

# Telling Idaho's Stories



## FY2016

(JULY 1, 2015 - JUNE 30, 2016)

CONNECTING  
OUR STATE AND  
FOSTERING  
A LOVE OF  
LEARNING FOR  
ALL IDAHOANS

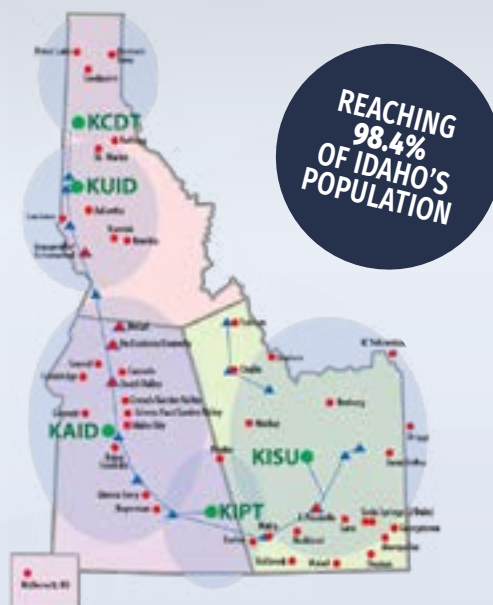
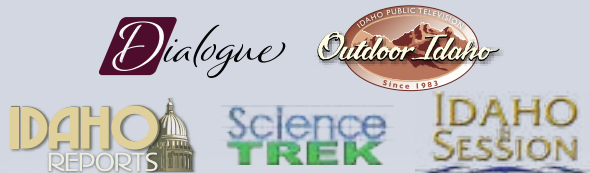
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# IDAHO PUBLIC TELEVISION BUILDS COMMUNITY

## AWARD WINNING LOCAL PRODUCTIONS



#1  
CONSISTENTLY  
LOYAL IDAHO  
AUDIENCE

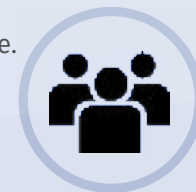
Per capita,  
IdahoPTV is  
consistently the  
most-watched PBS  
station in America.  
460,000 Weekly  
Viewers.

Source: TRAC Media Services Inc.  
February 2012-2016

- 5 Transmitters
- 48 Repeaters
- Studios in Each Region



- **35,040** hours of programming broadcast, **24** hours a day across **4** free over-the-air digital channels from transmitters and repeaters statewide.
- **19,400** members gave financial support.
- **55 national and regional awards, 1 Emmy award**, and **7 Emmy** nominations for IdahoPTV productions.
- **1,034 people** volunteered **5,312 hours** of their time and support throughout the year.
- **31** public events throughout Idaho were attended by **3,972** people.
- **58,848** friends on the IdahoPTV Facebook pages.
- **1,011 subscribers** to YouTube.
- **9,600** followers on Twitter.
- **52 blog posts** and **13,579 followers** of Idaho Reports.
- **12,619 page views** on the **Dialogue** website.
- **240,027 page views** on the **Outdoor Idaho** website.
- **5,238,581 page views** on the Idaho Public Television website by **1,901,477 visitors**.
- **634,031 page views** on the IdahoPTV online video player.

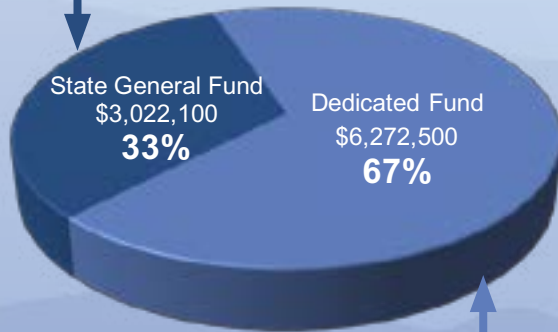


# FINANCIAL SUPPORT

## STATE GENERAL FUNDS:

### Statewide Delivery System

- Help citizens access government
- Support education
- Deliver statewide free television services
- Provide emergency communication



## DEDICATED FUNDS:

### Educational Content

- Online Resources
- Educational Outreach
- Local Program Creation
- National and Regional Programming



APPROPRIATED FUNDING  
FY2017: **\$9,294,600**

Includes One-Time Capital: General • \$835,800 and Dedicated • \$370,000

# NEW EDUCATION INITIATIVES

- Launched new **traveling education program** at **rural libraries** encouraging early literacy and STEM skills for children.
- **IdahoPTV loves teachers:** New staff educator will support teachers statewide and highlight IdahoPTV resources like PBS LearningMedia, with 200,000+ free, searchable, assets online.
- **Journey to Education** website helps teens and families achieve college and career goals.
- Partnerships with the **Idaho STEM Action Center, Idaho Afterschool Network** and the **Idaho Commission Libraries** nourish children's growth and learning.



## IDAHOPTV SUPPORTS CHILDREN AND EDUCATION

### PBS CONTENT DEVELOPS CRITICAL MATH AND SCIENCE SKILLS

Research shows children using **PBS KIDS math content** like **Peg + Cat** and **Curious George** have better knowledge of numbers, shapes, spatial relationships and other math concepts.

### PEDIATRICIANS RECOMMEND USING PBS KIDS CONTENT

The **American Academy of Pediatrics** released new recommendations that advise using educational resources from **PBS KIDS** and **Sesame Street**. Research shows **improved literacy skills** in preschoolers utilizing these apps.



### PBS HELPS CHILDREN GAIN SOCIAL AND EMOTIONAL CAPACITY

Children who watched **Curious George** were better able to **listen, respect others and share**.

90% of Americans surveyed (January 2016) say that **PBS models more positive social and emotional behaviors for children** compared to commercial stations.

### PBS KIDS MOBILE APPS HAVE BROAD REACH

PBS KIDS mobile educational apps averaged more than **352 million** video streams per month. More minutes were spent viewing video on **pbskids.org** than any other kids' site.