges viewers to dig deeper, find out more and learn about topics of importance. If only other TV stations would dedicate these many resources to a complete online experience."

## IDAHO'S RIGHT-TO-WORK LAW REPEAL DISCUSSED ON DIALOGUE

--Aired Thursday, April 29 at 8:30/7:30 p.m. MT/PT

--Repeated Sunday, May 2 at 5:30/4:30 p.m. MT/PT

Idaho's Right-to-Work law is under attack. Should it be repealed? DIALOGUE examined this issue, hosted by Joan Cartan-Hansen and was joined on air by Don Holley, Boise State University Economics Professor and Pocatello entrepreneur Richard Smith to discuss the pros and cons of repealing the Right-to-Work law.

Organizers had only a few days remaining to collect the needed signatures to get the issue on the November ballot. Smith and Holley shared their thoughts and expertise with viewers about the issue and answered viewer calls on a toll-free line.

In 1986, the Right-to-Work law was approved by the voters after a battle between the state legislature and then-Governor John Evans. Those behind the repeal of this law today feel it has had a negative effect on working/middle class wages and benefits. Others feel the law is responsible for increased manufacturing and affordable living here in Idaho.

## DIALOGUE FOR KIDS LOOKS AT WATER

--Airs Thursday, May 18, 2004, at 2:00/1:00 p.m. MT/PT

Water is important for all life on earth. Plants, animals, and humans need it to survive. Where do we get our water? How much water do we use? Will we ever run out?

Mary Cahoon, Outreach and Education Coordinator, United Water and Julie Scanlin, Water Education Coordinator, Idaho Water Resources Research Institute at the University of Idaho will answer questions live on Dialogue for Kids.

Students can e-mail their questions in advance to [dialogue4kids@idahoptv.org](mailto:dialogue4kids@idahoptv.org) or they can FAX them in before the show at (208) 373-7245 or call in live during the program to (800) 973-9800.

## 2004-2005 DIALOGUE FOR KIDS SCHEDULE

September 21	Eyes
October 19	Moon
November 16	Fossils
December 21	Zoology
January 18	Wetlands
February 15	Electricity
March 15	Wildlife Management
April 19	Garbage
May 17	Fireworks