

# IDAHO PUBLIC TELEVISION

# Touches Thousands of Lives in 2009

From statewide call-in shows and a student writing contest to preview events and social media, Idaho Public Television made daily contact with the state's citizens in many ways. Here is the year in numbers.

## **IdahoPTV Supports Children and Education**

- **3,019 hours of children's programming** aired on Idaho Channel. **780 hours** of children's programming aired on HD (high definition) channel.
- **400 attempted and completed phone calls and 1,500 e-mails** from students to the D4K science call-in show that airs monthly during the school year.
- **718,024 page views** to the D4K Web site during **307,152 visits**, with **14,740 videos viewed**.
- **15,600 e-mails sent to educators** providing programming highlights and a link to monthly Classroom Calendar, connecting IdahoPTV on-air programs and Web-based resources to classroom curricula.
- **1,163 hours of overnight educational television**, including **138 hours of professional development for teachers**, as well as resources for K-12 classrooms, made instructional materials available to schools throughout the state.
- **190 hours telecourse programming** broadcast with college credit available through Boise State University.
- **325 hours of University of Idaho-produced programming** aired on Educable, including **18 hours of new productions** made in the KUID studio by journalism and mass media students.
- **882 kindergarten-third grade students contributed entries** for the annual Reading Rainbow Young Writers and Illustrators Contest, **36 received a regional certificate** for first, second or third place in their grade. **180 people attended certificate award ceremonies** in Coeur d'Alene, Lewiston, Boise and Pocatello.
- **136 third, fourth and fifth graders took part in Science Trek**, sponsored by IdahoPTV and Idaho Museum of Natural History on the Idaho State University campus in Pocatello. Students interacted with scientists in 15 areas from paleontology to lasers, medical and dental science to plants and frogs.
- **550 classroom version DVDs** of the Edward R. Murrow Award-winning IdahoPTV-produced documentary, Barbara Morgan: No Limits, were sent to Idaho public and private schools as well as to public libraries statewide.

## **IdahoPTV Builds Community**

- **939 people in Boise Pocatello, Nampa and Caldwell** attended the Community Cinema events to preview free screenings of INDEPENDENT LENS films followed by

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**IdahoPTV Builds Community, CONTINUED**

discussions of thought-provoking social issues featured in the films.

- **49 national and regional awards** were received for programs that IdahoPTV produced, including a regional Emmy.
- **158 speaking engagements and public presentations** made by IdahoPTV staff at functions ranging from state organizations and community events to student groups and local gatherings.
- **656 volunteers donated more than 2,500 hours** to Idaho Public Television, including volunteers who answered phones, ran cameras and tabulated pledges during FESTIVAL 2009.
- **725 viewers across Idaho called for DTV Transition assistance** and were helped by IdahoPTV staff members and trained assistants during three live broadcasts in January, February and June.
- **1289 Idahoans sought DTV technical assistance** from Idaho Public Television office help desks in 2009 during the DTV transition period.
- **911 people saw preview clips of THE NATIONAL PARKS: AMERICA'S BEST IDEA** presented by IdahoPTV staff members at live events throughout Idaho.
- **100 people saw preview clips of the WE SHALL REMAIN** miniseries at the University of Idaho Native American Film Festival.
- **128 people asked questions of guests on 27 live DIALOGUE shows: 3,143 phone calls** were attempted and **45 e-mails** were submitted for the live shows.
- **268,937 page views** on the DIALOGUE Web site were made during **81,757 visits**.
- **6,174 people became Facebook fans** of Idaho Public Television, OUTDOOR IDAHO (more than 5,000 fans), DIALOGUE and IDAHO REPORTS.
- **1,105 people became Twitter followers** of Idaho Public Television, IDAHO REPORTS and DIALOGUE.
- **35,040 hours of programming** broadcast 24 hours a day across 4 digital channels, including one dedicated to high definition, delivered free over-the-air in the regions of Coeur d'Alene, Moscow, Boise, Twin Falls, Pocatello and Idaho Falls; and by year's end, from 16 of 42 translators.
- **791 days-worth of live video streams** on the LEGISLATURE LIVE Web site; with **55,135 page views** on the site itself.
- **140,354 page views** on the IDAHO REPORTS Web site during **76,679 visits**.
- **254,125 page views** on the OUTDOOR IDAHO Web site during **103,504 visits**.
- **3,782,902 page views** on the entire Idaho Public Television Web site during **1,084,956 visits**.