



General Manager's Report

idahoptv.org

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QUOTE

"PBS proved its worth as a public trust? Jim Lehrer and his teams of "NewsHour" commentators delivered cogent, relevant analysis about the issues at stake as opposed to picking apart appearances."

- Melanie McFarland, Convention's great divide, SEATTLE POST-INTELLIGENCER, July 30, 2004

"LEWIS AND CLARK: MOMENTS IN TIME" DVD TO REACH INTO IDAHO CLASSROOMS

In Idaho schools, Lewis and Clark's epic journey of discovery is an integral part of the curriculum and is addressed in fourth, fifth, and tenth grades. With the bicentennial of the expedition upon us, the study of Lewis and Clark is being incorporated into many classrooms as a focal point for reading programs and yearlong explorations.

IdahoPTV reaches beyond the television screen to help educate and inspire citizens of Idaho with the creation of "Lewis and Clark: Moments in Time," a DVD for the classroom highlighting entries from the expedition's journals. More than 1500 copies will be distributed to Idaho public schools and libraries statewide in late summer. In addition, an extensive website featuring "Moments in Time" streaming clips will also be available at idahoptv.org.

Re-enactments of portions of Lewis & Clark's journey coupled with the fascinating writing selections of the principal authors of the journals, the "Moments in Time" are designed to engage students and teachers in the arduous journey of Lewis and Clark's exploration of the West.

Surveys conducted by Columbia University's Teachers College found that 90 percent of teachers felt their students learned and retained more when video was used in lessons and 85 percent felt students were more engaged in subjects when instructional television was part of the curriculum.

We at Idaho Public Television hope to overcome these obstacles by providing all Idaho public fourth grade teachers and public libraries with a DVD of the thirty-five Lewis and Clark "video" journal entries. By bringing these entries to life, we hope to set those valuable "hooks" for students to make connections between the classroom and their world. We are excited with this opportunity to help teachers develop students' appreciation of history that is often hard to find within the confines of most textbooks.

Funding for this project was provided by the Laura Moore Cunningham Foundation, the J.A. & Kathryn Albertson Foundation Education Fund in the Idaho Community Foundation, and the National Center for Outreach.

CONTRACTS SIGNED WITH USDA/RUS GRANT TO CONVERT SEVEN IDAHOPTV/KUID TRANSLATORS TO DIGITAL

As previously reported, in April of 2004, the U.S. Department of Agriculture, Rural Utilities Service (USDA/RUS) announced that Idaho Public Television was awarded a competitive grant totaling approximately \$675,000 to upgrade the television translators which rebroadcast the signals of KUID-TV/Moscow. The project is scheduled to be completed by October 2006.

The grant contracts for the grant were sent by USDA to IdahoPTV in late July, reviewed by the Office of the Attorney General, signed and returned in early August.

The translators that will be upgraded are: K59BA-Cottonwood/Grangeville, K43GE-Juliaetta, K11KO-Kamiah, K59GD-Kellogg, K05GQ-Kooskia, K55HZ-Lewiston, and K54FR-St. Maries.

Other translators that are owned and operated by Idaho Public Television were considered but did not rank high on the USDA grant program evaluation criteria.

All of the analog translators of KUID-TV/Moscow are old and need to be replaced in order for the communities they serve to have the potential to receive a digital TV service. Statewide, Idaho Public Television operates 37 translators, which serve primarily rural communities. Because of their age and technology, all of these translators (except for Sandpoint) will need to be upgraded in order to provide digital television service to their communities.

Phase 1 of the project allows Idaho Public Television to perform frequency searches and coordinate which channels might be available for dual (analog and digital) service. This is imperative to maximize a smooth conversion process for rural translator viewers. As channels are identified and FCC rules developed and issued, we will begin the application process.

Phase 2 of the project concentrates primarily on required site upgrades. While we await the FCC application process (as rules are established to allow this) the sites will be upgraded with needed building, tower and mechanical improvements, which are needed regardless of whether the FCC will allow for a dual analog and digital service during the digital television transition.

The final stage of the project, Phase 3, includes the acquisition and installation of the related translator equipment.

the buzz

For more Buzz, checkout idahoptv.org

-In early August, IdahoPTV's award winning production of OUTDOOR IDAHO: WHITE CLOUDS IN WAITING helped set the stage for public discussion of the proposed wilderness designation.

On Wednesday, August 11, the City Club of Boise played host to a presentation to an audience of 150 by Congressman Mike Simpson. Representative Simpson requested that an overview segment from OUTDOOR IDAHO: WHITE CLOUDS IN WAITING be shown to the group as a set up for his speech.

The following week, Boise State Radio's Friday Focus prepared a report on Representative Simpson presentation and IdahoPTV's WHITE CLOUDS IN WAITING for broadcast throughout southwest Idaho.

In addition, KIFI-TV, Idaho Falls also produced a half hour public affairs program on the White Clouds proposal utilizing IdahoPTV's program.

-Last month, I reported that IdahoPTV had submitted a request to the Idaho Technology Resource Management Council (ITRMC) for determination on August 25, for an exemption from state policy to allow us to replace 8 six-year-old Mac computers that are used by graphic design personnel with new Mac computers. During their August meeting, ITRMC granted IdahoPTV's request.

-IdahoPTV Production Switcher Update: IdahoPTV submitted a grant totaling \$211,660 to the Corporation for Public Broadcasting's Digital Distribution Fund (DDF) for emergency funds for the replacement of our production video switcher. If granted as proposed, the DDF funds would cover 75% of the project costs. Local match costs total \$53,000 and so far we've received two grants from the Idaho State Broadcasters Association and the James and Barbara Cimino Foundation totaling \$20,000 toward that effort. In July, IdahoPTV submitted a similar grant request to the U.S. Department of Commerce, Public Telecommunication Facilities Program for emergency replacement funds. As of this writing, a determination has not been made.

-IdahoPTV's production of IDAHO RHAPSODY will be shown nationwide this fall. So far, more than 90 public television stations have committed to its broadcast.

-On August 24, 2004, the Corporation for Public Broadcasting announced that it will conduct a sweeping system review. This system review will mark the first time that CPB will actively consult with public television stations' major representative groups including the Organization of State Broadcast Executives (OSBE), which represents 26 statewide public television broadcasters. IdahoPTV General Manager Peter Morrill currently serves as senior co-chair. The system review is expected to take a year and will require the leadership of public television station representative groups including OSBE to meet (at CPB's expense) every 6 weeks through next spring. The system review was compelled by the recently released study by the General Accounting Office (GAO) that found that CPB needed to engage public broadcasting stations in a more transparent manner. I will keep you apprised of this process in the coming months. In a related move, the Public Broadcasting Service (PBS) has recently begun consulting with the same groups of similar system issues.

IDAHOPTV SIGNALS UPDATE

In mid June, IdahoPTV began initial broadcast tests of what is believed to be the first digital translator (repeater) in the Pacific Northwest providing service in the Cascade and McCall, Idaho area.

Transmitting on digital channel 45, this translator rebroadcasts the digital broadcast signal of KAID-DT, Boise. Viewers in the area with digital receivers can now receive a standard definition digital version of IdahoPTV's regular service 24 hours per day, IdahoPTV HD programming service 16 hours per day, and IdahoPTV multicast service 8 hours per day.

IdahoPTV is operating this translator through an experimental license from the Federal Communications Commission, in partnership with K Tech, a translator manufacturer.

Over the summer, IdahoPTV engineering staff has been "tweaking" the unit and taking measurements of signal strength in the area.

What does this all mean to viewers in McCall and Cascade? "Cowabunga! It looks great," says Rich Van Genderen, IdahoPTV's Director of Technology.

NEW OUTDOOR IDAHO AND DIALOGUE PROGRAMS: WAR OF THE WEEDS!

Outdoor Idaho

- Aired Thursday, September 16 at 8:00/7:00 p.m. MT/PT
- Repeats Sunday, September 19 at 7:00/6:00 p.m. MT/PT

Like it or not, we are fighting a war that may be unwinnable. Invaders with strange sounding names - rush skeletonweed, Eurasian water milfoil, leafy spurge, spotted knapweed - are costing Americans billions of dollars each year, and the end is nowhere in sight. These invasive species will change the way we work and play in the outdoors.

Dialogue

- Aired Thursday, September 16 at 8:30/7:30 p.m. MT/PT
- Repeats Sunday, September 19 at 5:30/4:30 p.m. MT/PT

On Dialogue, Joan Cartan Hansen will host a live discussion with experts who are on the front lines in the battle against invasive noxious weeds. Guests Roger Batt of the Idaho Weed Awareness Campaign, Bas Hargrove with the Nature Conservancy, and Jeffrey Pettingill, weed abatement superintendent for Bonneville County will give viewers insight into damage noxious weeds cause as they encroach into Idaho's wilderness farmlands and backyards. Viewers are encouraged to call with their questions.

DOCUMENTARY EDITION OF DIALOGUE EXAMINED GRANDPARENTS AS "A PARENT AGAIN"

- Aired Thursday, September 9 at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, September 12 at 5:30/4:30 p.m. MT/PT

A special documentary edition of DIALOGUE looked at the lives of some of the more than 17,000 Idaho grandparents who are raising their grandchildren.

In "A Parent Again," grandparents revealed some of their concerns, joys, and hopes about this unexpected role they have taken on late in life, as well as special legal and support services they find they need.

The show is available on the IdahoPTV Web site (idahoptv.org/dialogue). There also is a special Web page at idahoptv.org/dialogue/gap for this topic with links to resources available to Idaho grandparents raising their grandchildren.

OLYMPIC EXPERIENCE FEATURED ON DIALOGUE

- Aired Thursday, August 26 at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, August 29 at 5:30/4:30 p.m. MT/PT

Two Olympic athletes appeared on DIALOGUE to talk about their experiences and answer questions from viewers. Host Marcia Franklin interviewed Kristin Armstrong, Boise, a member of the women's cycling team, and Tom Jager, Moscow, a three-time Olympian swimmer and coach of the University of Idaho swim team.

Armstrong, 30, finished 8th in the 73.7 mile road cycling race in Athens, out of 67 competitors. A former triathlete, she started cycling after she was diagnosed with osteoarthritis in both hips and could no longer run. She made the Olympic team by winning the national championship in California in June. Later this year she will compete in the World Cycling Championships.

Jager, 40, a member of the International Swimming Hall of Fame, is the former world record holder in the 50 meter freestyle. By the time he graduated college, he had seven NCAA championships and two Olympic gold medals. As team captain for the US national swimming team, he added 11 more titles, three more gold medals, one silver, and one bronze. He is just one of two swimmers in history to compete in three Olympics (1984, 1988 and 1992). This past February, he became the coach of the University of Idaho swim team.

DIALOGUE TALKED WITH IDAHO'S THREE PUBLIC UNIVERSITY PRESIDENTS

— Aired Thursday, August 19 at 8:30/7:30 p.m. MT/PT
— Repeated Sunday, August 22 at 5:30/4:30 p.m. MT/PT

Idaho's three state university presidents appeared on DIALOGUE to discuss the future of higher education.

DIALOGUE host Joan Cartan-Hansen talked with Robert Kustra, president of Boise State University; Richard Bowen, president of Idaho State University; and Tim White, president of the University of Idaho. They considered a variety of issues facing the state's universities, record-breaking enrollment, overcrowding, and dwindling state funding.

Kustra, Bowen, and White also spoke of a major federal grant the institutions received in July. The State Board of Education passed a policy of statewide coordination among Idaho's institutions. That policy of cooperation recently paid off in August of 2004 when the universities jointly announced a \$16.1 million education and research grant from the National Institutes of Health. The presidents also answered viewer questions and stated their academic goals.

SEASON PREMIER OF DIALOGUE FOR KIDS, IDAHO'S ONLY SCIENCE PROGRAM FOR KIDS

— Aired Tuesday, September 21, 2004 at 2:00/1:00 p.m. MT/PT

Did you know there are over 15 parts to an eyeball? Your eyes are your windows to the world. But how do they work? Do you have a blind spot? This month's guests are Dr. Kathy Lee and Dr. Greg Bodily.

Students can email their questions to dialogue4kids@idahoptv.org or they can FAX them in before the show to (208) 373-7245 or call in live during the program to (800) 973-9800.

OCTOBER'S DIALOGUE FOR KIDS: THE MOON

— Aired Tuesday, October 19, 2004 at 2:00/1:00 p.m. MT/PT

The Moon is the earth's natural satellite. Its gravity is one-sixth of Earth's and its surface is covered with craters, mountain ranges and lava plains. What is it like on the moon? What is it made of? Would you like to travel there? This month's guests are Scott Hughes and Leslie Baker.

DIALOGUE GUESTS PAID TRIBUTE TO FORMER GOVERNOR ROBERT SMYLIE

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

In this episode of DIALOGUE, Idaho historian Judy Austin and retired Lewiston journalist Bill Hall remembered former Governor Robert Smylie.

Smylie, who died recently at 89, holds the record as the only Idaho governor elected to three consecutive terms. During his 1955-1967 tenure, Smylie brought the state “kicking and screaming into the 20th century,” according to historians.

Austin, Hall and DIALOGUE host Joan Cartan-Hansen remembered the late governor's life and accomplishments, including creation of the state's Commerce and Parks and Recreation departments, an increased minimum wage, a five-day workweek for state employees, and a major highway construction program. The popular Republican also was considered nationally as a potential candidate for vice president.

During the live call-in show on Thursday at 8:30/7:30 p.m. MT/PT, Cartan-Hansen and her guests took phone calls from viewers on a toll free line.

PBS PROGRAMMING TOPS THE LIST OF TEACHER FAVORITES FOR SECOND CONSECUTIVE YEAR

Amidst a highly competitive and rapidly evolving media environment, the nation's educators have for the second year in a row named PBS as their top source of video in the classroom for both off-air taping and product purchase.

According to the survey, conducted again this year by Grunwald Associates, PBS is educators' favorite among all major television providers, including the Discovery Channel, History Channel, and Nickelodeon. The research study was based on a nationwide survey of 1,200 educators.

Among PBS programs, series like BETWEEN THE LIONS and READING RAINBOW are top choices for elementary school teachers, while NOVA is the top PBS pick for middle and high school teachers.

Idaho Public Television provides educational statewide programming and services for educators. In addition to local production specials, IdahoPTV's overnight schedule is designed for teachers. Programs centering around history, science, psychology, math, art, language, and personal achievement are scheduled so teachers may record them for later use in the classroom.

Technology Toolbox for Teachers, an electronic monthly calendar highlighting educational programming found on Idaho Public Television, is distributed to teachers via email and on the IdahoPTV's Web site (idahoptv.org).

“Part of the mission of Idaho Public Television is to provide valuable educational resources for teachers and students. We remain dedicated to scheduling programs that are useful in the classroom and to providing services that improve Idaho communities,” said Kris Freeland, KUID/KCDT Station Manager.

Additional findings of the survey:

- PBS is among the top three sources of online K-12 content. This ranking put PBS Web sites ahead of those from CNN, Disney, The New York Times Learning Network, National Geographic, The Library of Congress, The Smithsonian Institution, and The National Archives.

- Ninety percent of teachers use video in the classroom, with about the same frequency as last year's study. (Twenty five percent indicate they use it more than once a week.)
- Forty percent of teachers are using full-length programs in class more frequently; 20 percent most often use selected segments of programs.
- DVD players showed significant gains in school, classroom and home penetration. At the school and classroom level, the availability of DVD players has doubled; home penetration grew from 61 percent in 2002 to 89 percent this year. Other types of technologies (computers with CD-ROM drives, media servers, DVR devices) held steady.
- Word-of-mouth is still the leading way teachers learn about video and multimedia content for the classroom. Search engines, links from other Web sites, print ads and other promotional tools are all a distant second.

PBS undertook this study to ensure that its educational content meets the changing needs of educators. "It's important for PBS and local PBS stations to adapt to the new ways teachers are using video and Web content in their classrooms," said Mary Kadera, director, PBS TeacherSource. "We also want to make certain our content is valued by educators, a critical audience for PBS."