



TOUCHES THOUSANDS OF IDAHOANS IN 2004

**BOISE
COEUR D'ALENE
MOSCOW
POCATELLO
TWIN FALLS**

Idaho Public Television reached out to hundreds of thousands of Idahoans during 2004 — on and off the air. From statewide live call-in shows and Idaho television productions to specialized workshops for child care providers, parents and educators, IdahoPTV made daily contact with the state's citizens.

Here is the year 2004 in numbers.

IdahoPTV Nurtures Children

3,755 children benefited from **63 IdahoPTV Ready To Learn workshops attended by 776 parents, child care providers, teachers and librarians**, in which they learned how public television can be used to foster reading and school readiness.

31,400 copies of monthly *Connections* newsletters helped parents, teachers and childcare providers create a View-Read-Do learning triangle designed to enhance learning for children from birth through age 8. The project links specific books to IdahoPTV's 65 hours per week of programs for toddlers, pre-school aged children and primary grade students.

11,388 Ready To Learn First Books were given to Idaho children, including Spanish language books to migrant children during the summer.

14 workshops in Spanish for participants who spoke Spanish only.

500 children received the bilingual eight-page booklet "My Family Story" and a Polaroid picture of each child to use as the first illustration in their personal books.



IdahoPTV Supports Education

4th year for First Lady Patricia Kempthorne to read to children on statewide television as part of a national effort, READ FOR 2005. The program is also archived for streaming on the idahoptyv.org Web site.

3,233,214 visits were made to the DIALOGUE FOR KIDS Web site. 2,648 calls were attempted to the live program and more than 326 questions were answered by experts on topics ranging from earthquakes to eyes with an in-depth Web site provided for each topic as an additional resource.

165 students participated in Science Trek 2004, an overnight adventure, at the Idaho Museum of Natural History in Pocatello. Students in grades 3-5 learned about science and mathematics from practicing scientists.

7,749 copies of *Technology Toolbox for Teachers*, the IdahoPTV monthly calendar for teachers, were distributed electronically to educators throughout the state, highlighting curriculum links to on-air and web-based IdahoPTV resources.

1,300 hours of overnight educational television for the K-12 classroom made instructional materials available to schools throughout the state.



**IDAHO PUBLIC
TELEVISION**
idahoptyv.org

**BOISE
COEUR D'ALENE
MOSCOW
POCATELLO
TWIN FALLS**

IdahoPTV Builds Community

255 hours of Idaho-related programming were telecast through IdahoPTV's statewide analog system, with hundreds more also scheduled on the digital system.

12 student projects featured statewide during Friday ZOOM broadcasts highlighting community contributions by Idaho elementary, middle, junior and high school students.

535 children contributed entries for the 10th annual Reading Rainbow Young Writers and Illustrators Contest. 36 children received certificates for first, second or third place in their grade levels.

555 people attended screenings of INDEPENDENT LENS films and discussed the impact in Idaho of the various issues, including rights of rape victims, immigrants, people with disabilities, and elders.

30 people participated monthly in the newly-formed "Diverse Perspectives" film club, a partnership of IdahoPTV, the Independent Television Service and Boise State University.

154 hours of productions about Idaho, produced by IdahoPTV, Idaho's colleges and universities, and independent producers, provided Idahoans an opportunity to learn more about the state and its people, and provided a forum for provocative discussion.

14,600 hours of high definition and standard definition digital programming aired on IdahoPTV digital channels.

1,405 copies of a DVD combining the IdahoPTV special LEWIS AND CLARK: CROSSING THE CENTURIES and 35 one-minute MOMENTS IN TIME pieces, derived from Lewis & Clark expedition journals were sent to all public libraries and fourth grade classrooms in the state.

3,187 hours of programming with Described Video, **2,700 for children**, enabled the sight-impaired to more fully learn with and enjoy a wide variety of programs.

9,660,995 visits were made by users of idahoptyv.org, the IdahoPTV Web site.

74,150 visits made by users of the IDAHO REPORTS Web site. 14,011 visits included listening to live audio feeds of the state Senate and House floor action and the Joint Finance Appropriations Committee through the IDAHO REPORTS Web stream.

50 national and regional awards received for programs produced by IdahoPTV.

6 programs produced by IdahoPTV aired nationally on public television stations.

45 presentations were made to civic and community groups throughout Idaho.

117 randomly selected people from 10 Southwest Idaho counties took part in day-long discussions at Boise State University. All had participated in a telephone poll commissioned by a national initiative, By the People: America in the World, a MacNeil-Lehrer Productions project. The discussions and results of additional polling during the day were part of a national event held at 19 sites. Quotes and polling results from the events were combined into a national television program, TIME TO CHOOSE: A BY THE PEOPLE ELECTION SPECIAL.

150 people attended a reception at the Egyptian Theater in Boise honoring University of Idaho graduate and PBS FRONTLINE producer and documentary filmmaker Michael Kirk.

673 Friends of IdahoPTV attended preview parties across the state for VINTAGE IDAHO and other upcoming productions.

