

IDAHO PUBLIC TELEVISION Touches Thousands of Lives in 2012

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

2,395 hours of children's programming aired on the main Idaho Channel. **2,461 hours** of children's programming on the Plus and Learn subchannels. 9,596 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 — provided instructional materials to schools, as well as individual educators and students, throughout the state.

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

265 hours of University of Idaho-produced programming aired on Educable, including more than 20 hours of new productions made in the KUID studio by journalism and mass media students.

300 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. **285 people** attended certificate award ceremonies in Coeur d'Alene, Lewiston, Boise and Pocatello. **4 judges** contributed their time and expertise.

137 third-, fourth-, and fifth-graders, along with **83 volunteers,** took part in Science Trek, sponsored by IdahoPTV and Idaho Museum of Natural History for the 23rd year on the Idaho State University campus in Pocatello. Students interacted with scientists and witnessed demonstrations that



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ranged from gases, lasers and aerospace to fossils, reptiles, plants and paleontology.

1,657,489 page views on the D4K website by **664,969 visitors**; the one-hour science show for elementary students produced **9 new** television shows during the school months and some **50** blog posts throughout the year.

IdahoPTV Builds Community

53 national and regional awards were received for programs and websites that IdahoPTV produced, including a regional Emmy Award, a regional Edward R. Murrow Award and a national American Bar Association Silver Gavel Award.

990 volunteers helped with mailings and filing throughout the year, or answered phones, ran cameras and tabulated pledges during FESTIVAL 2012.

825 people attended Community Cinema events in Boise and Pocatello to preview and discuss INDEPENDENT LENS documentary films

21,213 people on Facebook liked these pages: Idaho Public Television (**2,057**); OUTDOOR IDAHO (**16,843**); DIALOGUE (**1,090**); and IDAHO REPORTS (**1,223**).

4,985 followers on Twitter signed on for Idaho Public Television (**2,082**); IDAHO REPORTS (**1,973**); and DIALOGUE (**930**).

35,465 page views on the IDAHO REPORTS website by **11,397 visitors**.

47,140 page views on the DIALOGUE website by **12,810 visitors**.

273,814 page views on the OUTDOOR IDAHO website by **81,147 visitors**.

3,797,012 page views on the Idaho Public Television website by **1,013,092** visitors.

35,040 hours of programming broadcast **24 hours a day** across **4 digital channels**, including the main Idaho Channel, delivered free over-the-air from transmitters in Coeur d'Alene, Moscow, Boise, Twin Falls, Pocatello and Idaho Falls — and from **40 translators**.



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