

## IDAHOPTV TOUCHES THOUSANDS OF IDAHOANS IN 2008

From statewide live call-in shows and Idaho Public Television workshops for child-care providers, parents and educators, IdahoPTV made daily contact with the state's citizens.

Here's the Year in numbers:

### IdahoPTV Nurtures Children

- 29 workshops were attended by 134 child-care providers, 358 parents, 12 parent educators and 18 primary (K-3) teachers. 3 workshops were bilingual (English/Spanish).
- 3,019 hours of children's programming aired on analog television and simultaneously on Idaho digital channel. 8 hours weekly of children's programming on HD (high definition) channel, began in September.



### IdahoPTV Supports Education

- 900 attempted and completed phone calls and 1,276 e-mails from students to the D4K science call-in show, which airs monthly during the school year.
- 563,166 page views on the D4K Web site during 217,020 visits.
- 125,081 visits to the D4K Web site for streamed video.
- 17,830 e-mails to educators, including 8,580 e-mail messages providing programming highlights and a link to the monthly Classroom Calendar, connecting IdahoPTV on-air programs and Web-based resources to classroom curricula.
- 800 hours of overnight educational television, including 112 hours of professional development for teachers, as well as resources for K-12 classrooms made instructional materials available to schools throughout the state.
- 389 hours of University of Idaho-produced programming aired on Educable, including 50 hours of new productions made in the KUID studio by Journalism and Mass Media students.



One of the children who attended our Ready to Learn Workshops in McCall.

- 887 children 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



## IdahoPTV Builds Community

- 1,127 people in Boise, Pocatello and Nampa attended the Community Cinema events to preview screens of INDEPENDENT LENS followed by discussions of thought-provoking social issues featured in the films.
- 30 national and regional awards were received for programs that IdahoPTV produced, including a regional Emmy.
- 120 people asked questions of guests on 23 live DIALOGUE shows; 2,526 calls were attempted during the live shows.
- 256,248 page views on the DIALOGUE Web site during 78,197 visits.
- 868 volunteers donated more than 3,060 hours to Idaho Public Television. The total includes volunteers who answered phones, ran cameras and tabulated pledges during FESTIVAL 2008.
- 500 calls were handled by IdahoPTV staff members as part of an evening that included a live program — DTV ANSWERS — featuring demonstrations and explanations about the digital television conversions. More than 2,600 calls were attempted that night.
- 6,810 hours of High Definition digital television were delivered free over-the-air in the regions of Coeur d'Alene, Moscow, Boise, Twin Falls, Pocatello and Idaho Falls.



- 127 days-worth of live video streams on the LEGISLATURE LIVE Web site; the site itself had 49,356 page views, about 300 page views per day.

- 160,837 page views on the IDAHO REPORTS Web site during 74,456 visits.

- 320,366 page views on the OUTDOOR IDAHO Web site during 108,797 visits.
- 3,581,741 page views on the entire Idaho Public Television Web site during 1,076,320 visits.



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