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Quote

“Just a note to again thank IPTV for its continued fine programming. We include IPTV in our weekly watching, and enjoy Masterpiece Theater, classical music programs, and all the Brit/coms on Saturday evenings. We send you our most sincere thanks.”

Cheers,
Robert and Jacci Windsor
October 12, 2007



IdahoPTV Friends and Foundation Organizations Vote To Unify

During four different meetings in the month of October, the three Friends boards and Foundation board unanimously voted to unify into one board entitled the Friends of Idaho Public Television (working title).

Over the last 18 months, the boards of the three regional Friends of Idaho Public Television organizations and the Idaho Public Television Foundation have been discussing how they could better serve the long term needs of IdahoPTV.

The boards of the four non-profit groups have been universal in their determination to play a more effective role in assisting Idaho Public Television in connecting our services with our constituents.

Now that the votes have occurred, we'll keep you posted on the unification.

the buzz



—On October 22 (Boise) and 23 (Coeur d'Alene), Paula Kerger, President and CEO of the Public Broadcasting Service (PBS), visited Idaho for a series of events and media appearances. I'm including a series of pictures from her visit, and news articles in the IN THE NEWS section below.



On DIALOGUE

IdahoPTV Statewide Videoconferenced Staff Meeting



Talking with Janelle Wise At Boise Event

Speaking in Boise

Event at Coeur d'Alene Resort

—On October 25, Idaho Public Television was co-sponsor of BODYVOX, an event designed to promote Festival Dance and the arts in general held at the University of Idaho in Moscow.



—Idaho Public Television's on-site portion of our annual audit, conducted by the Legislative Auditor, concluded on November 2. It began on September 12, 2007. We anticipate its conclusion in early November. Last year's audit produced no "findings of fiscal facts" or "recommendations."

The audit is typically released by the beginning of the calendar year. We'll keep you posted on its progress and results.




Annex House Camera



JFAC Camera

—Work is progressing on the re-installation of robotic camera systems in the temporary quarters for the Idaho Legislature in the Annex Building, Boise. We have spent the last three months working with Legislative Services, Department of Administration, and various contractors to install our systems for video and audio coverage in the House, Senate, and Joint Finance – Appropriations Committee (JFAC) room. This year we will be adding two exciting features to our systems. In JFAC, we’ve added a single fixed camera angle to



Annex House Camera



FM Radio Transmitters

complement the audio signal. Also, the public will be able to listen to the proceedings of the House, Senate, and JFAC via a standard FM radio in the Annex Building area. I’ve included two news stories about IdahoPTV’s LEGISLATIVE LIVE coverage of the upcoming session for your review. The first was produced by KBCI-TV/Boise and the other was KPVI-TV, Pocatello.



—On Thursday, October 4, I presented an overview of IdahoPTV’s efforts at educating viewers and members about the federally mandated shut-down of analog television in February 2009 at the PBS Development Conference in Palm Desert, CA. About 100 attended the presentation.



—On October 17, I presented an overview of Idaho Public Television to the Twin Falls Rotary Club in Twin Falls. Many thanks to Dick Shotwell for his invitation! I had numerous questions about the analog television shutdown in 2009.



—On October 24, I presented an overview of Idaho Public Television to the Meridian Kiwanis Club. Many thanks to Denine Wilson at U.S. Bank for the invitation!



—On October 4 and 25, Idaho Public Television was the media sponsor for the Idaho Humanities Council's Annual Dinners in Boise and Coeur d'Alene. Featured speakers included Michael Beschloss (Boise, October 4) and Andrew Carroll (Coeur d'Alene, October 25). We are proud to support this worthy statewide organization!



—October 27-30, I attended the PBS Board of Directors meeting held in Cambridge, MA. As previously reported, I presented a portion of the recommendations of the Working Group assigned to review complaints filed by one of the Los Angeles PBS stations against three other LA area PBS stations. In addition, the PBS Board voted to proceed in the coming months with updating 1) the PBS dues formula and revenue and 2) the Articles of Editorial Integrity that the Idaho State Board of Education voted to be part of the Board Policy for IdahoPTV in 1989 and again in 2003. As this process evolves, I will keep you updated.

—SACRED JOURNEY OF THE NEZ PERCE, a 2000 co-production of Idaho Public Television and Montana Public Television will be shown on the in-house cable system at the new Clearwater River Resort in Spalding.



—On Monday, October 15, 2007, Idaho Public Television videotaped an appeal from First Lady Lori Otter at the Idaho Family Home/ranch in Star for support for the kickoff for the 2007 State Employee Campaign for the United Way.



IdahoPTV Staff and Friends Updates



O'Brady

Haarsager

It's with great sadness that I report that Idaho Public Television lost two dear friends, Roy O'Brady and Sandra Haarsager, during October. Roy was one of the first engineers of Idaho Public Television's KUID/Moscow. Sandra served in numerous capacities in the journalism and communications area at University of Idaho and Washington State University. I've included their obituaries in the IN THE NEWS section. They both will be missed.



Free Screening and Discussion of PBS INDEPENDENT LENS Film at ISU

MISS NAVAJO: THE MOVIE was screened on Tuesday, October 23, at Idaho State University, Pond Student Union Theatre, at 5:30 p.m.

A partnership of Independent Television Service (ITVS), Idaho Public Television and Idaho State University presented a free screening of a new INDEPENDENT LENS offering. The presentation from the ITVS Community Cinema was MISS NAVAJO: THE MOVIE. This hour-long film looks at the Miss Navajo Nation beauty pageant, a competition that has endured for more than five decades.

MISS NAVAJO is a celebration of Native American traditions, of womanhood, of Navajo culture and language. Contestants are judged not only on their physical beauty, but also on their skills and talents. How many beauty queens can say, "I competed in a pageant where I butchered a sheep?" The young women also prepare fry bread, weave rugs, perform native music and dance, and sweat through an interview in the Navajo language.

This year, ITVS is offering discussion guides for films in the Community Cinema series. Go to www.pbs.org/independentlens/ to download either a facilitator or participant guide.



By Bruce Reichert, Executive Producer
October 29, 2007

Clarence Darrow joined us. So did James Hawley and William Borah, along with labor leader "Big Bill" Haywood and dynamiter Harry Orchard.

Trying to resurrect the past can be a fool's game. But it's what we tried to do with our new production, "Assassination: Idaho's Trial of the Century."

Perhaps you've heard of the story. Briefly put, class warfare had raised its ugly head more than 100 years ago. Mine owners vs. mine workers. A former governor was murdered, blown apart, when he opened the gate to his home one cold December evening.

A trial ensued. The star witness was the man who set the dynamite, Harry Orchard. He had repented of his evil ways and pinned the blame on the leaders of a violent labor organization.

The state kidnapped "Big Bill" Haywood from Denver and brought him to Idaho to stand trial for the murder of former governor Frank Steunenberg. That's where Clarence Darrow comes in.

He defended Haywood. The prosecutors were the two best attorneys in Idaho, James Hawley and William Borah.



For five days in May of 2007, our actors brought the past to life, in a way you'll have to see to believe. Our show airs statewide Thursday, November 15th and Sunday, December 2nd.

There's a lot that has improved in 100 years, no question about that. But one thing that has not improved is the oratory. They knew how to talk back then! And you'll get to hear Clarence Darrow and William Borah deliver their powerful lines, because we went back to the original transcripts of the trial.

Darrow pleading, "These men and these women and these little children, the poor, the weak and the suffering of the world, will stretch out their hands to this jury and implore you to save Bill Haywood's life."



Clarence Darrow addresses the jury

And Borah, in his closing argument: "I saw Idaho dishonored and disgraced. I saw murder. No, not murder. A thousand times worse than murder. I saw anarchy wave its first bloody triumph in Idaho."

Even today, the closing arguments of the four main attorneys - Hawley, Richardson, Darrow, Borah - leave you with a profound respect for the passion and the power they evoked, here in Idaho, 100 years ago this year.



Upcoming Shows

November 8	Open Government (one hour)	November 29	Sunshine Mine Disaster
November 15	Pre-empted for Assassination: Idaho's Trial of the Century	December 6	Michael Beschloss
November 18	Paula Kerger, PBS President	December 13	Senator Jim McClure
November 22	Dr. Louis Sullivan	December 20	Richard Paul Evans
		December 27	Forrest Church



DIALOGUE Looks At Open Idaho

- Airs Thursday, November 8, at 8:30/7:30 p.m. MT/PT
- Repeats Sunday, November 11, at 5:30/4:30 p.m. MT/PT

In a special, one-hour edition of DIALOGUE, viewers can learn about a program to expand citizen involvement and participation in state government. The live show features the Idahoans for Openness in Government (IDOG), a group that has developed a video and DVD to dramatize Idaho's open records and open meeting laws.

Guests Idaho Attorney General Lawrence Wasden and Betsy Russell, president of IDOG, join host Joan Cartan-Hansen for a discussion of the laws and the project. They will take viewer calls during the show.

The IDOG project is designed to teach government employees, government officials, citizens and members of the media about the open records and open meeting laws. Skits recorded on the DVD start the discussion of the laws and how they affect the public and government officials. IdahoPTV produced the video and DVD.

IDOG will distribute the DVD statewide in January. A companion Web site is scheduled to be available in November at idahoptv.org/open. The site will include lesson plans for government teachers.

The project is funded by IDOG with a grant from John S. and James K. Knight Foundation through the National Freedom of Information Coalition.

DIALOGUE is also available on the radio and on the Web. In Southwest Idaho, the program airs on KBSU/NPR 91 at 11:30 a.m. on Sunday and, in Eastern Idaho, on KISU FM at 6:30 p.m. on Monday (November 12). Individual DIALOGUE programs are archived on the IdahoPTV Web site at idahoptv.org/dialogue and can be Web streamed for later viewing.

DIALOGUE, produced by IdahoPTV, is Idaho's only weekly statewide public affairs program. The program is funded by the Laura Moore Cunningham Foundation.

Artificial Intelligence

—Aired Thursday, November 1, at 8:30/7:30 p.m. MT/PT

—Repeated Sunday, November 4, at 5:30/4:30 p.m. MT/PT



Idaho inventors are leading the way in artificial intelligence and robotic design. Two of them joined DIALOGUE host Joan Cartan-Hansen for a live discussion that included a call-in component. Jim Sosoka, Chief Technology Officer for UGOBE, and Caleb Chung, the inventor of Furby, the first widely released robot, join her in the studio. Chung will introduce his newest invention, PLEO, the robotic dinosaur.

During the show Cartan-Hansen and her guests took calls from viewers on a toll-free line.

The term “artificial intelligence” was coined in 1956 to describe the science and engineering of making intelligent machines. So far, advances in the field have led to robots that do surgery, the Internet, Driverless cars — even some cool toys, like Furby, the stuffed animal that talks back. Will advances in AI challenge our definition of what it means to be human, what it means to be alive?

Individual DIALOGUE programs are archived on the IdahoPTV Web site at idahoptv.org/dialogue and can be Web streamed for later viewing.

DIALOGUE, produced by IdahoPTV, is Idaho's only weekly statewide public affairs program. The program is funded by the Laura Moore Cunningham Foundation.

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, usually with repeats on Sundays at 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 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; ultra-high bandwidth required.
- Podcasts (MP3, audio-only; and MP4, audio-video for video iPods) are available for download from 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.

Public Schools

- Aired Thursday, October 25, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, October 28, at 5:30/4:30 p.m. MT/PT



On Thursday, October 25, host Marcia Franklin welcomed Idaho State Superintendent of Public Instruction Tom Luna to the DIALOGUE studio. They discussed Luna's first year in his position, and took viewer questions about where Idaho public education is heading in the coming months and years.

Franklin talked with Luna about his 2009 proposed budget, which includes funding for a new math initiative, as well as salary increases for teachers who are willing to give up certain job securities. The two also discussed recent developments in student testing.

Viewers were invited to call in with their questions during the live show.



Endangered Species

- Aired Thursday, October 18, 8:30 MT / 7:30 pm PT
- Repeated Sunday, October 21, 5:30 MT /4:30pm PT

Twenty-two Idaho species are threatened or endangered. Thousands more are at risk worldwide. On this episode of Dialogue, Host Joan Cartan-Hansen and her guests, Steve Burns, Zoo Boise Director; Scott Ransom, Pocatello Zoo Director; and Eric Yensen, professor of biology from College of Idaho, discussed efforts to save endangered species here in Idaho and worldwide.

This program is part of Idaho Public Television's support of Zoo Boise's Conservation Fund, an effort to create a community dialogue about conservation and to involve as many people as possible in the conservation process. Zoo Boise will be granting funds to two conservation groups to support their preservation efforts. During the DIALOGUE program, viewers were able to learn more about the six organizations vying for that pool of money. People can then vote on-line to decide which group will be awarded a grant.



Senator Craig Ruling

- Aired Thursday, October 11, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, October 14, at 5:30/4:30 p.m. MT/PT

Reporters from regional newspapers and news services joined DIALOGUE host Marcia Franklin on this episode to discuss the ramifications of Senator Larry Craig's recent political decisions. Guests included were Dan Popkey of the Idaho Statesman, Betsy Russell of the Spokesman Review, and John Miller of the Associated Press.

Franklin and her guests offered insights and fielded viewer questions about the senator's apparent about-face on his declared intention to leave office and allow Governor Butch Otter to pick a replacement to fill his Senate seat.

Regional, national and international attention has focused on Idaho since news broke in late August about Senator Craig's arrest in a Minneapolis airport undercover sting. He subsequently announced his intention to resign on September 30.

However, that date passed without the senator's resignation. Instead, he decided to fight the charges. Even when a judge threw out Craig's request to withdraw his guilty plea on a disorderly conduct charge, Craig said he will stay in the Senate to try and clear his name with the ethics committee there and continue to work for the citizens of Idaho. He has now announced his intention to leave office at the end of his term in January 2009.



Green Energy

—Airs Tuesday, November 20, at 2:00/1:00 p.m. MT/PT



Green Energy does not have anything to do with color. It means generating power in an earth-friendly way. Scientists study green energy as a way to deal with global warming. Finding ways to conserve energy is also a part of the Green Energy movement. How can we make buildings more “green”? How do the sun, the wind, and the ocean make green energy? What can you do to make a difference?

Endangered Species

—Aired Tuesday, October 16, at 2:00/1:00 p.m. MT/PT



What causes animals and plants to go extinct? Are some in more danger than others?

Idaho's zoos are trying to help save endangered species. Zoo Boise is giving grants to conservation organizations and you can vote on who gets the money. The Pocatello zoo is establishing new conservation programs. Learn what else you can do save endangered species. D4K host Joan Cartan-Hansen and her guest scientists, Steve Burns, Zoo Boise Director; Scott Ransom, Pocatello Zoo Director; and Eric Yensen, professor of biology from Albertson College, answered students' questions on this episode of D4K.

Public Television in the News



PBS president says public television still fills niche

By ANNA WEBB - awebb@idahostatesman.com
Idaho Statesman, Edition Date: 10/25/07

Paula Kerger has held Public Broadcasting's top job, president and chief executive officer, for just over a year — a mission in which she directs 348 member stations that reach nearly every household in the U.S.

Kerger visited with local reporters at Idaho Public Television this week to talk about the challenges public television is facing in this multi-media age.

On the community need for public television even when there are lots of cable channels to choose from:

There's A&E, Bravo, Discovery. But look at A&E. It's "C.S.I." every night. The Learning Channel's No. 1 show was "Monster Garage."

I'm not for a moment maligning the work that happens on cable or commercial television. There are great programs. Bravo has "Project Runway" and "Top Chef." I think they're tremendously creative. I like them very much, but they're different from the work we do.

When you start your work with the premise that you need to deliver profit to a stockholder, it takes you down a different path.

I challenge you to find real arts programs anywhere else. There are "Dancing with the Stars" and "American Idol" on commercial television. They are bringing people to appreciate dance and a range of music styles, which is good, but it's not opera, classical music, not visual arts. That's one category we do singularly.

On public television's local emphasis:

In most parts of the country, there are no longer any locally owned stations. One consequence of media consolidation has been less focus on reporting local stories, news and culture.

Public television stations around the country have distinguished themselves in this area. One example is Ken Burns' documentary "The War."

It was the catalyst for the production of local oral histories and documentaries by stations around the country.

You take something like "The War" that has the resources of all our stations, then add the local stories. It's a tremendously powerful combination.

I think the benefit is that we are stations in the communities we serve and we've always been a megaphone for organizations and served a little as a town square.

On public television's audience:

The audience is a cross section of the country. We appeal to people of all economic levels, education levels. We have a large audience under 5 and a significant audience that's older.

That middle audience is one that everyone, not just newspapers and public television, wrestle with attracting.

On getting the audience's attention:

We've begun to experiment with various distribution platforms, not just broadcasting, but streaming video online and also places like iTunes, YouTube, where we have close to 500 clips posted thus far.

A lot of the material on YouTube is smaller pieces of work, but there are really lovely pieces of content that exist by themselves, nice little stories.

On attracting a younger audience:

There are a lot of young people whose TV consumption is all online. How do you make sure you're there? We don't have the same resources as commercial television so we have to think very carefully and strategically.

We look for partners. We've begun to experiment with "Frontline" for example. The last four seasons are largely available online. We just launched "Wired Science," a partnership with Wired magazine.

On interactive content:

Citizen journalism is powerful. It doesn't replace professional journalism, but I think it's important to encourage participation.

Even though the Web is more interactive, we're still, to a large extent, pushing content out, not soliciting it back.

Allowing the public to publish work in a place they will find an audience is important. But we have to think carefully about what that looks like. Quality has always been a part of who we are.

On being a nonprofit organization:

At the end of the day our goal is not to figure out how to make money. We operate on a break-even basis. We do need to bring revenue into our organization, but we look at new initiatives as public service, then think about how we're going to support them.

On PBS's mission:

We're in business to serve the public. To return to the earlier question of why the country needs public television, we need to continue to challenge ourselves to look at where other broadcasters and media have gone. Then I think we should step back, put our resources into areas not being well served, like quality children's programming news and public affairs, and the arts. That's why those are three priorities of mine.

ADDITIONAL INFORMATION

Coming up on IPTV

Paula Kerger recommends keeping an eye out for these upcoming programs on public television:

- "American Masters" airs at 9 p.m. Wednesdays (upcoming programs feature Charles Schultz and Carol Burnett).
- "Frontline" airs at 9 p.m. Tuesdays (upcoming programs focus on Iraq and the vice presidency).

- “Masterpiece Theater” begins a new season in January, featuring dramatizations of all of Jane Austen’s books, plus a biography about the author.

Anna Webb: 377-6431



LINDA BALL/Press

Peter Morrill the general manager for Idaho Public Television, left, Paula Kerger, the president and CEO of the Public Broadcasting Service and Ron Pisaneschi, director of broadcasting for Idaho Public Television were in Coeur d’Alene Tuesday to discuss public television.

Idaho public TV rolls out red carpet

Posted: Tuesday, Oct 23, 2007 - 09:44:29 pm PDT

By LINDA BALL, Staff Writer, Coeur d’Alene Press

PBS President and CEO visits Coeur d’Alene

COEUR d’ALENE -- Paula Kerger, the only female CEO of a major broadcasting entity, was in Coeur d’Alene Tuesday. Kerger has been the president and chief executive officer since March of 2006 for the Public Broadcasting Service, the nation’s largest noncommercial broadcasting service.

Kerger works from Crystal City, Va., just south of downtown Washington D.C. Her visit to Idaho was by invitation from Peter Morrill and Ron Pisaneschi, general manager and director of broadcasting for Idaho Public Television, respectively.

PBS is collectively owned by 168 licensed stations with 355 transmitters Morrill said. In Idaho, Coeur d’Alene, Moscow, Boise, Twin Falls and Pocatello/Idaho Falls are the five cities with transmitters.

One of the top issues and priorities for PBS Kerger said, is to make sure the public is aware of the federally mandated analog shutoff and digital conversion that will take place February 17, 2009. This does not mean you have to run out and buy all new television sets. She said for

households who rely on a master antenna -- or rabbit ears -- they will have to connect to cable or satellite, or buy a box that will be made available in January of 2008, that receives the digital signal.

Households without cable or satellite are relying on over the air signal now. Morrill said that according to a study conducted by Sen. Mike Crapo's office, 20 to 30 percent of Idahoans rely on over the air reception exclusively. They either don't feel the need for hundreds of cable or satellite stations, or can't afford it.

Idaho Public Television is working to get the message out about the digital conversion. Right now, they are slicing up the bands, and do have digital programming available that doesn't usually show up in the television listings.

Serving the Coeur d'Alene area, IdahoPTV has one digital transmitter that has four different channels. During the daytime the digital transmitter broadcasts four standard definition channels, and in the evening they broadcast one high definition channel.

Unfortunately, the major listing services are not yet supporting all the new digital channels. IdahoPTV has a complete digital schedule on their website, idahoptv.org.

For the 2008 legislative session, for the second year in a row, IdahoPTV will bring live coverage of the Idaho legislature into the home either on television or streamed on-line.

With so much to choose from though, is PBS really needed?

"Most people watch between 13-14 channels," Kerger said. "They have their own viewing preferences."

She said that many of the commercial stations that have broadcast educational offerings have taken new directions. Arts and Entertainment, or A&E, has very little on arts and entertainment anymore and even the Discovery channel has to be sensitive to ratings.

"They need to deliver to advertisers and stockholders," Kerger said. "Their whole base of operation is a business."

Kerger said the focus of PBS is to bring stories to America that aren't being told elsewhere.

"We're in 99 percent of American households, and we're local," she said.

The local angle comes from each state controlling their content, and having the freedom to air shows of local interest. For example, they will be airing a documentary on Barbara Morgan, Idaho's teacher in space. The assassination of Idaho Governor Frank Steunenberg in 1906 and the following trial pitting Clarence Darrow against William Borah will be explored in a documentary to be aired Nov. 15.

"Building relationships, working with the schools -- we're the megaphone for what's going on in the country," Kerger said.

Morrill said they are trying to bring all the relevant issues in the state together, and look at issues not from a Coeur d'Alene or Boise view, but from a state view. Pisaneschi said one of the ways to do that is to share the stories of Idaho.

Financially, money is always a challenge for public television. Fifteen percent of the funding for public television comes from the federal government, in Idaho 63 percent comes from viewers like you, or the "Friends of Public Television" and the balance comes from a yearly appropriation from the state.

The average donation is \$78, but they do get some "very, very generous donors."

"Money is right at the top of our challenges," Kerger said. "Jan. 1 we start all over."



OCTOBER 24, 2007

Nonprofit News

PBS chief Paula Kerger on the struggle for relevance

BY SHEA ANDERSEN

This summer, with the news abuzz with word that Rupert Murdoch had purchased a majority of the Wall Street Journal, the media was once again fretting over its future. With the barbarians at the gate, some began to look to a very nontraditional mode of media ownership for salvation.

That mode is nonprofit ownership, exemplified by the Public Broadcasting Service, now run by Paula Kerger, who took over last year. Kerger's ascension to the top post came after the end of the controversial tenure of Pat Mitchell, who raised eyebrows over her handling of a controversy about programming on PBS. The flap did at least show how nonprofits can come under the glare of criticism just as quickly as more traditional media, and how nonprofit figureheads might be much more vulnerable to public and political pressure than most.

For her part, Kerger has steered clear of such dustups, focusing instead on popular successes like the new Ken Burns documentary about World War II, *The War*.

In Boise this week to kick the tires on Idaho Public Television, Kerger talked to local reporters about how to keep public television relevant in a world with hundreds of cable channels, and revealed just how much of a traditional media consumer she really is.

She called Idaho Public Television "one of the great networks in our system" and "a true leader." Its strength, she said, was in its devotion of resources to local content.

Kerger made a few sly jabs at more mainstream television in her comments, but cloaked them in a discussion of how a nonprofit like PBS serves its "owners" —the public—in a manner that diverges from privately owned media outlets.

“The difference is that when you start your work with the premise that you have to deliver profits to the shareholder, it starts you down a slightly different path,” she said. “Our stockholders are really the American public.

“I’m not for a moment maligning the work that happens on cable or commercial TV,” Kerger added. “There’s great programs there. Bravo, which started out as an arts channel, has shifted their focus. Their top programs are Project Runway and Top Chef and things that spin off from that. I think they’re tremendously creative shows, I like them very much. But they’re a little different than the work that we do.”

In an article in its recent issue, the Columbia Journalism Review asked whether a nonprofit might not be the savior for journalism going forward, with its ability to pour resources toward efforts that it deemed important for its mission, rather than a privately owned network, whose bottom line demanded different results.

“What has also been true for years now is that media corporations are desperately seeking a way to remain viable financially in the wild marketplace of, well, everything else,” wrote Charles Lewis. “And at the moment, the landscape looks precarious, particularly for serious editors and reporters.”

Kerger noted that while some mainstream media sources have begun to depopulate their overseas bureaus, publicly owned networks like hers and that of National Public Radio have increased their coverage of world affairs, and staffed up accordingly.

“We have stepped into a place that the networks have abandoned,” Kerger said. “The onus is more on us. We’re not in the business to be in business. If there are areas that they are doing well, then we should step back.”

In the Review article, Lewis also wrote about how, in the light of financial pinches, some serious media have begun to look longingly at nonprofits like Kerger’s. The concept has emerged just about any time significant local media outlets, like the Idaho Statesman, change corporate owners or, like other newspapers, shutter altogether in light of stock market troubles.

“In this light, other economic models that can produce substantive journalism suddenly look more interesting and relevant to a profession under siege,” Lewis wrote. “And while much has been written of late about the dire state of commercial journalism, very little has been said about various independent, noncommercial initiatives specifically designed to produce that kind of substance.”

That doesn’t, of course, reduce the demand on a nonprofit leader like Kerger: raising money to keep the highbrow operation afloat.

“I am spending more time fundraising,” Kerger admitted. “It’s part of the equation.” She added, however, that fundraising puts her in touch with people who have critical input.

“Raising money and making connections is tremendously important,” she said.

Meanwhile, she said, public broadcasting is struggling, like every other media outlet, to find a way to reach new viewers. For a traditional media consumer like Kerger—she confesses to being a fan and regular reader of actual newsprint and magazines, saying that she can tear out their pages easier—that means some stumbling.

“We’re just feeling our way, like everyone is,” she said. “The challenge is how do you get people’s attention with what we’re doing.”

At the same time, she said, she is wary of some of the approaches newer forms of media have taken. While PBS is working diligently to involve the public in media production, she is nonetheless wary of some recent trends in what is popularly known as “citizen journalism.”

“Citizen journalism is, I think, very powerful. It does not replace professional journalism. I don’t see that,” she said. “But I think it’s an interesting and important part of the discourse.”

spokesmanreview.com » [blogs](#)

Eye on Boise

Public TV: Trying things others wouldn’t do
By Betsy Russell



It’s a question Idaho legislators have asked periodically over the years: Why do we need public TV, when there are now hundreds of channels available out on the private, commercial TV market? Paula Kerger, president and CEO of the Public Broadcasting Service, who was in Boise today visiting Idaho Public Television, has a ready answer: The programming on public TV is just different work from what’s on cable or the networks.

“I’m not for a moment maligning the work that happens on cable or commercial TV,” she said. “There’s great programs there. Bravo, which started out as an arts channel, has shifted their focus their top programs are Project Runway and Top Chef and things that spin off from that. I think they’re tremendously creative shows, I like them very much, but they’re a little different than the work that we do.”

Public TV, Kerger said, is known for its quality children’s programming, arts programming, and news and public affairs. “I think the difference is that when you start your work with the premise that you need to deliver a profit to a stockholder, it’ll take you down a slightly different path,” she said. “So even a channel like Discovery, which is in some respects probably the

closest to what public television does, you know, they have a really big focus on things like “Shark Week.” For us, we think very carefully about our stockholders, and our stockholders are really the American public. And so when you start there as your premise of trying to serve that interest, you find yourself doing a very different type of programming. And I think that even with 500 channels, there is still a profound difference between the work that we do and the work that others do.”

The arts are a prime example, she said. “I challenge you to find real arts programming anywhere else. There is “Dancing with the Stars” and “American Idol,” and those are interesting arts programs, and I think are bringing people to appreciate dance and a range of music styles, which I think is good. But it’s not opera, it’s not classical music, it’s not visual arts, which clearly you don’t find anywhere else. You don’t find a lot of theater anywhere else besides public television. So I think that’s one category of programs that we do singularly.”

Public television is facing big challenges, Kerger said, ranging from funding, to the shift to digital broadcasting (less than 500 days away), to a changing media landscape. It has had a large Internet presence for years, with 10 million hits a month on its website, and has expanded into online games that supplement its children’s educational programming; podcasts and other on-demand broadcasts, including making the past four years of “Frontline” available online for viewing any time; and experiments with new ways to interact with viewers. Public TV stations are run by viewer donations, some state and federal funding, and grants. Many are deeply involved in local programming, an area that’s of little interest to the growing number of specialized, national cable networks.

“At the end of the day, our goal is not to figure out how to make money on all this,” Kerger said. “We do operate on a break-even basis. We look at these initiatives as public service initiatives. I think that does give us license to try things that other wouldn’t do.”

Posted by Betsy, 22 Oct, 3:50 PM



From Moscow Pullman Daily News:

OBITUARY: Roy O’Brady

Tuesday, October 9, 2007 - Page Updated at 12:00:00 AM



Roy O’Brady, 90, Viola resident

Roy K. O’Brady of Viola died peacefully Friday, Oct. 5, 2007, at Avalon Care Center in Pullman, Wash., at the age of 90.

Roy was born Nov. 14, 1916, at Cass Lake, Minn., to John and Winifred Smith O’Brady. He grew up and attended school in Minnesota and left home with his brother at the age of 16. Roy traveled around working at various jobs until joining the Navy in

1942. He served on a hospital ship in the South Pacific as well as serving with the Naval Aviation units in Florida and Cuba. Following his discharge he moved to Texas and later Vancouver. He went to school in Portland under the G.I. Bill to become a communication technician.

He worked at the Clearwater Timber Protective Association for a time, then Washington State University and finally to the University of Idaho as a communications technician until his retirement in 1978. He was an avid reader, and as a result, was a wealth of information and knowledge. He also loved model trains and was instrumental in the model railroad exhibit at the Latah County Fairgrounds. He also served on the Viola-Rock Creek Cemetery Board for several years. Roy will be remembered as a loving husband, father, grandfather and friend.

Roy and Donna Bailey were married in Lewiston on May 8, 1954, and enjoyed celebrating their golden wedding anniversary in 2004 with friends and family. She survives at their home. Roy also is survived by three sons, Scott, now teaching in Thailand, Sean (Kerrie) who teaches in Shelly, Idaho, and Steven (Lara) who lives in Sheridan, Ore.; and a daughter, Wendy (Caleb) Horton in Lewiston; as well as nine grandchildren. He was preceded in death by two brothers and a grandson.

At Roy's request there will be no funeral service and his ashes will be placed on the family property at a later time.

The family requests that memorials be made to the Humane Society or the American Cancer Society.

Arrangements are under the direction of Short's Funeral Chapel, Moscow.



OBITUARY: Sandra Haarsager
Tuesday, October 9, 2007 - Page Updated at 12:00:00 AM

Sandra Haarsager, 61, Moscow resident



Sandra Haarsager, 61, of Moscow, Idaho, died Saturday following an extended illness. She was born Sandra Lynn Smith on Sept. 17, 1946, in West Plains, Mo., to Victor and Melba Smith. She was raised near Twin Falls, Idaho. Sandra attended Albertson College of Idaho and graduated in 1968 with degrees in English and psychology. She moved to Boise and worked for the Idaho Statesman as a reporter and later for the State Department of Education as an assistant to the Superintendent of Public Instruction. Sandra was married to Jim Watkinson in 1969, which ended in divorce. On Jan. 1, 1977, Sandra married Dennis Haarsager in Ketchum. They moved to Pullman, Wash., in 1978. Sandra worked for the Washington State University Foundation and later served as director of University Relations at the University of Idaho. Their daughter Anna was born in 1984 and son Andrew was born in 1986.

Sandra had a passion for journalism, and through the years worked as a journalist for three Idaho papers and the general manager of Western Printing Company. In addition to a master's degree in public administration from Boise State University she earned a Ph.D. in American studies from Washington State University. The family moved to Moscow in 1987. Eventually Sandra became a professor of communications at the University of Idaho, and for a time served as the associate dean of the College of Letters, Arts, and Social Sciences.

In addition to journalism, Sandra had a longtime passion for music and the arts. She studied many instruments, sang a beautiful soprano, and could often be heard playing background piano at community events. She was an active member of the Unitarian Universalist Church of the Palouse, which she served for several years in the position of music director.



Idaho Public Television sells science to kids

By Chad Dryden - cdryden@idahostatesman.com
Edition Date: 10/12/07

Afternoon children's television is largely characterized by cartoon violence and excitable product placement, but Idaho Public Television's "Dialogue for Kids" program is selling something else to young viewers: science.



An outgrowth of IPTV's current affairs program "Dialogue," "D4K," as it's commonly known, features guest expert scientists who field questions submitted by kids via phone, fax or e-mail.

The program, geared toward school-age children in kindergarten through sixth grade, airs at 2 p.m. every third Tuesday of the month from September to May on IPTV. "D4K" also streams live online.



"Any classroom with a TV or computer can tune in," said "D4K" producer and host Joan Cartan-Hansen.

Whether in school or at home, kids have the opportunity to read questions on air during the live telecast. As a bonus, everyone who submits a question is eligible to win a DVD player and DVDs for his or her classroom.

"The kids call in, hear their voice on the air and ask their question to the scientist," said Cartan-Hansen. "A way to get them excited about science is to have them talk to the scientists."

A specific topic — correlating with state education standards — is chosen for each month's telecast. (October's show will look at endangered species.) The show's producers take input from teachers, consult with universities and partner with state organizations like the Department of Fish and Game.

For teachers, “D4K” can help visualize and augment a classroom lesson. And, with the show’s strong Web component, they have additional educational resources at their disposal.

In fact, the Web page has a larger audience than the TV show. Each season, 1 million unique visitors head to the “D4K” page, which, unlike the television program, is widely available outside of Idaho. Seventeen percent of the Web audience is international, Cartan-Hansen said.

In addition to archived episodes of the show, kids and teachers can access additional video content, reading lists, facts and glossaries relating to each month’s topic. There’s even a podcast.

“The programs are still available whenever a teacher needs them,” Cartan-Hansen said.

The kids, meanwhile, can watch TV and learn while getting exposed to potential career paths.

“It’s a place you can really get their attention and get them interested in science,” Cartan-Hansen said. “If you don’t know someone who is a physicist, you wouldn’t know it’s a career option — we really wanted to invoke this as something they can do.”

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Old Ada Courthouse Readied To Receive Idaho Lawmakers

Story Created: Oct 3, 2007 at 3:51 PM MDT
By Scott Logan, Reporter

BOISE -- With all the big, highly visible construction being done at the State Capitol in Boise now, it’s easy to forget they’ve been busy remodeling across the street inside the old Ada County Courthouse as well.

Remember, the entire Idaho legislature will be convening at the old courthouse for two years, until lawmakers can return to the renovated Statehouse in 2010.

The state has spent \$3 million remodeling the old courthouse, which dates back to the 1930s, and at one point several years ago, seemed destined for the wrecking ball.

“We’re really happy with the progress we’ve made,” said Legislative Services Director Jeff Youtz as he gave CBS 2 Eyewitness News a guided tour.

With just three months left before the opening gavel, courtrooms have been converted into hearing rooms and legislative chambers.

One challenge was what to do with the Idaho House of Representatives. The 70 house members would not all fit on the same floor.

“So we had to think outside the box in terms of how to make this work for the house,” said Youtz.

The answer -- build a balcony. Thirty representatives will sit on the floor and 20 will be up in, well, let's not call it the peanut gallery just yet.

There is one important thing missing from this courthouse converted to a statehouse, and that's a public gallery for people to come and watch the proceedings. There just simply won't be room for that."

"People coming to view the process will be frustrated with the smaller rooms, the limited space and limited access," said Sen. Joe Stegner, (R) Lewiston.

But Idaho Public Television will broadcast live pictures to TV sets in hearing rooms around the courthouse so folks will be able to watch.

And they'll be watching what many predict will be the shortest legislative session in state history.



KPVI - 6 in Pocatello
Reporter: Aaron Kunz

Capital Restoration Project
Oct 7, 2007 08:08 PM

Work on the state capital in Boise is on schedule says the Capital Restoration Committee - the first phase is done...now workers are dealing with the second phase which includes work on the house and senate wings.

While the building is off limits to the public, they gave Aaron Kunz a tour this past week showing all the hard work going into restoring the ninety year old building and making it ready for the next one hundred years.

From the bottom...up the state capital is undergoing a \$120 million dollar restoration project expected to be finished by the end of 2009.

Jan Frew/Executive Project Manager: "At this point everything is on schedule...we are on budget, we are moving forward with the construction and things are looking good right now."

Jan Frew is from Pocatello and the capital restoration executive project manager. Today, she is checking on the progress being made in preparation of an inspection later in the afternoon.

Jan Frew: "The majority of the work going on right now is demolition and protection."

Inside workers have spent hours constructing a barricade over existing floors and walls that will stay in the capital after the restoration is all done.

Jan Frew: "Things like the marble flooring, the scoliola columns. All of those things that are hard to replace and very costly to replace."

Dave Fackrell is originally from Blackfoot - now he is the senior project engineer working on the capital project.

Dave Fackrell/Senior Project Engineer: "The structure is a hundred years old, we have to be careful of the structural elements, we don't want to cause any damage to the existing structure so it's a time consuming process."

Fackrell and his team will restore the original mahogany wood, light fixtures, tables, ceilings, and chairs to look like they did when they were brand new.

Dave Fackrell: "I'm very proud to be involved on the renovation of the capital building in the state that I grew up in."

Anything that is simply too old or possibly a hazard is being replaced and expanded for future growth.

Jan Frew: "Infrastructure, all of the electrical, mechanical, new fire suppression systems. Major work inside the building and that also includes the addition of two underground wings...one on the east side and one on the west side of about twenty-six thousand square feet each."

But not everything will be replaced - in fact they found an old arched stone ceiling buried under modern tiles...the intention is to tear out the new and show off the old.

A special team is already peeling away old paint and debris from the house columns...they will eventually detail them to look brand new.

Jan Frew: "Well, our goal is to protect the building and restore it to it's original grandeur for another hundred years....that's our goal."

The house and senate space has been moved to the old Ada County building across the street. However the new space is small and cramped and will not allow for public to attend legislative business next year and in 2009.

However, the state is making sure the legislative session is well covered on Idaho Public Television.