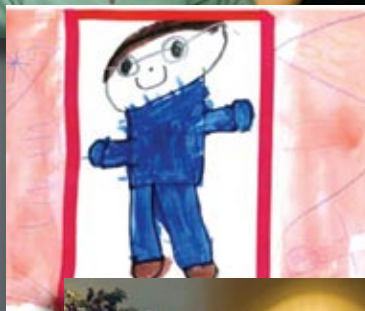
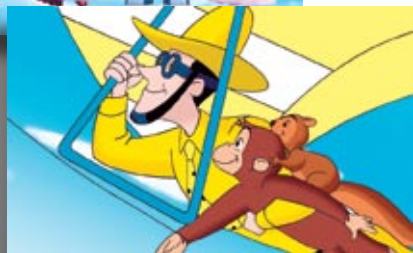


Idaho Public Television Touches Thousands in 2007



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 during 2007.

Here's the year in numbers:



IdahoPTV Nurtures Children

- **5,209 children** benefited from 30 IdahoPTV Ready To Learn workshops in which 578 parents, child-care providers and K-3 professionals learned how public television could be used to foster reading and school readiness.
- **3,019 hours of children's programming** aired on analog television and 2,805 on IdahoPTV-Kids, a daytime digital channel.
- **239 hours of programming** that pertained to parenting, of which 107 hours were for Hispanic viewers, aired within the overnight broadcast hours.

IdahoPTV Supports Education

- **1,200 attempted and completed phone calls** and 979 e-mails from students to scientists on the D4K science call-in show, which airs monthly during the school year.
- **681,161 page views** on the D4K Web site during 332,004 visits.*
- **17,837 e-mails to educators**, including 8,586 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.
- **545 hours of University of Idaho-produced programming** aired on Educable, including 15 new productions made in the KUID studio by Journalism and Mass Media students.
- **976 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 a grade level, and 1 kindergarten entry took third place in the nationwide contest.

IdahoPTV Builds Community

- **191 hours of Idaho-related programming** were telecast through IdahoPTV's statewide analog system, with hundreds more also scheduled on the digital system.
- **69 presentations were made** to civic, community and other groups throughout Idaho.



- **1,046 people** in Boise, Pocatello and Nampa attended screenings and discussions of films from the INDEPENDENT LENS series on important and thought-provoking social issues.
- **48 national and regional awards** were received for programs that IdahoPTV produced, including a regional Emmy.
- **169 people asked questions** of guests on 31 live DIALOGUE shows; 3,790 calls were attempted during the live shows; and 5,964 downloads of DIALOGUE programs for a total of 62,228 megabytes of video transferred from the DIALOGUE Web site.* 2 radio stations re-aired DIALOGUE each week.
- **11 IdahoPTV productions** were in national distribution for public television stations.
- **650 people attended the premiere** of ASSASSINATION: IDAHO'S TRIAL OF THE CENTURY in Boise.
- **145 people attended HISTORY DETECTIVES events** in Idaho Falls and Twin Falls with series host Elyse Luray.
- **120 people attended events** in Boise and Coeur d'Alene for PBS CEO Paula Kerger.
- **1,500 volunteers** donated more than 8,500 hours to Idaho Public Television. The total includes volunteers who answered phones, ran cameras and tabulated pledges during FESTIVAL 2007, and those who participated in the filming of ASSASSINATION: IDAHO'S TRIAL OF THE CENTURY.
- **5,840 hours of high-definition (HD)** digital television were delivered free over the air in the regions of Coeur d'Alene, Moscow, Boise, Twin Falls, Pocatello and Idaho Falls; 8,760 hours of standard-definition television on three digital sub-channels — IdahoPTV Kids, IdahoPTV Learn, IdahoPTV World — were delivered free over the air in the same regions.
- **3,422 hours of DVS** (described video service) enabled sight-impaired viewers to more fully learn from and enjoy a wide variety analog programming; 7,864 hours programming with DVS were broadcast on Idaho digital channels.
- **8,066 hours of closed captioning** programming, which included all IdahoPTV productions, enabled hearing-impaired viewers to more fully learn from and enjoy a wide variety of programs.
- **3,115,025 page views** on idahopty.org, the IdahoPTV Web site during 1,174,954 visits.*
- **178,964 page views** on the IDAHO REPORTS Web site. 79,184 individual visitors were served.*
- **30,214 Real Media clips** (34,443 megabytes) and 101,132 Windows Media Clips (942,211 megabytes) were transferred from the IdahoPTV's Web site.*

** 2007 Web statistics were obtained with software that filters out Web crawlers, such as Web spiders and Web robots. Web crawlers are programmed to automatically visit sites on the World Wide Web to gather information for search engines and other entities.*