

# IDAHO PUBLIC TELEVISION Touches Thousands of Lives in 2011

*Four over-the-air channels, a statewide call-in show, a student writing contest, friends events, social media, a robust website and more keep Idaho Public Television in daily contact with Idaho's citizens in many ways. Here is the year in numbers.*

## IdahoPTV Supports Children and Education

**3,275 hours** of children's programming aired on the main Idaho Channel; **37 percent of airtime**. **1,168 hours** of children's programming on the Plus and Learn subchannels. **8,394 hours** of children's programming on a Kids' Cable Channel supplied to companies in southern Idaho.



**23,644 emails** 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.

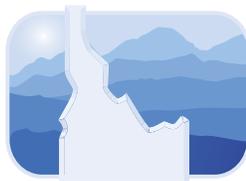
**1,040 hours** of overnight educational television — including **208 hours** of professional development for teachers, as well as resources for K-12 classrooms — made instructional materials available to schools throughout the state.

**182 hours** of telecourse programming broadcast with college credit available through Boise State University.

**280 hours** of University of Idaho-produced programming aired on Educable, including more than **30 hours** of new productions made in the KUID studio by journalism and mass media students.

**260 K-3 students** contributed entries for the annual PBS Kids Go! Writers Contest, **36 received a regional certificate** for first, second or third place in their grade. **185 people** attended certificate award ceremonies in Coeur d'Alene, Lewiston, Boise and Pocatello. **5 judges** contributed their time and expertise.

**116 third-, fourth- and fifth-graders** took part in Science Trek, sponsored by IdahoPTV and Idaho Museum of Natural History for the **22nd** year on the Idaho State University campus in Pocatello. Students



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interacted with scientists and witnessed demonstrations that ranged from gases, lasers and aerospace to fossils, reptiles, plants and paleontology.

## **IdahoPTV Builds Community**

**43 national and regional awards** were received for programs that IdahoPTV produced, including **2** regional Emmy awards and **5** regional Emmy nominations.

**1,138 volunteers** donated more than **5,404 hours** to Idaho Public Television, including volunteers who answered phones, ran cameras and tabulated pledges during FESTIVAL 2011.

**15,494 people** on Facebook liked Idaho Public Television (**1,141**), Outdoor Idaho (**11,839**), Dialogue (**1,020**), and Idaho Reports (**1,141**).

**3,575 followers** on Twitter signed on for Idaho Public Television (**1,424**), Idaho Reports (**1,462**) and Dialogue (**689**).

**158,844 page views** on the IDAHO REPORTS website during **105,124 visits**.

**127,705 page views** on the DIALOGUE website during **76,805 visits**.

**304,975 page views** on the OUTDOOR IDAHO website during **141,081 visits**.

**2,716,147 page views** on the entire Idaho Public Television website during **1,020,429 visits**.

**35,040 hours** of programming broadcast **24 hours a day** across **4 digital channels**, including the main Idaho Channel, delivered free over-the-air in the regions of Coeur d'Alene, Moscow, Boise, Twin Falls, Pocatello and Idaho Falls — and from **38 of 43 translators**.



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