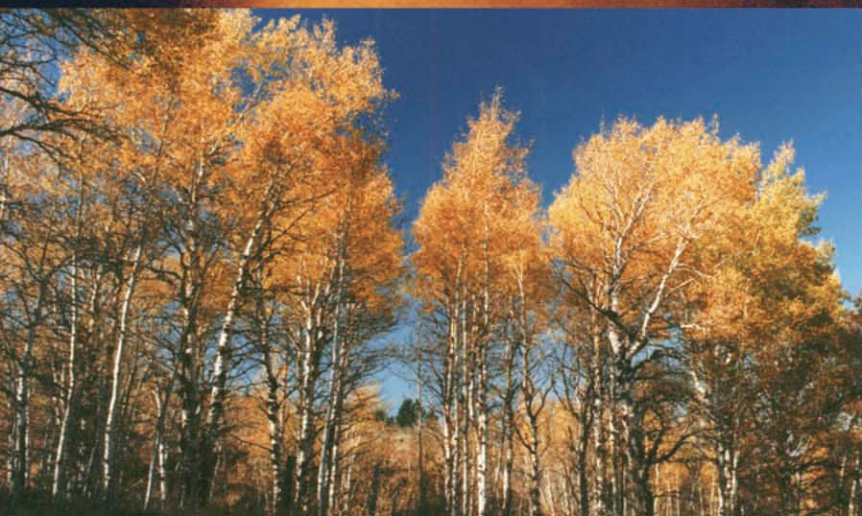


 IDAHO  
PUBLIC  
TELEVISION  
[idahoptv.org](http://idahoptv.org)

# MAJOR GIVING INITIATIVE



*“I am convinced that the outlook for our future is healthy, because in our brave new world of cable systems and other developing technologies...digital this and digital that...all straining under the weight of a seemingly endless, almost tyrannical choice of stations and options, PBS stands out because...we are...about something. We have content...and THAT can not be taken lightly.”*

-- Ken Burns, Filmmaker

**IDAHO PUBLIC TELEVISION -- MAJOR GIVING INITIATIVE  
INTERNAL CASE MATERIALS**

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# **IDAHO PUBLIC TELEVISION – MAJOR GIVING INITIATIVE INTERNAL CASE MATERIALS**

## **INTRODUCTION**

Fundraising is an art . . . a science . . . and often a mystery.

When it comes to raising money for any nonprofit organization, there is no shortage of strategies and methods embraced by fundraisers. Whether a volunteer, board member, general manager or professional fundraiser, each individual, with his/her own personality and preferences, will also have a unique approach to fundraising. However, regardless of which nonprofit it is, and no matter who is raising the money, there are of course certain proven, underlying principles that should be used as the foundation for any nonprofit's fundraising philosophy.

Probably the most important fundraising principle is this: There must be a compelling reason for donors to want to support the organization. At Idaho Public Television, we believe a strong, deliberate Case Statement is imperative. As we move forward with our major gift fundraising activities, the Case Statement will provide vital information both to us and to our donors. For example, a convincing case statement can:

- Inform donors of Idaho Public Television's extraordinary value to their community.
- Demonstrate that a gift to Idaho Public Television is actually an investment in the community (turning donors into "donor-investors").
- Introduce a program or project that will intrigue donors and make them want to build a dynamic relationship with Idaho Public Television.
- Serve as foundation material for building funding proposals that address the specific interests and values of individual donors.
- Encourage and invite donors and prospective donors to make a gift...  
...hopefully a MAJOR GIFT!

The materials included herein have been compiled for the express purpose of helping us build a compelling Case Statement. It is our hope that board members, volunteers, and Idaho Public Television staff will become familiar with this information. The result will be better-informed ambassadors for Idaho Public Television, and who knows...maybe some new fundraisers!

## **IDAHO PUBLIC TELEVISION . . .**

### **WHY IDAHO PUBLIC TELEVISION?**

Idaho Public Television is the only universally available resource that uses the power and accessibility of television and the web to educate, enlighten, and inform. Because of our public service mission, IdahoPTV is more essential than ever in the cluttered media landscape.

In a world of increasing commercial media consolidation, we are often the only locally owned television provider in Idaho communities. Our array of education and outreach services, combined with local ownership, means that Idaho Public Television is actively engaged in our communities, creating content and providing services that respond to local needs.

Because the goal of commercial media is to maximize profits by attracting as many viewers as possible to expose them to advertising, its programming philosophy is driven by ratings as a key measure of its success. Idaho Public Television, on the other hand, strives for impact and measures success by the ability to educate and inform, to enlighten and entertain. In short, we strive to:

- ◆ Challenge the mind.
- ◆ Inspire the spirit.
- ◆ Preserve our stories.
- ◆ Promote understanding.

## **IDAHO PUBLIC TELEVISION . . .**

### **OUR VISION**

Inspire, enrich, and educate the people we serve, enabling them to make a better world.

### **OUR MISSION**

Idaho Public Television's mission is to meet the needs and reflect the interests of its varied audiences by:

- Providing quality educational and cultural television and related resources,
- Creating Idaho-based programs and resources,
- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools,
- Providing learning opportunities and fostering participation and collaboration in educational and civic activities, and
- Attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

## **IDAHO PUBLIC TELEVISION . . .**

### **VISION FOR IDAHO PUBLIC TELEVISION'S DIGITAL TV SERVICE**

Idaho Public Television will be an essential part of our state and community life. Rooted in and deeply engaged with our local communities, we will achieve the financial stability required to provide services to all Idahoans. Our programming and other digital services will be a unifying force in the life of our state, a lens through which we can view and understand our diverse state and the world.

### **MISSION FOR IDAHO PUBLIC TELEVISION'S DIGITAL TV SERVICE**

Digital technology offers new opportunities to support a public service mission that serves the American people. Idaho Public Television will use digital technology over multiple platforms to:

- Extend its traditional mission of public service and noncommercial, educational broadcasting for all Idahoans.
- Combine local and national programming with universal service to make a positive difference in the lives of all Idahoans.
- Partner with community institutions to enrich and expand learning in public affairs, science, arts and culture.
- Serve the underserved programming needs of diverse audiences.



# **IDAHO PUBLIC TELEVISION**

## **ITS VALUE... AND VALUES**

Commercial television (including broadcast and cable) seeks to maximize profits by attracting as many viewers as possible to expose them to advertising. In fact, for a commercial or cable network, there is one goal: raising advertising revenue. Public television, on the other hand, does not carry advertising. The messages found on PBS are not advertisements. They are acknowledgements of the financial support provided by corporate and individual sponsors, and these sponsor messages do not interrupt programming.

While the main line of business Idaho Public Television is licensed to conduct is the broadcast of television programs, we strive, every day, to be more than a program delivery service to the communities we serve. Public television's value to Idaho goes far beyond what you see on TV. We serve communities in Idaho through our Web site, education services and outreach initiatives that improve the lives of individuals and communities as a whole. With the array of education and outreach services it provides, Idaho Public Television has become a vital part of Idaho communities in extraordinary ways that no commercial television station could ever attain.

We seek to provide every citizen with programming and services that promote culture, education, and citizenship. For nearly 40 years, with the help of a unique partnership of state, federal and private financial support, Idaho Public Television has accomplished its objectives. And in doing so, it has earned respect, national acclaim, high viewership, and impressive private support for public television in Idaho. The beneficiaries of this alliance have been people from throughout our geographically diverse state...many people whose world would be much smaller without public television.

Public television in Idaho makes available to 97 percent of viewers statewide, award-winning, non-commercial programming that entertains, educates and enriches its audience. There can be no question -- Idaho Public Television is an organization of TREMENDOUS VALUE. Idaho Public Television ranks among the top PBS stations in the country in per-capita viewing. People watch us because they like what we do. They watch us because we are different. What makes us different makes us special. What makes us different...are the values we share with the public we serve.

Nonprofit organizations always represent a value (or values) of importance to a particular group of people. Here again, Idaho Public Television is different, because it embodies not just one or two, but a full array of the core values.

**INTEGRITY.** Whatever is done, it must begin with integrity. Idaho Public Television staff and board members are dedicated to serving our public with honesty and fairness.

**UNITY.** In conjunction with the overall PBS mission to be a unifying force in American culture, Idaho Public Television provides Idaho citizens views of our diverse culture.

**CITIZENSHIP.** Public television has set the standard for media excellence as we reach out to reflect, to serve, and to build a nation of citizens. We offer programs and services that connect us to our heritage, connect us to our world, and tie us to one another. We promote engagement in civic life and honor the values of our democratic society.

**TOLERANCE.** By providing a glimpse into the lives, values and lifestyles of people in foreign lands, as well as the people next door, Idaho Public Television encourages understanding and respect.

Using these four core values as a foundation we realize their principles through the following genres of programming and services:

**FAMILY.** Every family can depend on Idaho Public Television for programming and outreach activities that will assist in areas of parenting skills, balancing career and family, the emerging role of grandparents as primary caregivers, and much more.

**CHILDREN.** Idaho Public Television is committed to providing a safe learning environment for children. Idaho Public Television airs over 65 hours a week of high-quality, educational children's programming.

**SCIENCE, NATURE, and THE ENVIRONMENT.** Idaho citizens can depend on Idaho Public Television to provide them with authoritative science programming that will provide learning opportunities for all ages. Children will learn about science, animals and the environment on such programs as

ZABOOMAFOO, as well as our own DIALOGUE FOR KIDS. Other programs such as NOVA, NATURE, and SCIENTIFIC AMERICAN FRONTIERS are entertaining and instructional for all ages. READING ROCKETS is an example of programming available to our educators.

**HISTORY.** Idaho Public Television encourages all of us to appreciate the value of studying the past. Programs illuminate the culture and history of Idaho and the world with a vast array of history programming such as programs about the history of money, history of women, The Civil War, history of slavery, history of baseball, and of course Idaho Public Television's own Idaho historical productions including several about Lewis and Clark in Idaho.

**FINE and PERFORMING ARTS.** Idaho Public Television offers an equal opportunity for everyone to listen to music, watch dancing, and experience the theatre from the comfort of their own homes. Programs include performing arts from all over the world, as well as programs of wide interest about studio art, art history, museum tours, art education, and more.

**HEALTHCARE.** We air programs that inform us on physical and mental health issues such as pregnancy, nutrition, national healthcare issues, health insurance, drug and alcohol abuse, the value of preventive medicine, the ethical and social implications of medical research, careers in medicine, and mind-body medicine. Of special note is our own Peabody Award-winning production, HEARTS AND MINDS: TEENS AND MENTAL ILLNESS.

**TRAVEL.** Viewers can explore Idaho and travel the globe with the help of Idaho Public Television – and all from the comfort of their own living rooms.

**ENTERTAINMENT.** Whether it's MYSTERY!, MONARCH OF THE GLEN, British sitcoms, SOUNDSTAGE, EVENING AT POPS, or AUSTIN CITY LIMITS, there truly is something for everyone.

**HOW-TO.** These programs are great for all of us, but are especially important to people who don't have time to attend classes or are confined to their homes or other places. How-to programming is available on sewing, quilting, cooking, woodwork, fixing cars, training pets, gardening, painting – and many more types of instructive programs, and they're all free!

**EDUCATION.** Idaho Public Television provides formal educational programming to meet the instructional and educational needs of learners of all ages. In addition, we offer a variety of outreach training opportunities and our Web site, a comprehensive electronic reference that provides information and links to a variety of resources. In addition, Idaho Public Television is committed to providing the educational community updated and current information and instruction on appropriate telecommunications technology.

**BUSINESS and PUBLIC AFFAIRS.** Continuing in its commitment to provide outstanding public affairs programming, Idaho Public Television allows viewers to examine pivotal historic, domestic and international events that shape our lives today. Credible and objective PBS news programs such as NIGHTLY BUSINESS REPORT, NEWSHOUR WITH JIM LEHRER, and P.O.V. are all available to our viewers. Through its web services and local programs such as IDAHO REPORTS, IDAHO DEBATES, and DIALOGUE, Idaho Public Television develops innovative political coverage to help keep all Idaho citizens well informed.

# IDAHO PUBLIC TELEVISION . . .

## GOALS & OBJECTIVES

Listed below are the strategic goals and objectives of Idaho Public Television's governing board, the State Board of Education (SBOE). Below each goal are IdahoPTV's corresponding strategies and performance measures.

**SBOE GOAL I: Direct efforts to continuously improve the quality of Idaho's education, training, rehabilitation and information/research services to gain program competitiveness, high levels of achievement, and a well-informed citizenry.**

### **SBOE's Objectives for Goal I:**

11. Support the implementation of a program of state aid to all types of public broadcasting and libraries (public school, academic, and special).

### **IdahoPTV Strategies & Performance Measures:**

1. Provide high quality television and web programming, as measured by the number of national awards received by:
  - IdahoPTV productions.
  - Programs procured by IdahoPTV for broadcast in Idaho.
6. Progress towards DTV implementation, as measured by:
  - DTV channel hours of transmission.
  - Number of transmitters broadcasting a DTV signal (5 required by 5/2003)/number of DTV-ready translators/number of cable companies carrying our DTV channel/number of Direct Broadcast Satellite (DBS) providers carrying our channel.
  - Percentage of Idaho population within our DTV signal coverage area.

**SBOE GOAL II: Provide individuals of all ages and abilities access to education, training, rehabilitation and information/research services to develop their skills, knowledge and social awareness in order to be globally competitive workers, responsible citizens, and lifelong learners.**

## **SBOE's Objectives for Goal II:**

2. Ensure Idaho's education system operates as a "seamless" system (without barriers between its various elements).
  - Facilitate mobility among education programs and services.
  - Encourage articulated credit between secondary schools and postsecondary institutions and among postsecondary institutions.
  - Develop universal access to library/archival services (public, school, academic, and special) for all Idahoans.
  
3. Provide opportunities for all citizens, in all parts of the state, to obtain needed education, training, rehabilitation and information/research services through appropriate delivery modes at convenient locations.
  - Develop a statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies.
  - Support an environment conducive to developing, testing, and implementing new technologies by creating incentives, with quantifiable outcomes, for using leading edge software in the educational process.
  - Strive for flexible technology systems that support industry-accepted, open standards and have a high degree of interoperability and compatibility.
  - Support a statewide network of libraries and public broadcasting to provide local access to global information.
  - Embrace cooperative ventures between the agencies and institutions within the education system to offer programs and services in all parts of the state.
  
4. Foster an education system that creates equal access and accommodates students with different learning styles and those with special needs.
  
5. Encourage and facilitate inclusion of Idaho's minorities in the education system.
  
6. Increase the rate of postsecondary school attendance and improve opportunities for high school graduates to continue their education at postsecondary institutions.
  - Expand state-supported scholarship and financial aid opportunities.
  - Seek improved state appropriations for postsecondary education services to reduce reliance on student fees.

7. Expand outreach, research/demonstration programs, and partnerships (public, private, in state, out-of-state) to meet Idaho's growing educational, environmental, societal, cultural and economic needs.

**IdahoPTV's Strategies & Performance Measures for Goal II:**

2. Foster and nurture collaborative partnerships, as measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form.
3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired, as measured by the percentage of broadcast hours of:
  - Closed captioned programming (non-live, i.e. videotaped) to aid visual learners and the hearing impaired.
  - Descriptive video service provided via the second audio program to aid those with impaired vision.
4. Broadcast programs, and provide related resources, that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers (displayed in matrix form):
  - Children (as measured by channel hours of programming designed specifically for children).
  - Ethnic minorities (as measured by channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel).
  - Learners and teachers (as measured by channel hours of programs appropriate for use in K-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy).
5. Provide additional access to citizens anywhere in the state to IdahoPTV and PBS resources, which support citizen participation and educational goals, via the WWW, as measured by the number of visitors to our web sites.
6. Progress towards DTV implementation, as "a statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies," as measured by:
  - DTV channel-hours of transmission.

- Number of transmitters broadcasting a DTV signal (5 required by 5/2003)/number of DTV-ready translators/number of cable companies carrying our DTV channel/number of Direct Broadcast Satellite (DBS) providers carrying our channel.
- Percentage of Idaho population within our DTV signal coverage area.

**GOAL III: Ensure education, training, rehabilitation and information/research services are relevant to the needs of Idaho's citizens, workforce, business, industry, and local, state, and federal government.**

**SBOE's Objectives for Goal III:**

1. Develop a more realistic approach to education program approval and funding making sure that funds are distributed equitably to meet the needs of all Idahoans.
2. Monitor existing education, training, rehabilitation and information/research programs and services, including program content and delivery, for continued relevance to Idaho's needs, within a global setting.
3. Monitor community and statewide needs for education, training, rehabilitation and information/research programs and services and, as appropriate to role and mission, develop/implement new programs and services to meet the emerging needs of Idaho's communities and economy.
4. Evaluate and continuously refine statewide learning/exiting standards and assessments at each grade level (K-12) to ensure public school students possess the skills and knowledge needed to face the challenges of a changing world.
5. Ensure that state-funded research projects and cooperative partnerships are organized and structured to meet identified needs and/or enhance Idaho's economy or environment.
6. Facilitate the formulation and implementation of public policy in Idaho by a citizenry that stays well-informed through access to relevant, accurate data and information.



### **IdahoPTV's Strategies & Performance Measures for Goal III:**

7. Contribute to a well-informed citizenry, as measured by the number of channel-hours of public affairs programming.
8. Provide relevant Idaho-specific information, as measured by:
  - Number of channel-hours of Idaho-specific programming.
  - Number of IdahoPTV Idaho-specific productions produced during the year.
9. Be a relevant educational and informational resource to all citizens, as measured by Nielsen Station Audience reports on:
  - Children, less than 12 years old, viewing IdahoPTV.
  - Adults, of 50+ years, viewing IdahoPTV.
  - Total audience viewing IdahoPTV.

<p><b>GOAL IV: Ensure maximum benefit from education resources through <u>efficient</u> operation and management of the education system and investments in student learning centered software</b></p>
--

### **SBOE's Objectives for Goal IV:**

3. Continue to refine and update institution and agency role and mission statements to provide focus and eliminate unnecessary duplication of programs and services.
4. Foster partnerships and cooperative ventures among the agencies and institutions within the education system.
5. Seek increased levels of state, local, and private sector support for all education programs (elementary, secondary and postsecondary, research, libraries and library networks) and ensure appropriate levels of accountability for all education funds.
6. Provide accountability to the State Legislature and general public by identifying and measuring performance throughout the education system.
7. Direct efforts to reduce the dropout rate and increase retention of high school and college students who are seeking their degrees/certificates.

8. Encourage the allocation of resources to improve instructional facilities and increase operational efficiency through the coordinated use of technology.
10. Encourage and reward innovative approaches for organizing and delivering education, training, rehabilitation, and information/research services.
11. Support the development of libraries as leaders in the application of appropriate technology to information access.

**IdahoPTV Strategies & Performance Measures:**

10. Seek increased levels of state, federal, and private sector support, as measured by the absolute dollar value of the IdahoPTV operating budget NOT covered by direct Idaho JFAC-approved state contribution.

## **IDAHO PUBLIC TELEVISION . . .**

### **STRATEGIES**

1. Provide high quality television and web programming.
2. Foster and nurture collaborative partnerships.
3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired.
4. Broadcast programs, and provide related resources, that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers.
5. Provide additional access to citizens anywhere in the state to IdahoPTV and PBS resources, which support citizen participation and educational goals, via the WWW.
6. Progress towards DTV implementation, as a “statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies.”
7. Contribute to a well-informed citizenry.
8. Provide relevant Idaho-specific information.
9. Be a relevant educational and informational resource to all citizens.
10. Seek increased levels of state, federal, and private sector support.

## **IDAHO PUBLIC TELEVISION . . .**

### **PERFORMANCE MEASURES**

1. Provide high quality television and web programming, as measured by the number of national awards<sup>i</sup> received by:
  - IdahoPTV productions.
  - Programs procured by IdahoPTV for broadcast in Idaho.
  
2. Foster and nurture collaborative partnerships, as measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form.
  
3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired, as measured by the percentage of broadcast hours of:
  - Closed captioned programming (non-live, i.e. videotaped) to aid visual learners and the hearing impaired.
  - Descriptive video service provided via the second audio program to aid those with impaired vision.
  
4. Broadcast programs, and provide related resources, that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers (displayed in matrix form):
  - Children (as measured by channel hours of programming designed specifically for children).
  - Ethnic minorities (as measured by channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel).
  - Learners and teachers (as measured by channel hours of programs appropriate for use in K-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy).
  
5. Provide additional access to citizens anywhere in the state to IdahoPTV and PBS resources, which support citizen participation and educational goals, via the WWW, as measured by the number of visitors to our web sites.

6. Progress towards DTV implementation, as “a statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies,” as measured by:
  - DTV channel-hours<sup>ii</sup> of transmission.
  - Number of transmitters broadcasting a DTV signal (5 required by 5/2003)/number of DTV-ready translators/number of cable companies carrying our DTV channel/number of Direct Broadcast Satellite (DBS) providers carrying our channel.
  - Percentage of Idaho population within our DTV signal coverage area.
7. Contribute to a well-informed citizenry, as measured by the number of channel-hours of public affairs programming.
8. Provide relevant Idaho-specific information, as measured by:
  - Number of channel hours of Idaho-specific programming.
  - Number of IdahoPTV Idaho-specific productions produced during the year.
9. Be a relevant educational and informational resource to all citizens, as measured by Nielsen Station Audience reports on:
  - Children, less than 12 years old, viewing IdahoPTV.
  - Adults, of 50+ years, viewing IdahoPTV.
  - Total audience viewing IdahoPTV.
10. Seek increased levels of state, federal, and private sector support, as measured by the absolute dollar value of the IdahoPTV operating budget NOT covered by direct Idaho JFAC-approved state contribution.

<sup>1</sup> National awards are juried by content and production specialists. As such, they represent an external measure of inherent program quality compared to other television content.

<sup>1</sup> Channel-hours of DTV transmission are calculated by adding the number of hours of broadcast for each DTV channel. DTV multi-casting and data-casting allow several discrete channels of television and data content to be broadcast simultaneously. However, in the early period of DTV implementation, both budget and content availability will likely limit the number of channels and hours of DTV transmission.

*Our goal is to provide the highest quality programming in a wide variety of genres that meets the educational, informational and cultural needs and interests of the people of Idaho.*

--Ron Pisaneschi, Idaho Public Television's Director of Broadcasting

## **IDAHO PUBLIC TELEVISION . . .**

### **SERVICES PROVIDED**

Idaho Public Television provides the following services to the citizens of Idaho:

#### **GENERAL AUDIENCE BROADCAST EDUCATIONAL TELEVISION.**

- Via 5 analog transmitters and 37 repeaters (translators) that serve approximately 97% of the state's population, Idaho Public Television broadcasts our own award winning programs, Public Broadcasting Service (PBS), and other acquired programming from local, national, and international sources.
- In addition, IdahoPTV also operates five next generation digital transmitters that broadcast high definition, multicast and other digital services. IdahoPTV recently inaugurated the first digital repeater (translator) in the Cascade/McCall area. This is the first such service in the northwest and symbolizes our commitment to providing communities with next generation digital services.

**MEDIA PRODUCTION.** Idaho Public Television produces nationally distributed and award winning television productions such as OUTDOOR IDAHO, IDAHO REPORTS, DIALOGUE, and IDAHO DEBATES, as well as numerous other individual programs. In addition, we create educational and informational material for Idaho Public Television's Web site ([idahoptv.org](http://idahoptv.org)), a monthly printed viewer's guide IDAHO CHANNELS, and numerous educational materials which support our television programs that are made available to Idahoans.

**DIGITAL TELEVISION.** Idaho Public Television's digital television services are opening up a whole new world of next generation possibilities for the citizens of Idaho. They include:

- Terrific, high definition programming, which will be the standard for home viewing in the future.
- Multi-casting opportunities to transmit up to four discrete standard definition program channels. This means that, simultaneously, when we are not broadcasting high definition, we can broadcast an educational kids

channel (KIDS), a channel for our Idaho schools and adult, life-long learning (LEARN), and a news and public affairs channel (CITIZEN) that includes CSPAN-like coverage of the Idaho Legislature and government activities.

**TELECOMMUNICATION SERVICES.** Idaho Public Television owns and operates 2-way videoconferencing facilities which connect all of Idaho's universities and colleges which are used for distance learning activities.

**EMERGENCY ALERT SYSTEM (EAS).** In collaboration with federal and state authorities, Idaho Public Television provides EAS services to the citizens of Idaho, which includes national and local emergency announcements, severe weather alerts, and Amber Alert.

## **EDUCATION SERVICES.**

### **Early Childhood**

*Idaho Public Television conducts workshops for parents and caregivers and coordinates First Book within the Ready To Learn program. We create supportive liaisons with child-care providers, including Head Start and Child Care Resource and Referral, and pre-school parent organizations within the state.*

- Our workshops teach parents and care-givers how to use the Idaho Public Television children's programs to develop pre-reading and social skills that enable children to be "ready to learn" when they enter kindergarten. Over 55 workshops will be delivered in FY '05 in collaboration with PBS Ready to Learn and the U.S. Department of Education.
- The First Book effort delivers books to low-income children. Books are often correlated to themes presented in Idaho Public Television children's programs. This effort is in collaboration the Idaho State Library, PBS Ready to Learn and the U.S. Department of Education.

### **Information for the K-12 Education Communities**

*Idaho Public Television designs its services to the K-12 community based upon identified needs of K-12 educators. Idaho Public Television Education Services includes scheduling grade appropriate programming, designing educational Web sites, and disseminating information to the K-12 community and special-interest groups within the educational community.*



- IdahoPTV identifies and schedules identified programming for use in the classroom, for home-schooling educators, for enrichment, and for professional advancement.
- We provide information to educators regarding educational programming on a monthly basis. Resources highlighted include broadcast programming, Web site materials, and teacher guides that extend the value of the broadcast programming via direct mail, e-mail, web-site postings, posters, and inserts in special-interest newsletters published by educational organizations throughout the state.
- In addition, we create and maintain a “Learn” and “Just for Kids” Web site that provides links to Web pages for almost every PBS program we broadcast; teacher and parent guides, interactive on-line activities for children, and further resources related to programs. The Web site also provides information and links to related resources in Idaho to provide a local context for national programs.
- We also repackage primetime programs into age- and subject-oriented packages for rebroadcast as overnight blocks to be easily recorded by teachers and librarians, for use in the K-12 classroom and respond to specific requests from educators for particular programs in these broadcast blocks.

### **Higher Education**

*Idaho Public Television has developed collaborative partnerships with several Idaho Higher Education Institutions within the state to provide additional educational opportunities for the citizens of Idaho. Services to the higher education community include digital and analog broadcast of telecourses, use of statewide microwave for connecting University classrooms, streaming services, exploring new technologies, and establishing and maintaining collaborative partnerships to provide programming for University educational access channels.*

- IdahoPTV coordinates, promotes and broadcasts telecourses for distance learners, which are offered for credit through Boise State University.
- We facilitate the use of an analog microwave network, which supports 2-way video that connects classrooms on the NIC, U/I, and LCSC campuses. Additional services include a 2-way compressed video network to connect studios and teleconference rooms in Moscow, Boise, and Pocatello, with the potential to link classrooms on the CSI, ITEC, ISU, BSU, U/I, LCSC, and NIC campuses.

- Also, we coordinate the multi-campus schedule for use of microwave facilities and connected classrooms.

### **Outreach in the Community**

*Idaho Public Television actively explores opportunities to collaborate with other public-service and non-profit agencies to generate meaningful dialogue on issues that are important to Idaho citizens using the power of television and public information campaigns.*

- Events, workshops, locally produced call-in programs, as well as print and specialized Web sites in past years have addressed racism and diversity, substance abuse, public affairs and civic participation, teenage pregnancy, mental illness, and issues facing Idaho families.
- Children's events have included science and technology workshops, science camps, library collaborations, literacy awareness, and contests for young writers and illustrators.
- Educator workshops have included the use of video and technology in the classroom, media literacy, and examining Islam.

### **Create and collaborate to produce educational materials or experiences**

*Idaho Public Television works to leverage existing resources in creating educational materials for the citizens of Idaho. Recent collaborations with local universities, the State Department of Education, social service entities, state and local libraries, local education agencies, museums, and other service agencies has helped identify and create opportunities to better utilize Idaho Public Television resources. Partnerships have included the creation of productions and Web sites that uniquely serve education in Idaho, student projects, and workshops/seminars.*

- Programs which feature Idaho for use in units on history, social studies, natural sciences, and the humanities include: Outdoor Idaho, Lewis & Clark in Idaho, Sacred Journey of the Nez Perce, Lewis and Clark: Crossing the Centuries, Lewis and Clark: Moments in Time.
- Our monthly science show, Dialogue for Kids, brings Idaho scientists into classrooms across the state via our broadcast signal. Students can call and have their science questions answered by an expert live on TV. Past guests have included Paleontologist Jack Horner and teacher in space Barbara Morgan.
- Through our University collaborations we are able to localize the national program ZOOM with spotlights on Idaho youth who volunteer in their communities.

- Collaborations with INEEL enable Idaho Public Television to highlight academics with a yearly production of a state Scholastic Tournament matching math and science wits between Idaho high school students.
- Partnerships with the State Health and Welfare Department have created Web sites to inform citizens and highlight local resources on teenage pregnancy and mental illness.
- Public affairs reporting within Idaho includes *Idaho Reports*, during the legislative session, and *Dialogue*, weekly throughout the year.

And as the base upon which our other education and outreach activities are built, we **Broadcast Programming to Specifically Serve Education in the State**

- We air over sixty hours of programming a week designed specifically for children, most of which is not commercially viable because it is targeted to a “non-consuming” and narrow audience.
- Our 5-hour overnight blocks of television are designed specifically for use in the K-12 classroom with extended recording rights. Librarians and teachers tape these programs for use in classrooms. Programming also includes professional development courses available for credit for teachers seeking recertification.
- Saturday and Sunday morning broadcasts of telecourses air in collaboration with colleges and universities in the state with associated credit.
- Early morning language courses include: Spanish, English as a Second Language, and French.
- Many of our science, social studies, arts, public affairs, drama, and how-to programs in our evening and weekend schedule are viewed by educators as valuable teaching resources.

## **IDAHO PUBLIC TELEVISION . . .**

### **PROGRAMMING POLICIES OVERVIEW**

(Taken from the January 2001 Bornstein & Associates Study on Idaho Public Television as commissioned by the State Board of Education.)

Public Television's mission is "to bring Americans the highest accomplishments of our society and civilization in all of its rich diversity, to permit American talent to fulfill the potential of the electronic media to educate and inform, and to provide opportunities for diverse groups of the American people to benefit from programming unavailable from other sources." Given that mission, it is not surprising that many of public television's programs are deemed controversial.

In order to govern its programming processes and provide guiding principles for people working in the industry, public television adopted two major policies. They were the "Statement of Policy on Program Standards and Practices," originally adopted in 1971, and the "Document on Journalism Standards and Guidelines," adopted in 1972. In 1987 a blue ribbon committee of journalists, academics, and broadcasting professionals reviewed these two documents and combined them into a single document call the "Public Broadcasting Service Program Policies." These policies guide the programming decision-making processes of both the Public Broadcasting Service (PBS) and Idaho Public Television (IDPTV).

These policies are organized around four fundamental principles: diversity, editorial integrity, program quality, and local station autonomy.

The principle of diversity underscores public television's belief that the public interest is best served by ensuring that a diversity of programs, subjects, audiences, producers, viewpoints, formats and production techniques are including in its schedule.

The principle of editorial integrity is based on the fact that public television stations have been entrusted with public resources to operate on behalf of the American public. This trusteeship carries with it an obligation to ensure that its programming processes are shielded "from political pressure or improper influences from program funders or other sources."

The principle of program quality recognizes the need to provide high quality programs that appeal to a wide variety of interests. Numerous artistic, informational, journalistic, technical and other standards are used to ensure this quality.

The principle of local station autonomy recognizes that local stations are in the best position to ascertain and respond to the needs of local audiences. Consequently, while PBS can make a wide variety of programs available, only the local station can decide which programs it will air.

The two principles that have caused the greatest concern within the industry over the past several years are public television's commitment to diversity and editorial integrity.

#### Program Diversity

Public television's commitment to diversity means that it is dedicated to ensuring that its programs reflect a full range of ideas, opinions, and interpretations, including issues, viewpoints and perspectives that might be outside society's existing consensus or unavailable through other media. This commitment is rooted in the belief that sound conclusions will ultimately prevail as long as there is unfettered access to information from diverse sources. Given the depth of feeling associated with controversial issues, many of these programs provoke disagreement among some members of the viewing audience. As a result, there have been repeated attempts, at both the national and local levels, to prevent public television from airing programs that deal with controversial issues such as Vietnam, communism, colonialism, the environment, nuclear power, homosexuality, religion, and United States policies in various parts of the world.

#### Editorial Integrity

Efforts to influence public television programming decisions have inevitably led to renewed efforts on the part of the public broadcasting industry to ensure that its programming processes are free from improper influence and undue political pressure. Additionally, Congress attempted to address this issue in 1975 when it established a mechanism to provide public broadcasting advance-year funding to help insulate specific program decisions from the annual appropriation process. While it recognized that government officials were entitled to speak their minds about individual public television programs, Congress took the position that these same individuals should not be in a position to influence editorial decisions by threats to cut off funding. The forward funding mechanism

has been reasonably successful at the national level at separating program controversy from funding appropriations.

Such a mechanism does not exist at the local level — with some notable exceptions, such as in the state of Oklahoma. It passed a statute that states that any “...attempt to influence or direct the program content or programs shown on public television by an elected official or his representative for the purpose of personal gain or political benefit, direct or indirect, shall be unlawful and ...violation of this section shall be a misdemeanor punishable by a fine not to exceed One Thousand Dollars (\$1,000) or imprisonment not to exceed one (1) year, or both.”

Public television stations licensed to state governmental entities have been particularly vulnerable to efforts to influence program content. This is because the law is unclear about when public broadcasting stations licensed to governmental entities are acting on behalf of the state. If stations are considered “state actors” they are vulnerable to programming challenges by viewers and may not be protected from state officials. Even if individual programming decisions are protected, the law does not prohibit state officials from using their power to cut their funding.

This concern led the General Managers and Board Chairs from 18 public broadcasting organizations licensed to state governmental entities to convene a conference in November 1984. The purpose of the conference was to define a consistent and universally applicable policy on the question of editorial integrity. The three-day conference was sponsored by the Johnson Foundation and facilitated by the Southern Educational Communications Association (SECA), with financial support from the Corporation for Public Broadcasting (CPB).

One of the key issues discussed at this conference was the language in the Fifth Circuit Court of Appeals' decision regarding *Muir v. Alabama Educational Television Commission (AETC)*. This case was the result of a viewer suit against AETC after it cancelled a scheduled broadcast of “Death of a Princess” in 1981. The ruling in *Muir* was favorable to AETC, but language in that decision also held that such public broadcasting organizations, as “state instrumentalities,” are “without the protection of the First Amendment.” Additional analysis of this question concluded that many of public broadcasting's rights are “unclear,” analysis of them is “a tangled web,” and that the law concerning these rights is “murky.”

After considerable discussion and deliberation, the participants in the Editorial Integrity Conference concluded that the question of editorial integrity was more than just a legal issue. They asserted that strong leadership by trustees and solid management by CEOs was probably the most effective way to insulate the licensee from difficulties caused by undue influence on programming decisions. They defined undue influence as “any direct or indirect influence that seeks to leave the person with the assigned responsibility for programming decisions no alternative but to comply.” At the conclusion of the conference it was agreed that, at the very least, public broadcasting needed a sound and consistent policy that state network boards and commissions could adopt and apply to assure the independence of editorial decisions and the operations of their organizations.

The participants elected a steering committee to implement their recommendations. The steering committee’s first action was to draft a Statement of Principles of Editorial Integrity in Public Broadcasting. The Principles were distributed to industry members in May 1985. Idaho’s State Board of Education was one of the original endorsers of these principles. The Board reaffirmed these principles as an integral part of its revised Governing Policies and Procedures in August 2000.

The effectiveness of the Principles of Editorial Integrity has been mixed. In those organizations where there is a strong, independent board of directors, the Principles have been useful guidelines. In other situations, where boards are state agencies with responsibilities other than public broadcasting, or where the majority of the members represent other state agencies, board members have often been reluctant to speak out against attempts to influence programming decisions—especially if those attempts are made by members of the legislature that could influence future funding decisions for public broadcasting or the organizations they represent.

# **IDAHO PUBLIC TELEVISION . . .**

## **SCHEDULING PROGRAMS FOR THE COMMUNITY**

### **Five Steps to the Programming Schedule Process:**

We gather input from variety of community sources:

- Letters
- Calls
- Emails and Web site contacts
- Pledges (# of Pledges Around Specific Programs)
- Boards:
  - State Board Of Education (governing board)
  - Friends Of Idaho Public Television, KAID/KIPT
  - Friends Of Idaho Public Television, KISU
  - Friends Of Idaho Public Television, KUID/KCDT
  - Idaho Public Television Foundation
- Nielsen Survey Index (Audience Analysis)
- Trac Media Services (Audience Analysis)
- Newspapers/Radio/TV Coverage Of Issues And Concerns
- Civic Club Speeches By Staff
- Trends From Other Regional & National PBS Stations
- Parent Workshops
- Child Care Workshops
- Outreach Events - Each year we conduct dozens of presentations around the state and seek programming input from attendees. Events include:
  - First Vote
  - Time To Choose
  - Rotary Club Meetings
  - University Media Classes



## **IDAHO PUBLIC TELEVISION . . .**

### **SOURCES OF PROGRAMMING**

We acquire the programming that we broadcast from a number of sources:

- Public Broadcasting Service (PBS)
- American Public Television
- National Educational Telecommunications Assn (NETA)
- Worldlink (International Programming)
- BBC And Other International Producers
- Acquisitions Directly From Independent Producers
- Idaho Public Television Productions
  - Dialogue (30 Minutes X 52 Weeks Per Year)
  - Outdoor Idaho (30 Minutes X 52 Weeks Per Year)
  - Idaho Reports (30 & 60 Minutes X 13 Weeks)
  - Dialogue for Kids (8 x 30 minutes per year)
  - Idaho Debates
  - Public Affairs Program Specials
  - Limited Run Documentaries (I.E. Mental Illness In Idaho, Idaho: An Aerial Tapestry, Etc.)
- Independently Produced Local Productions
  - North Idaho Forum
  - Idaho Issues
  - Bomber Boys

## **IDAHO PUBLIC TELEVISION . . .**

### **PROGRAM SCHEDULING CONSIDERATIONS**

When we schedule programs we take into consideration a number of factors:

- PBS National Program Service (NPS) & Regional Stations Schedules
- Significant National & Local Promotion (I.E. Magazines And Local Newspapers)
- Viewer Feedback
- Mail, Email, Calls, Pledges
- Nielsen Survey Index (Audience Analysis)
- Trac Media Services (Audience Analysis)
- Broad Demographic Programs, Early Evenings
- Genre Of Programs Get Paired With Like Programs
- Children's Basic Skills Program W/ Like Programs, M-F Daytime, Sat + Sun Mornings
- How-To Programs, Sat + Sun Afternoons
- Instructional Television, IdahoPTV Overnight
- Continuing Education Telecourses, Sat Morning
- Mature Themes (Masterpiece Theatre, Mystery, Documentaries, Etc.), Evenings After 9pm

# **IDAHO PUBLIC TELEVISION . . .**

## **PROGRAM EVALUATION**

When we review a program for potential broadcast we utilize the PBS programming and underwriting guidelines which include criteria of:

- Program Quality
- Excellence
- Creativity
- Artistry
- Timeliness
- Technical Virtuosity
- Diversity
- Access To Full Range Of Ideas, Information, And Viewpoints
- Wide Range Of Producers To Assure Variety Of Subjects & Approaches
- Programs That Reflect Pluralism Of Our Society Including Women & Minorities
- Editorial Integrity
- Fairness
- Accuracy
- Objectivity
- Balance
- Courage & Controversy
- Substance Over Technique
- Experimentation & Innovation
- Exploration Of Significant Subjects
- Unprofessional Conduct
- Unacceptable Production Practices
- Funding Standards & Practices
- Editorial Control Test
- Perception Test
- Commercialism Test

# IDAHO PUBLIC TELEVISION . . .

## PUBLIC INFORMATION

We offer information to the public about our programming through the following:

- IdahoPTV On-air Promotion (scheduled when targeted audiences are likely to be viewing)
- IDAHO CHANNELS, IdahoPTV's Monthly Viewer Guide for Members
- Idaho Public Television's Web site: [idahoptv.org](http://idahoptv.org)
- Media Press Releases
- Limited Paid Advertising  
—TV, Radio, Newspapers & Magazines
- E-mail, Listserves
- IdahoPTV's CONNECTIONS Newsletter for Educators, Parents and Caregivers
- IdahoPTV's TECHNOLOGY TOOLBOX Newsletter for Educators
- IdahoPTV's SUMMER CONNECTIONS Newsletter for Students
- Program Content Advisories  
IdahoPTV subscribes to the National Association of Broadcasters voluntary ratings system.
  - TV Rating (NAB Voluntary System) Every program aired is rated TV-G, TV Pg, TV-M, Etc. The rating is prominently displayed during the first 15 seconds of the program.

In addition IdahoPTV utilizes viewer discretion advisories such as:

- 10-second spot run before designated program: "The following program may contain material objectionable to some family viewing. Viewer discretion is advised."

- Designation noted in IDAHO CHANNELS when information is available.
- Designation in program listing on [idahoptv.org](http://idahoptv.org) when information is available.

## IDAHO PUBLIC TELEVISION . . .

### CONTROVERSIAL PROGRAMMING

Over the years Idaho Public Television has received many comments from viewers—both positive and negative—about programs it airs. Occasionally, however, concerns about program content have resulted in the expression of significant public concern, and in at least two situations, legislative action. The most notable of these legislative actions occurred in 1981 and 1999/2000.

In 1981, the Idaho Legislature reduced funding for the three public television stations in the state in response to concerns that had been raised about the airing of two documentaries produced by KUID in Moscow. *Cedar Thief*, criticized practices within the timber industry and *Kellogg: The Best to You Each Morning* scrutinized the business community in Kellogg and Bunker Hill for downplaying the significance of lead levels in children of the Silver Valley.

In the fall of 1999, and in the summer of 2000, Idaho Public Television aired two programs that caused significant public and legislative reactions: *It's Elementary* and *Our House*.

On September 7, 1999 at 11:00 p.m. Idaho Public Television aired *It's Elementary—Talking About Gay Issues in School*. This one-hour documentary chronicled how some public and private schools in several states are dealing with gay issues in the classroom, specifically name-calling and harassment. The program contained a TV-PG rating announcement, and was preceded by IdahoPTV's standard viewer discretion announcement.

Several months later, on June 6, 2000 at 10:00 p.m., IdahoPTV aired *Our House: A Very Real Documentary about Kids of Gay and Lesbian Parents*. This one-hour documentary profiled children with gay and lesbian parents using first-hand accounts of life in these nontraditional families, including a family from Eastern Idaho. The program contained a TV-PG rating announcement and was preceded by the viewer discretion announcement.

Due to the public's reaction to the documentary, the Idaho State Legislature included Intent Language in IdahoPTV's FY2001 appropriation prohibiting the broadcast of programming which "encourages violation of Idaho criminal statutes." IdahoPTV's programming was monitored by the SBOE and in June,

2000, the state Republican Party passed a resolution suggesting that IdahoPTV be privatized. IdahoPTV was then required to submit a draft copy of its monthly programming decisions to the board and air two announcements each broadcast day. The disclaimers were utilized until September, 2001.

According to PBS Research, 103 stations in the public broadcasting system aired *It's Elementary* and 128 aired *Our House* between June 1999 and December 2000. No other station received the level of public reaction that occurred in Idaho.

## IdahoPTV Nurtures Children

5,827 children benefitted from 63 IdahoPTV Ready To Learn workshops attended by 830 parents, child care providers, teachers and librarians, in which they learned how public television can be used to foster learning and school readiness.

17,700 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.

16,764 Ready To Learn First Books were given to Idaho children, including 1,000 Spanish language books to migrant children during the summer.

14 workshops in Spanish for participants who spoke Spanish only.

3rd year for First Lady Patricia Kempthorne to read to children on statewide television as part of a national effort, READ FOR 2004; the program is also streamed on the idahoptv.org Web site.

3,000 students called the DIALOGUE FOR KIDS question line during 2003 and there were 2,100,986 visits to the DIALOGUE FOR KIDS Web site. Questions were answered by experts on topics ranging from Birds of Prey to Water with a robust Web site for each topic. Idaho's Educator-in-Space Barbara Morgan talked about a career in space and answered student questions through a live satellite link between Building 9 at Johnson Space Center in Houston and IdahoPTV.

260 students in Pocatello, Twin Falls and Salmon participated in "Discover the Worlds of Science" and learned about science and mathematics from scientists at the 15th annual Science Trek, presented by IdahoPTV, Idaho Museum of Natural History and Herrett Center for the Arts and Sciences. The Pocatello and Twin Falls events were overnight adventures at the museums and an afternoon of exploration and discovery was scheduled at Salmon for the first time.

6,975 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.

1,347 hours of overnight educational television made instructional materials for the K-12 classroom available to schools throughout the state.

25 15-minute newscasts presented by the State Department of Education newscasts for educators, taped weekly and streamed on demand at idahoptv.org during the school year.





# Reaches Out

## IdahoPTV Builds Community

**790 hours** of Idaho-related programming were telecast through IdahoPTV's statewide analog and digital systems and learn cable channel.

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

**748 Idahoans** attended preview screenings, town and group meetings to discuss important and timely issues raised by PBS programs. Native Americans, veterans, African Americans, students, educators, people of faith and families of migrant workers were among those targeted by outreach events in Caldwell, Boise, Lewiston, Idaho Falls, Pocatello and Payette.

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

**633,813 people** in Southwest, East and North Idaho live within areas now covered by IdahoPTV's 5 digital television transmitter signals, after successful installation of fifth transmitter in spring 2003.

**8,760 hours** of high definition and standard definition digital programming aired on IdahoPTV digital channels.

**2,133 hours** of programming with Described Video, 1,900 for children, enabled the sight-impaired to more fully learn with and enjoy a wide variety of programs.

**8,978,004 visits** by users of idahopty.org, the IdahoPTV Web site.

**373,000** visits by users of the IDAHO REPORTS Web site; 62,389 visits included listening to live audio feeds of the state Senate and House floor action through the IDAHO REPORTS Web stream.

**44 national and regional awards** received for programs produced by IdahoPTV.

**4 programs** produced by IdahoPTV aired nationally on public television stations.

**25 presentations** were made to civic and community groups throughout Idaho.

**2 FocusWest programs** plus Web sites covered large predators and energy from a rural western perspective, produced by a public television consortium in 5 states — IdahoPTV, KNPB Reno, KUED in Utah, Oregon Public Broadcasting and Wyoming Public Television. An additional program on prisons in 2004 completes the second season of the project that seeks to deepen and enhance understanding of significant public issues, through the strengths of television, print and new digital media to encourage greater understanding of and involvement in, regional civic affairs.



## **IDAHO PUBLIC TELEVISION . . .**

### **FACILITIES OVERVIEW**

Idaho Public Television maintains three staffed facilities in Boise, Moscow and Pocatello.

The Boise facility is located in building space leased by the Department of Administration/Division of Public Works (DPW). The facilities in Moscow (KUID-TV) and Pocatello (KISU-TV) are on the university campuses.

Idaho Public Television's statewide broadcast telecommunication system is controlled in the Network Operations Center in Boise.

IdahoPTV owns and operates full power broadcast transmitters that serve the viewer areas of KAID-TV/DT, Boise; KIPT-TV/DT, Twin Falls; KISU-TV/DT, Pocatello; KCDT-TV/DT, Coeur d'Alene; KUID-TV/DT, Moscow. In addition, we own and operate 37 television repeaters (translators) that rebroadcast the signals of our transmitters. Finally, IdahoPTV provides signals to cable television systems and DishTV and DirecTV that serve Idaho communities.

PRESS RELEASE – Wednesday, June 16, 2004  
Information: Jessi Bodily, 208-373-7369  
Ann Peterson, 208-373-7368

## **Idaho Public Television Installs and Powers First Digital Television Translator**

On Tuesday (June 15) Idaho Public Television's digital television signal on channel 45, call signal K45HP, began broadcasting in the Long Valley, Cascade area around 1:15 p.m. MT.

Acting within the guidelines of an FCC experimental authorization, Idaho Public Television engineers installed and energized the digital television translator.

"It is believed to be the first digital translator in the Pacific Northwest," IdahoPTV Director of Technology Rich Van Genderen says.

Ktech Telecommunications, Inc. in Chatsworth, Calif. donated the translator for a one year test period. The donated unit broadcasts to Long Valley viewers with an effective radiated power of approximately 200 watts.

"We are really excited and anxious to test the viability of digital television re-transmission," Van Genderen says. "Ktech Telecommunications provided us with an excellent opportunity to see how well low power digital television can be received in translator-served communities; we are very grateful to them for this."

From Snowbank Mountain in Long Valley, the translator receives IdahoPTV's channel 21 signal from Deer Point in Boise County and then re-transmits it on channel 45.

Extensive field measurements of signal availability in the area are planned throughout summer and fall of 2004.

A copy of this press release can be found on Idaho Public Television's Web site at [idahoptv.org/hot](http://idahoptv.org/hot)

Idaho Public Television plays a vital role in the lives of our citizens...no matter where they live or how much they make.

-- Peter W. Morrill, General Manager

## **IDAHO PUBLIC TELEVISION . . .**

### **IMPACT -- Statistics**

Idaho Public Television receives the LEAST AMOUNT of federal and state government support of any of the other rural statewide PBS networks...and is supported to the greatest degree by private citizens.

By any measure, Idaho is one of the most rural states in the nation. Our population density is less than one-eighth the U.S. average and nine counties have less than two people per square mile. As a result, isolation is one of the biggest threats to an improved quality of life. Yet, over the last 30 years, Idaho Public Television has created a broadcast system that serves more than 97% of the state's population. Given the rugged mountainous terrain, this is truly remarkable.

The decline of federal and limited state funding has had an especially dramatic impact on this organization's ability to serve Idaho citizens. The opportunities for raising significantly more private funds are challenging. The national average for givers as a percent of viewing television households is 10%. Idaho's average is 15.3% and we have only slightly over one million people to draw from in total. Traditionally, Idaho Public Television has exceeded public television benchmarks for raising private dollars. More than 60% of our budget comes from private and corporate sources.

## **IDAHO PUBLIC TELEVISION . . .**

### **IMPACT – Recent News**

July 13, 2004

Viewers in the Cascade/McCall area can now receive the amazingly beautiful Idaho Public Television High Definition service. In late June, Idaho Public Television made broadcast history in the Northwest with the inauguration of the first digital television repeater (translator). This highlights Idaho Public Television's commitment to ensuring next generation digital services are available to citizens across all of our state.

June 22, 2004

Idaho Public Television brought home two Northwest Regional Emmy Awards from ceremonies on Saturday, June 19, 2004 in Seattle. An OUTDOOR IDAHO episode entitled "Conflict in the Clearwater" took top honors in the Public Affairs–Special or Series category. A 60-second spot called "T-Rex Named Sue" about a dinosaur exhibit at the Museum of Idaho in Idaho Falls was honored in the Promo—Single Spot—Non-news category. "We are gratified that the National Academy of Television Arts and Sciences singled out the quality work performed by the Idaho PTV production team," Idaho Public Television General Manger Peter W. Morrill said. "Original programming about Idaho – its contemporary issues, life, culture and history – is an important part of our mission."

## IDAHO PUBLIC TELEVISION . . .

### IMPACT – Michael Kirk

Idaho Public Television has had an impact on countless people, including many who have built amazing careers as a result of their experience in this organization. For example, Michael Kirk, senior producer of FRONTLINE, recently sent us an email about his beginnings at Idaho Public Television:

From Michael Kirk . . . some thoughts about KUID

*Working at KUID in Moscow was one of the great experiences of my career. I had the opportunity to try everything – we produced a studio talk show, we made a magazine show, music, arts, sports and of course documentaries. Because we could actually lay our hands on equipment and had just enough skilled people around, we managed to learn by doing – and I believe the mistakes we made, and the many successes, taught me countless lessons about television production.*

*It also helped that KUID was affiliated with other Idaho PBS stations and that it was part of the Public Broadcasting System where a tradition of trying to produce quality was in the air. Whether it was emulating the work of Bill Moyers (one day I would actually work for Bill), or Robin MacNeil and Jim Lehrer (one day I would get to work with them), or the groundbreaking work of WGBH in Boston producing such series as The Advocates, Arabs and Israelis, World, and Nova (one day I would become a senior producer there and help start Frontline), the values of major PBS stations filtered down and became part of the oxygen at Idaho's PBS stations. We believed we had an obligation to produce thoughtful and in-depth television for the citizens of the State of Idaho.*

*When I think of KUID, I think of Joyce Campbell (now at KCET in Los Angeles) and Professor Peter Haggart. They proved that in a small television station it only takes a couple of people to make a significant difference – they created a nurturing and protective environment for the rest of us to practice our craft and learn to do it right. Their example has been a decades long inspiration to me and my other colleagues who began our careers in Idaho.*

## **IDAHO PUBLIC TELEVISION . . .**

### **IMPACT – Letters From Viewers**

Sometimes the stories of how Idaho Public Television has affected our citizens are deeply personal and gratifying. For example, recently we received a letter from Jerry and Mildred Asker of Grangeville, along with a copy of the letter they had written to the Idaho State Legislature. They wrote:

“Believing as we do that the strength of our future lies in the education of our children, we encourage you to be diligent in a search for funding for Idaho Public Television. It is absolutely vital. Public TV has brought central Idaho into the wider world of knowledge. Please don’t let us slip backwards.”

We have received hundreds of wonderful letters from viewers . . . a few of them are in the pages that follow.



## **IDAHO PUBLIC TELEVISION . . .**

### **IMPACT – Letters From Viewers**

Dear Idaho Public Television:

I would like to share a story with you about the positive effects of your children's programming on my 5-year-old daughter who attends kindergarten at St. Mary's in Boise.

Yesterday, Dec. 4, a representative of the state Fish and Game Department came to Mallory's class to do a presentation on bats. During the presentation the representative asked the children how they thought bats found food. There was a flurry of hands waving and answers flying and Mallory's hand was among those raised. When it was her turn she answered, "echo location."

The teacher was stunned. So was the Fish and Game person who was very happy that she actually knew the answer to this deceptively difficult question.

Mallory knows this because she watches KRATTS' CREATURES every afternoon. She acted as though everyone should know the answer to so obvious a question. I wonder what else she knows from watching ...WISHBONE as well?

Thank you for providing this wonderful programming!

Sincerely,

Bert VanDercar

(Boise, Idaho)

## **IDAHO PUBLIC TELEVISION . . .**

### **IMPACT – Letters From Viewers**

Dear Idaho Public Television,

Just wanted to say “Thank You!” for your special Memorial Day programs of “American Experience” and “American Valor.”

They really made us appreciate the sacrifices and patriotism of our heroic military personnel.

The programs were refreshingly un-biased and pro-American.

Our Thanks,

Wendell & Lujean Walker

(Weiser, Idaho)

## **IDAHO PUBLIC TELEVISION . . .**

### **IMPACT – Letters From Viewers**

Idaho Public Television is pleased and excited to offer assistance to other worthy non-profit organizations. This letter is an example of how one of our productions assisted Camp Rainbow Gold, a special institution for children with cancer.

American Cancer Society  
2676 Vista  
Boise, ID 83705

Gentlepeople:

Please accept the enclosed check for \$100 to go toward Camp Rainbow Gold. From the show we saw on Idaho Public Television's "Outdoor Idaho," you are providing a wonderful service.

Keep up the good work.

Sincerely,

Bill and Martha Weiler

(Eagle, Idaho)

Bc: "Outdoor Idaho"  
Idaho Public Television

P.S. I hope other IPT viewers will feel the same way financially.

## **IDAHO PUBLIC TELEVISION**

### **IMPACT – Letters From Viewers**

This is part of another letter we received, this time congratulating Idaho Public Television for its DIALOGUE episode that focused on grandparents as parents. Here is part of what the letter said ...

*I want you to know that the 30 minute version of the Dialogue broadcast on grandparents as parents “blew my socks off.” It is absolutely great....It is going to help many grandparents who are raising grandchildren, because viewing the program will tell them that they are not alone and there is help available. A number of the AARP Idaho tapes of this version will be given to the Grandparenting Information Center in the AARP national office in DC. These copies will be available nationwide for other AARP state offices to utilize in their efforts to develop support groups and other programs to aid “grandfamilies.”*

*Many thanks for a superb accomplishment!!!!*

Cheryl Tussey, AARP Idaho  
Associate State Director/Communications

## **IDAHO PUBLIC TELEVISION . . .**

### **AWARDS**

Idaho Public Television's production team has won the following:

#### **2004**

##### **OUTDOOR IDAHO**

Regional Emmy - "Conflict in the Clearwater," Public Affairs

Regional Emmy Nomination - "White Clouds in Waiting," Documentary: Current Issues

Regional Emmy Nomination - "Conflict in the Clearwater," Public Affairs

Regional Emmy Nomination - "Teton Inspiration," Informational Special

Regional Emmy Nomination - "Designing Idaho," Cultural/Fine Arts Special

Gold - "20th Anniversary Show," Special Jury Prize, Worldfest, The Houston International Film Festival

Golden Eagle - "20th Anniversary Show," People and Places, Council on International Nontheatrical Events (CINE)

Bronze - "White Clouds in Waiting," Ecology/Environment/Conservation, Worldfest, The Houston International Film Festival

Bronze - "Teton Inspiration," Women's Issues, Worldfest, The Houston International Film Festival

Telly Award 1st Place - "20th Anniversary Show," Miscellaneous Category

Telly Award Finalist - "White Clouds in Waiting" Documentary

Honorable Mention - "20th Anniversary Show," Columbus International Film Festival

1st Place - "Idaho, An Angler's Paradise," Documentary, Science & Nature, National Educational Telecommunications

Finalist - "Idaho, An Angler's Paradise," Sports & Recreation, New York Film Festival

1st Place - "20th Anniversary Show," Public Affairs-Field, Idaho Press Club

1st Place - "Teton Inspirations," Documentary, Idaho Press Club

2nd Place - "Conflict in the Clearwater," Public Affairs-Field, Idaho Press Club

2nd Place - "Designing Idaho," Documentary, Idaho Press Club

3rd Place - "White Clouds in Waiting," Outdoor/Environment Reporting, Idaho Press Club

1st Place - "Designing Idaho," Preservation Award, Idaho Heritage Trust

1st Place – “White Clouds in Waiting,” Documentary, Pacific NW Society of Professional Journalists

2nd Place – “Butterfly Man,” Feature, Pacific NW Society of Professional Journalists

#### DIALOGUE

2nd Place - “Faith and Foreign Affairs,” Public Affairs-Studio, Idaho Press Club

#### DIALOGUE FOR KIDS

1st Place - “Space Careers,” Public Affairs-Studio, Idaho Press Club

Gold - “Building Sue,” Educational Commercial, Worldfest, The Houston International Film and Video Festival

Bronze - “Dinosaurs,” Educational/Instructional Elementary, The New York Film Festival

Bronze - “Space Careers,” Educational/Instructional/Children, Worldfest, The Houston International Film Festival

Telly Award 1st Place - “Space Careers,” Winner, Children’s Programming

#### FOCUSWEST

Regional Emmy Nomination - “The Price of Power,” Informational: Interview/Discussion Program

Regional Emmy Nomination - “Predators of the West,” Informational: Interview/Discussion Program

Telly Award 1st Place - “The Price of Power,” Winner: Information Program

Telly Award 1st Place - “Predators of the West,” Winner: Information Program

Silver - “Price of Power,” Nuclear/Energy Issues, The Houston International Film and Video Festival

3rd Place - “Price of Power,” Public Affairs-Studio, Idaho Press Club

#### WEBSITE

1st Place - “Focus Westorg,” Website: Special Purpose, Idaho Press Club

2nd Place - “Website General Excellence,” Idaho Press Club

3rd Place - “Dialogue for Kids” Website: Special Purpose, Idaho Press Club

Honorable Mention - “Faith and Foreign Affairs,” Website: Special Purpose, Idaho Press Club

#### SPECIALS

Journey of Sacagawea

Telly Award 1st Place - Documentary

1st Place - Documentary/Historical, NETA Awards

## Predator Legends

1st Place - Feature Photography, Pacific NW Society of Professional Journalists

1st Place - Outdoor/Environment Report, Idaho Press Club

3rd Place - Television Writing, Idaho Press Club

Telly Award Finalists

Building Sue

Regional Emmy - Promo-Single Spot: Non-News

Regional Emmy Nomination - Promo-Single Spot: Non-News

Gold, WorldFest, the Houston International Film Festival, Commercial

Idaho Public Television

Regional Emmy Nomination - Station Excellence

## 2003

### OUTDOOR IDAHO

1st Place - Idaho State Broadcasters Assn, Best Sports Program, "Idaho, An Angler's Paradise"

1st Place - Society of Professional Journalists, Inland NW Chapter, Feature Photography, "Our Dogs: Bird Hunting"

2nd Place - Society of Professional Journalists, Inland NW Chapter, Documentary, "Our Dogs"

1st Place - Idaho Press Club, Documentary, "Desert Therapy"

2nd Place - Idaho Press Club, Documentary, "Gold Rush Days & Ghost Towns"

3rd Place - Idaho Press Club, Documentary, "Our Dogs"

1st Place - Idaho Press Club, Public Affairs Field, "Fish & Game in the Crosshairs"

1st Place - Idaho Press Club, Outdoor Report, "Frank Church Wilderness"

2nd Place - Idaho Press Club, Outdoor Report, "Idaho, An Angler's Paradise"

3rd Place - Idaho Press Club, Outdoor Report, "Horse Women: Copper Basin trip"

2nd Place - Idaho Press Club, Television Writing, Joan Cartan-Hansen, "Frank Church Wilderness"

3rd Place - Idaho Press Club, Television Writing, Jim Peck, "Horse Women: Jockey"

Silver - "Desert Therapy," Family Matters, Worldfest

Bronze - "The Frank Church Wilderness", Nature and Wildlife, Worldfest

Telly Award - Documentary, "Owyhee Canyonlands"

Bronze Award - Environment and Ecology, The New York Festival, "The Frank Church Wilderness"

Telly Award Finalist - Sports Program, "Idaho, An Angler's Paradise"  
1st Place - National Educational Telecommunications Association, (NETA),  
Program Information "Desert Therapy"  
1st Place - National Educational Telecommunications Association, (NETA),  
Program Performance, "Oldtime Fiddlers"  
Golden Eagle Award - Council on International Nontheatrical Events (CINE)  
"The Frank Church Wilderness"  
Golden Eagle Award - Council on International Nontheatrical Events (CINE),  
"Our Dogs"  
Honorable Mention - Society of Professional Journalists, Pacific NW Chapter,  
Documentary, "Our Dogs"  
Honorable Mention - Society of Professional Journalists, Pacific NW Chapter,  
Documentary, "Gold Rush Days & Ghost Towns"

#### IDAHO RHAPSODY

The Chris Statuette - Columbus International Film Festival  
Telly Award - Miscellaneous Program  
Special Jury Award - Worldfest, The Houston International Film and Video  
Festival Travel and Tourism  
1st Place - Arts in Idaho

#### FOCUSWEST: DRAINING THE WEST?

1st Place - Society of Professional Journalists, Inland NW Chapter, Public Affairs  
Telly Award Finalist - Information Program  
Gold - Worldfest, The Houston International Film and Video Festival Legal  
Issues

#### FOCUSWEST: LOS AMERICANOS

1st Place - Idaho Press Club, Public Affairs Studio  
Telly Award Finalist - Information Program  
Silver - Worldfest, The Houston International Film and Video Festival Public  
Affairs Program

#### DIALOGUE

Honorable Mention - Columbus International Film Festival  
3rd Place - Idaho Press Club, Public Affairs Studio, "Indian Gaming"

#### DIALOGUE FOR KIDS

2nd Place - Idaho Press Club, Public Affairs Studio, "The Brain"



1st Place - National Educational Telecommunications Association (NETA),  
Website 2nd Place - Idaho Press Club Public Affairs Studio

#### WEBSITE GENERAL EXCELLENCE: BROADCAST

2nd Place - Idaho Press Club, IdahoPTV

#### WEBSITE SPECIAL PURPOSE

2nd Place - Idaho Press Club, "FocusWest"

3rd Place - Idaho Press Club, "The Idaho Debates"

#### IDAHO REPORTS

1st Place - Idaho State Broadcasters Assn, Best Public Affairs

#### JOURNEY OF SACAGAWEA

1st Place - National Educational Telecommunications Association (NETA),

Documentary: Historical

Bronze Plaque - Columbus International Film Festival

## **2002**

#### OUTDOOR IDAHO

1st Place - Chris Statuette Columbus International Film & Video Festival

Education: Conflict Resolution "Desert Therapy"

Honorable Mention - Columbus International Film & Video Festival Science &

Technology "The Frank Church Wilderness"

Honorable Mention - Columbus International Film & Video Festival Humanities:

Folk topics "Oldtime Fiddlers"

Honorable Mention - Columbus International Film & Video Festival Humanities:

Heritage "The River of No Return"

1st Place - Idaho State Broadcasters Association Best Public Affairs "The Frank Church Wilderness"

1st Place - Idaho State Broadcasters Association Best Agricultural Program

"Down on the Farm"

Golden Eagle Award - Council on International Nontheatrical Events (CINE)

"Down on the Farm"

Regional Emmy Nomination - Entertainment "Oldtime Fiddlers"

Regional Emmy Nomination - Informational Series "Owyhee Canyonlands"

1st Place - NETA, Documentary-Information: "Outdoor Volunteers"

Telly Award Winner - Information: "Down on the Farm"

Telly Award Finalist - Miscellaneous: "Job With a View"  
Telly Award Finalist - Travel & Tourism: "The River of No Return"  
Platinum Award - Worldfest, the Houston International Film Festival  
Agriculture "Down on the Farm"  
Bronze Award - Worldfest, the Houston International Film Festival Leisure and  
Recreation "Owyhee Canyonlands"  
1st Place - Society of Professional Journalists Features "Oldtime Fiddlers"  
2nd Place - Society of Professional Journalists Public Affairs "Down on the Farm"  
3rd Place - Society of Professional Journalists Features "A Job with a View"  
1st Place - Idaho Press Club Public Affairs "The River of No Return"  
1st Place - Idaho Press Club Documentary "Oldtime Fiddlers"  
1st Place - Idaho Press Club Environment Report "Owyhee Canyonlands"  
1st Place - Idaho Press Club Arts in Idaho "Oldtime Fiddlers"  
2nd Place - Idaho Press Club Public Affairs "Down on the Farm"  
2nd Place - Idaho Press Club Television Writing Joan Cartan-Hansen Segment  
from "A Job with a View"  
Honorable Mention - Idaho Press Club Light Feature Report "Dugout Canoes  
on the River of No Return"

#### FOCUS WEST SERIES

Honorable Mention - Columbus International Film & Video Festival Social  
Issues: Public Affairs programming

#### HEARTS AND MINDS

1st Place - NETA Awards, Education: ITV program

#### LIFE IN THE FAST LANE

1st Place - NETA Awards, Education Resources Web site

#### IN OUR OWN VOICE

1st Place - Society of Professional Journalists Documentary  
Regional Emmy Nomination Current Issues  
Telly Award Winner - Health & Medicine  
Finalist - New York Festivals Health & Medical Information  
Special Jury Prize - Worldfest, the Houston International Film Festival  
3rd Place - Idaho Press Club Documentary  
Regional Emmy Nomination - Current Issues

#### WESTERN DIVIDE

1st Place - Society of Professional Journalists Public Affairs

Gold Medal - Worldfest, the Houston International Film Festival, Local  
Television Programming

1st Place - Idaho Press Club Public Affairs Studio

#### DIALOGUE FOR KIDS

2nd Place - Idaho Press Club Public Affairs Studio

#### IDAHO EDENS

Finalist - Education/Instructional, The New York Festivals

1st Place - Society of Professional Journalists Feature Photography

Bronze Medal - Worldfest, the Houston International Film Festival Travel and  
Tourism

3rd Place - Idaho Press Club Videography

### **2001**

#### OUTDOOR IDAHO

Regional Emmy - Public Affairs "Idaho Tribes and the Environment"

1st Place - Best Agricultural Program, Idaho State Broadcasters Association

"Challis Students," from "Outdoor Volunteers"

1st Place - Society of Professional Journalists Public Affairs "Idaho Tribes and the  
Environment"

1st Place - Society of Professional Journalists Features "Outdoor Volunteers:  
Adopt a Fence"

1st Place - Idaho Press Club Outdoor Feature "The Public's Land"

Gold Medal - Worldfest: Houston International Film & Video Festival Leisure  
and Recreation "Outdoor Volunteers"

Platinum Medal - Worldfest: Houston Film & Video Festival Ecology &  
Environment "Idaho Tribes and the Environment"

Silver Medal - The New York Festival Environment and Ecology "Idaho Tribes  
and the Environment"

2nd Place - Idaho Press Club Television Writing "Outdoor Volunteers"

Telly Award - Miscellaneous "Yellow Pine Country"

Honorable Mention - The Columbus International Film and Video Festival  
"Yellow Pine Country"

Honorable Mention - The Columbus International Film and Video Festival  
"Idaho Tribes and the Environment"

## HEARTS AND MINDS

Peabody Award - University of Georgia

Outstanding Media Award - National Alliance for Mental Illness Public Education-Television

Media Award - National Mental Health Association Local Television: Educational or Public Service Programming

1st Place - Idaho Press Club Documentary

Regional Emmy Nomination - Children & Youth Specials or Series

Bronze Medal - Worldfest: Houston International Film & Video Festival

Educational/Instructional-Adult

Telly Award - Social Issues

## LIFE IN THE FAST LANE

1st Place - Idaho Press Club Public Affairs-Field

Platinum Medal - Worldfest: Houston International Film & Video Festival Educational/Instructional-Children

Telly Award - Education

Regional Emmy Nomination - Directing Pre or Post Production

Finalist - 2001 Wilbure Schram Award of Excellence

Honorable Mention - The Columbus International Film and Video Festival

## DIALOGUE FOR KIDS

1st Place - Idaho Press Club Public Affairs-Studio "Dinosaurs"

## IDAHO REPORTS:

2nd Place - Idaho Press Club Public Affairs-Studio "Idaho Reports This Week"

## IDAHO, A PORTRAIT

Gold Medal - Worldfest: Houston International Film & Video Festival Travel/Tourism

Telly Award - Travel/Tourism

2nd Place - Idaho Press Club Video Essay

2nd Place - Society of Professional Journalists Feature Photography

Honorable Mention - The Columbus International Film and Video Festival

## OTHER

Best Audience Promotion Using TV - Idaho State Broadcasters Association Image Spot - Local Talent

1st Place - Society of Professional Journalists "The Governor's Millennium Awards in the Arts"

1st Place - Idaho Press Club Arts in Idaho "The Governor's Millennium Awards in the Arts"

2nd Place - Idaho Press Club Television Web Site "Idahoptv Web Site"

2nd Place - Society of Professional Journalists Documentary "All Aboard: A Northwest Rail Journey"

3rd Place - Idaho Press Club Documentary "All Aboard: A Northwest Rail Journey"

Best Audience Promotion Using TV - Idaho State Broadcasters Association, "Image spot-Local Talent"

Honorable Mention - The Columbus International Film and Video Festival, "Idaho, An Aerial Tapestry"

Honorable Mention - The Columbus International Film and Video Festival, "In Our Own Voice"

## **2000**

### OUTDOOR IDAHO

Gold Medal - Worldfest: Houston International Film & Video Festival Educational/Instructional OUTDOOR IDAHO "The Bureau that Changed the West"

Gold Medal - Worldfest Leisure & Recreation OUTDOOR IDAHO "Yellow Pine Country"

Bronze Medal - Worldfest Travel & Tourism OUTDOOR IDAHO "The CCC in Idaho"

1st Place - Idaho State Broadcasters Assn Best Agricultural Program "The Bureau that Changed the West"

1st Place - Idaho Press Club Arts in Idaho OUTDOOR IDAHO "Idaho in the Movies"

1st Place - Idaho Press Club Documentary OUTDOOR IDAHO "The CCC in Idaho"

1st Place - Idaho Press Club Outdoor Reporting OUTDOOR IDAHO "South Fork Salmon River"

2nd Place - Idaho Press Club Outdoor Reporting OUTDOOR IDAHO "Nature's Landbrokers"

1st Place - Idaho Press Club Public Affairs, Field OUTDOOR IDAHO "The Bureau that Changed the West"

Emmy Nomination - Documentary "The CCC in Idaho"

Emmy Nomination - Informational "Nature's Land Brokers"

Emmy Nomination - Cultural Affairs "Yellow Pine Country"

Telly Award - Television Information OUTDOOR IDAHO "The Bureau that Changed the West"  
Telly Award - Television Documentary OUTDOOR IDAHO "The CCC in Idaho"  
Finalist - New York Film Festival Educational/Instructional OUTDOOR IDAHO "The Bureau that Changed the West"  
2nd Place - Society of Professional Journalists Documentary OUTDOOR IDAHO "The CCC in Idaho"  
3rd Place - Society of Professional Journalists Documentary OUTDOOR IDAHO "Idaho in the Movies"  
2nd Place - Society of Professional Journalists Feature OUTDOOR IDAHO "Joyce Ranch"  
3rd Place - Society of Professional Journalists Public Affairs OUTDOOR IDAHO "The Bureau that Changed the West"

#### DIALOGUE

1st Place - Idaho State Broadcasters Association Public Affairs DIALOGUE "State Management of Federal Land"  
2nd Place - Idaho Press Club Public Affairs-Studio DIALOGUE "It's Elementary Follow Up"  
3rd Place - Idaho Press Club Public Affairs-Studio DIALOGUE "School Facilities"  
3rd Place - Idaho Press Club Public Affairs-Studio "David McCullough"

#### IDAHO: AN AERIAL TAPESTRY

1st Place - Regional Edward R Murrow Award RTNDA Writing  
Gold - Worldfest, The Houston International Film and Video Festival Travel and Tourism  
1st Place - Society of Professional Journalists, Inland Empire Feature Photography  
Best of the Best - Society of Professional Journalists, Inland Empire Outstanding Television Journalism  
Winner - The Telly Awards, Television Program-Miscellaneous  
Emmy Nomination - National Academy of Television Arts and Sciences Musical Composer-Program Length  
3rd Place - Idaho Press Club Documentary  
3rd Place - Idaho Press Club Photo Essay

#### DIALOGUE FOR KIDS

Honorable Mention - National Park Service National Park Partnership Awards "Astronauts"

Award - Bureau of Land Management BLM's 2000 Excellence in Interpretation/Environmental Education

#### OTHER

1st Place - Idaho Press Club Television Web Site "IdahoPTV Web Site"

Winner - 1999 Parents' Choice Approved Winner "Reading; It's the Greatest Gift of All"

Best Agricultural Program - Idaho State Broadcasters Association "Idaho Potato Industry"

### **1999**

Regional Emmy - Documentary "Echoes of a Bitter Crossing: Lewis & Clark in Idaho"

Regional Emmy - Public Affairs OUTDOOR IDAHO: "Fish & Game at the Crossroads"

#### OUTDOOR IDAHO

Gold Medal - Worldfest "The Whitewater State"

Bronze Medal - Worldfest OUTDOOR IDAHO: "In the Shadow of the Tetons"

1st Place - Idaho Press Club Outdoor Report "The Whitewater State"

1st Place - Idaho Press Club Public Affairs OUTDOOR IDAHO: "The Desert"

Bronze Medal - New York Film Festival "Echoes of a Bitter Crossing: Lewis & Clark in Idaho"

Telly Award - "Echoes of a Bitter Crossing: Lewis & Clark in Idaho"

Best Public Affairs Program - Idaho State Broadcasters Association DIALOGUE

Best Agricultural Program - Idaho State Broadcasters Association DIALOGUE

4th Place - Outdoor Writers Association of America OUTDOOR IDAHO: "In the Shadow of Tetons"

### **1998**

#### OUTDOOR IDAHO

1st Place - Documentary, Society of Professional Journalists, Inland Northwest Empire, "Sawtooth Silver Anniversary"

1st Place - Public Affairs, Society of Professional Journalists, Inland Northwest Empire, "Sawtooth Silver Anniversary"

2nd Place - Documentary, Society of Professional Journalists, Inland Northwest Empire, "Small Town Rodeo"

Silver Apple - Personal Enrichment, National Educational Media Network, "The Next Generation"

Bronze - How to/Instructional, Worldfest, "Vanishing Arts"

1st Place - Arts In Idaho, Idaho Press Club, "Vanishing Arts"

1st Place - Outdoor Report, Idaho Press Club, "The Next Generation"

2nd Place - Public Affairs-Field, Idaho Press Club, "Sawtooth Silver Anniversary"

1st Place - Documentary Idaho Press Club, "Small Town Rodeo"

Winner - Nell Shipman Award, Women in Film/Seattle, "Never Say Quit" segments

Golden Eagle - Travel and Tourism, Council on International Non theatrical Events (CINE), "On The Henry's Fork"

#### DIALOGUE

1st Place - Public Affairs-Studio, Idaho Press Club, "Cultural Diversity"

2nd Place, -Public Affairs-Studio, Idaho Press Club, "Stephen Ambrose"

3rd Place - Public Affairs-Studio, Idaho Press Club "Lewis and Clark"

3rd Place - Public Affairs-Field, Idaho Press Club, "Ira Glasser"

#### SACRED JOURNEY OF THE NEZ PERCE

Gold Medal - Educational/Instructional TV, The New York Festival

#### PAYING A DEBT OF HONOR

1st Place - Public Affairs-Field, Idaho Press Club

#### SAVED BY THE BILL

Finalist - Education, Telly Awards

"MOTHERING MOM," a piece for the PBS program on Mothers:

2nd Place - Feature, Society of Professional Journalists, Pacific Northwest

Silver Apple - Coping, National Educational Media Network

Honorable Mention - Television Non-Fiction, National Media Owl Awards

1st Place - Light Feature, Idaho Press Club

Finalist - Social Issues/Current Events, The New York Festivals

#### IMAGINE IDAHO

2nd Place - Feature Photography

Award of Excellence - The Videographer Awards

Winner - Travel/Tourism, Telly Awards

2nd Place - Photo Essay, Idaho Press Club



ZACK VS NCAA, a piece for the News Hour with Jim Lehrer  
2nd Place - Sports Reporting, Society of Professional Journalists, Inland Northwest  
2nd Place - Sports Reporting, Idaho Press Club  
2nd Place - Television Writing, Idaho Press Club

## **1997**

### OUTDOOR IDAHO

Winner - Nell Shipman Award, Women in Film/Seattle, "Never Say Quit" segments  
Golden Eagle - Travel and Tourism, Council on International Non theatrical Events (CINE), "On The Henry's Fork"  
Honorable Mention - Nature and Wildlife, Columbus International Film and Video Festival, "The Hunt"  
Emmy Winner - Informational Series, National Academy Television Arts and Sciences, "The Hunt"  
Emmy Nomination - Informational Series, National Academy Television Arts and Sciences, "On The Henry's Fork"  
Emmy Nomination - Public Affairs Series-Location, National Academy Television Arts and Sciences, "Endangered Species"  
1st Place - National Media Owl Award, Television-Non Fiction, Retirement Research Foundation, "Never Say Quit"  
1st Place - Arts In Idaho, Idaho Press Club, "Pat McMannus, Outdoor Idaho pieces"  
1st Place - Public Affair Program-Field, Idaho Press Club, "The Hunt"  
2nd Place - Public Affair Program-Field, Idaho Press Club, "Endangered Species"  
1st Place - Light Feature, Idaho Press Club, "Never Say Quit"  
2nd Place - Television Writing, Idaho Press Club, "On the Henry's Fork"  
Bronze Apple - Wildlife and Endangered Species category, National Educational Media Network, "Endangered Species"  
Gold Medal, -Travelogue category, Houston International Film Festival , Worldfest, "On the Henry's Fork"  
Finalist - Environment and Ecology, The New York Film Festivals, "Wild and Scenic Rivers"

### DIALOGUE

1st Place - Public Affairs-Studio, Idaho Press Club, "Mark Russell"

2nd Place - Public Affairs-Studio, Idaho Press Club, "Dan O'Brien"

#### SACRED JOURNEY OF THE NEZ PERCE

Crystal Award of Excellence - History, The Communicator Awards

Honorable Mention - Documentary, National Educational Telecommunications Association Awards

Bronze Plaque - The Columbus International Film and Video Festival

Silver "Cindy" - Association of Visual Communicators

1st Place - Documentary, Idaho State Broadcasters Association

3rd Place - Documentary, Society of Professional Journalists, Inland Northwest Chapter

1st Place - Documentary, Idaho Press Club

Merit Award - Historical Accuracy and Native Perspective, International Wildlife Film Festival

Finalist - TV or Cable Documentary, Telly Awards

#### DEBT OF HONOR

Honorable Mention - News and Public Affairs, National Educational Telecommunications Association Awards

2nd Place - Documentary, Idaho Press Club

Bronze Award - History and Archaeology category, Houston International Film Festival, Worldfest

Finalist - TV or Cable Program- Miscellaneous, Telly Awards

#### PAYING A DEBT OF HONOR

Honorable Mention - Military Topics, Columbus International Film and Video Festival

#### OTHER

1st Place - Special Events, National Educational Telecommunications Association Awards, "Science Trek"

2nd Place - Innovations, National Educational Telecommunications Association Awards, "IPTV Salutes"

Honorable Mention - Travelogues, Columbus International Film and Video Festival, "Idaho's Scenic Splendor"

Emmy Nomination - Community Service, National Academy of Television Arts and Sciences, "Citizens '96"

1st Place - Serious Feature, Idaho Press Club, "Under One Roof"

3rd Place - Public Affairs-Studio, Idaho Press Club, "1st Congressional Dist Debate"

## **IDAHO PUBLIC TELEVISION . . .**

### **GOVERNANCE**

Public television in the State of Idaho began as three independent stations, all of which were licensed to the State Board of Education/State of Idaho. Initially, each station was operated as an independent entity by one of the three major state universities. KUID-TV was the first public television in the state. It signed on in 1965 and was located on the University of Idaho campus in Moscow. KBGL-TV (later renamed KISU-TV) was established on the campus of Idaho State University in Pocatello in 1971. That same year, KAID-TV began broadcasting from the campus of Boise State University.

Three separate non-profit 501(c)(3) Friends fund raising organizations were established in the mid-1970s at each of the stations. These groups were created to assist the staff in ascertaining community needs, publicizing their local public television services, and securing financial support from their communities to augment the programming of the three stations.

In 1981 the Legislature drastically reduced state funding for the three stations in response to concerns that had been raised about two documentaries produced by KUID-TV and aired by the other two stations. The programs were CEDAR THIEF, a critical look at the timber industry in northern Idaho, and KELLOGG: THE BEST TO YOU EACH MORNING, a critical look at the communities of Kellogg, Bunker Hill in downplaying the significance of the lead poisoning in children of the Silver Valley.

A year later, in response to significant public feedback concerning these funding cuts, the Legislature created Idaho Public Television as a separate agency, directly under the State Board of Education. Authority for all three stations was coalesced under this new agency, some funding was restored, and a General Manager's position was created to "manage, coordinate, and supervise" IdahoPTV. This position reports directly to the State Board of Education, which maintains ultimate responsibility for the network.

In 1985 the Idaho Public Television Foundation was established as a separate non-profit 501(c)(3) organization to implement a capital campaign. In 1990, an Endowment was established to assist in statewide fundraising campaigns for the acquisition of capital equipment, and to help fund the creation and acquisition of

programming. Although the Foundation has its own Board of Directors, the Idaho State Board of Education, as license holder of the stations, retains ultimate responsibility for all programming and operating decisions of IdahoPTV.

## **IDAHO PUBLIC TELEVISION . . .**

### **State Board of Education Board Members**

Rod Lewis

Blake Hall

Laird Stone

Paul Agidius

Milford Terrell

Marilyn Howard

Karen McGee

Sue Thilo

Gary Stivers, Executive Director

## **IDAHO PUBLIC TELEVISION . . .**

### **BOARDS OF DIRECTORS**

Idaho Public Television is associated with four Boards: three Friends of Idaho Public Television Boards for the viewing areas of KAID/KIPT, KISU, and KUID/KCDT—and a statewide Idaho Public Television Foundation. No member receives any salary, per diem, or compensation of any sort.

Peter W. Morrill, General Manager of Idaho Public Television, is designated as the Appointing Authority for the agency.

#### **Idaho Public Television Foundation, Inc.**

##### **Directors** (as of September 2004)

Marilyn Beck, Boise  
Pat Costello, Moscow  
Joy Fisher, Moscow  
June Fitzgerald, Boise  
Alan Head, Boise  
Royanne Minskoff, Boise  
Peter Morrill, IdahoPTV General Manager, Boise  
Barbara Roberts, Boise  
Bob Schreiber, American Falls  
Marilyn Shuler, Boise  
Bob Sonnichsen, Boise  
Nancy Vannorsdel, Boise

**IDAHO PUBLIC TELEVISION BOARDS OF DIRECTORS (continued)**

**Friends of Idaho Public Television, KAID/KIPT, Inc.**

**Directors** (as of September 2004)

Anna Marie Boles, Caldwell

John Crim, Boise

Stephanie Crumrine, Twin Falls

Byron Defenbach, Boise

Tom Dixon, Boise

Jerry Evans, Boise

Bev Harad, Boise

Garnette Monnie, Boise

Elisabeth Ratcliff, Boise

Lucinda Reinke, Boise

Barbara Roberts, Boise

Bob Stanton, Boise

Gayle Wilde, McCall

Cindy Williams, Boise

Peter Morrill, Ex-Officio, IdahoPTV General Manager, Boise

**IDAHO PUBLIC TELEVISION BOARDS OF DIRECTORS (continued)**

**Friends of Idaho Public Television, KISU, Inc.**

**Directors** (as of September 2004)

DeVaun Anderson, Pocatello

Ken Carroll, Shelley

Doug Covey, Pocatello

Lynn Davis, Idaho Falls

Ellie Hampton, Idaho Falls

Doris Hayden, Soda Springs

Ricky Jensen, Soda Springs

Gail Lindquist, Idaho Falls

Mary Roundy, American Falls

Bob Schreiber, American Falls

Chris Stone, Idaho Falls

Sally Symons, Pocatello

Michelle Winder, Pocatello

Chris Grayson , Ex-Officio, IdahoPTV Station Manager, Pocatello



**IDAHO PUBLIC TELEVISION BOARDS OF DIRECTORS (continued)**

**Friends of Idaho Public Television, KUID/KCDT, Inc.**

**Directors** (as of October 2004)

Pat Costello, Moscow

Joy Fisher, Moscow

Colleen Mahoney, Lewiston

Judy Meyer, Coeur d'Alene

Charles Mosier, Orofino

Erna Rhinehart, Coeur d'Alene

Ann Smart, Coeur d'Alene

Kris Freeland, Ex-Officio, IdahoPTV Station Manager, Moscow

*Over the past thirty years, our state has created a vital, nonprofit, noncommercial, educational and cultural institution. We are not only its employees, we are its stewards and the trustees of its ideals and values.*

-- Peter W. Morrill, General Manager

## **IDAHO PUBLIC TELEVISION . . .**

### **ADMINISTRATIVE STAFF**

Peter W. Morrill - General Manager

Phillip Kottraba - Director of Fiscal Affairs

Kim Philipps - Director of Marketing and Development

Ron Pisaneschi - Director of Broadcasting

Sandra Streiff - Director of Communications

Rich Van Genderen - Director of Technology

### **PRODUCERS**

Bruce Reichert - Executive Producer

Jeff Tucker - Production Manager

Joan Cartan-Hansen - Writer, Producer, Reporter

John Crancer - Lead Producer, Outdoor Idaho

Marcia Franklin - Writer, Producer, Reporter

Jim Peck - Writer, Producer, Reporter

Biographical sketches follow.

## **Peter W. Morrill, General Manager**

Peter was born in Greenwich, Connecticut and raised in New Canaan, Connecticut. His senior year in high school was spent in Kenya, assisting world-renowned ornithologist John Hopcraft with research on Lesser Flamingos, Lake Nakuru. He attended Bowling Green State University in Bowling Green, Ohio, on a NCAA Country scholarship. Peter graduated with a BA in Communications.

He began working for Idaho Public Television in 1979 as a Director/Videographer, then promoted to Producer/Director in 1982 and in 1985 to Executive Producer. During this time, he co-created OUTDOOR IDAHO and IDAHO REPORTS.

In 1986, Peter served as Director of Production, WUFT-TV (PBS), University of Florida, Gainesville.

In 1989, he returned to Idaho Public Television as Coordinating Producer for PROCEEDING THROUGH A BEAUTIFUL COUNTRY: THE HISTORY OF IDAHO. In 1991, he was promoted to Assistant General Manger.

In 1996, Peter was appointed as General Manager at Idaho Public Television.

Peter has a wife, Linda, and a ten year old daughter, Sadie. He enjoys sports including telemark skiing, tennis, rafting, and running.

## **Phillip Kottraba, Director of Fiscal Affairs**

Phillip was born in Reno, Nevada. His great grandparents homesteaded their family farm in Buhl, Idaho in the late 1800's. Since the first grade, Phillip lived in Idaho off and on. He graduated high school in Scottsdale, Arizona, but then returned to Idaho, where he attended the College of Southern Idaho in Twin Falls and graduated with an Associates Degree in Bookkeeping and Computer Science. Next he attended Boise State University and graduated in 1988 with a BBA in Accounting.

Phillip has worked for the State of Idaho for 19 years. He first began working for Idaho Public Television and the State of Idaho in 1985 as an Account Technician. In 1990 he went to work for the Idaho Department of Law Enforcement, where he audited Federal Drug Grants and conducted fraud investigations statewide. Then, in July 1997, Philip returned to work for Idaho Public Television in his current capacity as the Director of Fiscal Affairs, where he manages a \$6.5 million annual budget and supervises the five-employee Business Department.

Phillip's children are Jody, age 27; Ashley, age 19; and Edward, age 18. Phillip is also the proud grandfather of West, age 18 months.

When he isn't at the office, Phillip enjoys being outdoors boating, canoeing, and cross country skiing.

## **Kim Philipps, Director of Marketing and Development**

Kim joined Idaho Public Television in July of 2003 as Director of Marketing and Development. Prior to that she was associate director of development for Boise State University for 16 years. Her other career adventures include:

- Director of Public Affairs for the Idaho State Board of Education
- Elections Bureau Chief for the state of Montana
- Director of News Services for Carroll College
- Press Secretary and Fundraiser for a U.S. Senate candidate
- Worked at the White House for the Summit of Industrialized Nations and regional press advance team.

## **Ron Pisaneschi, Director of Broadcasting**

Ron Pisaneschi is Director of Broadcasting at Idaho Public Television. He serves as chief content officer for the organization, responsible for programming and production. He came to Idaho Public Television in 1985. During his nearly 20 years at Idaho Public Television, he has served as Director of Public Information, Director of Marketing, and Director of Programming before taking on his current duties. Under his leadership, Idaho Public Television regularly attracts the largest viewership, per capita in the PBS system. He serves on the Board of Directors of the Public Television Programmers Association, the PBS Children's Advisory Committee, WGBH Programmers Advisory Committee, and numerous national funding and advisory panels. In addition to his work for Idaho Public Television, he is a member of the Board of Directors of the Idaho Humanities Council, where he serves as Vice Chairman.

## **Sandra Streiff, Director of Communications**

Sandra has been with IdahoPTV for eighteen years.

### Education:

- BA degree with honors, Boise State College, Boise ID. Commercial Art.
- Graduate level studies at Boise State University include Early Childhood Development, Special Education and Secondary Art Education.

### Experience:

- The Manteca Bulletin (newspaper), Manteca CA, advertising and production artist;
- Action Advertising Associates, Boise ID, advertising, graphic design, public relations;
- Bon Marché Department Store, Boise ID, advertising design and retail display artist;
- Idaho Public Television, Boise ID, TV artist, includes graphic design for broadcast, print and studio & set design;
- Morrison Knudsen Co. Inc., Boise ID, marketing publications/graphic designer; while at MK, initiated the first desktop publishing workstation for publication design; worked for Power Division, Training Group, and Manufacturing Division;
- Idaho Public Television, Boise ID, graphic designer, Art Director, Communications Director; Currently, as Communication Director, oversees Public Information, Graphic Design (broadcast, print, display and studio set design), Web Services, and Advertising & Promotion for the agency statewide.



## **Rich Van Genderen, Director of Technology**

Rich Van Genderen attended the University of Utah before heading to Hollywood to chase a dream of working in broadcasting. His career officially started the day President Reagan was shot, when he was hired at KGET, the NBC affiliate in Bakersfield. IdahoPTV hired him in 1991 as a Broadcast Maintenance Engineer. Rich was promoted to Chief Engineer in 1997, and then in 2000 he became Idaho Public Television's Director of Technology. Since taking over the Technology department, Rich was responsible for successfully bringing about the DTV transition at all five transmitter sites before the 2003 deadline, and also headed the Master Control remodel. He has been happily married for 27 years, with five children and one granddaughter. In his spare time he enjoys alpine skiing and exploring the great state of Idaho in his old Landcruiser.

## **Bruce Reichert, Executive Producer**

Bruce Reichert is perhaps best known as the host and one of the writer/producers of "Outdoor Idaho," a program featuring the issues, people and places of Idaho and the West. He has also written and produced several specials, like "Echoes of a Bitter Crossing: Lewis & Clark in Idaho" and "The Vertical Environment." Bruce has been a schoolteacher, a bartender, a librarian, the editor of Idaho's oldest newspaper, The Idaho World, and a construction worker. Bruce lives in the mountains near Idaho City, in a log cabin that he built. He is also the executive producer of local productions for Idaho Public Television

## **Jeff Tucker, Production Manager**

Jeff Tucker has been Production Manager at Idaho Public Television since 2001. He oversees the technical side of IdahoPTV's production department and its directors, videographers, editors and studio crew. Prior to his service at Idaho Public Television, he owned and operated a video production company for eight years in which he produced, directed, shot and edited projects for clients such as ABC News, ESPN, Micron and Hewlett-Packard. He began his professional career serving as Director/Videographer/Editor and then Producer/Director for IdahoPTV for six years.

## **Joan Cartan-Hansen, Writer, Producer, Reporter**

Joan Cartan-Hansen has been a producer/reporter/writer for Idaho Public Television since 1988. Joan is the lead producer/host for "Dialogue for Kids," co-producer/host of "Dialogue," and a producer for "Outdoor Idaho. " In addition, she contributes pieces to "The News Hour with Jim Lehrer," Joan has won a gold medal at the New York Film Festival, a regional Emmy, and first place at Worldfest. She has also been honored by the National Educational Association and the Council on State Governments for her educational projects. A native Idahoan, Joan is married with two children.

## **John Crancer, Lead Producer, Outdoor Idaho**

John Crancer is the lead producer for "Outdoor Idaho". He has also been a producer/host for "Idaho Reports" and has produced a number of specials including "Idaho: A Portrait" which was shown twice nationally by PBS. Other notable programs Crancer has produced for IPTV are "Idaho: An Aerial Tapestry" and "Sacred Journey of the Nez Perce". Among the awards Crancer has received during his career are a regional Emmy, several Tellys, a gold medal from the New York Film Festival, a Silver Cindy, "Program of the Year" from the Montana Broadcasters Association, and "Best of the Best" from a chapter of the Society of Professional Journalists. Before coming to Idaho in 1994, Crancer worked at PBS and commercial stations in Nebraska, Utah, and California. In total, Crancer has over twenty-five years of experience in broadcasting and has been involved in the production of hundreds of television programs. In his spare time he enjoys a variety of sports and outdoor activities.

## **Marcia Franklin, Writer, Producer, Reporter**

Marcia Franklin has been a producer, reporter and host with Idaho Public Television since 1990. She has held various positions, including managing editor and host of the station's legislative program, lead producer and host of its weekly public affairs call-in show, and producer and writer for the documentary series, "Outdoor Idaho." Her pieces have aired nationally on PBS and have won state, regional and national awards, including a George Foster Peabody Award and a regional Emmy. She started her career as an intern for "NOVA" at WGBH-TV in Boston and then worked as assistant to the news director at KQED-TV in San Francisco. She has an undergraduate degree from Harvard College and a master's in Journalism from Northwestern University. Marcia has been a Big Sister for many years, and is a frequent moderator at civic events and guest lecturer for journalism classes.

## **Jim Peck, Writer, Producer, Reporter**

Jim Peck, producer, writer and anchor, is relatively new to Idaho Public Television, joining the staff in January 2001. A veteran of both PBS and commercial news, Peck has created a wide range of local and national programs. The long-running "TECHNO@bytes" received numerous national and regional awards including several Emmys, Tellys and the prestigious Golden Apple from the National Educational Media Association. His documentary work has also been rewarded with honors. Recently Peck was awarded two 2003 Midwest Regional Emmys. "Guitar Notes" won Best Documentary and he won Best Director for "Cuba, before," an award he also picked up in 1999 for "Frank Lloyd Wright's Wingspread." Peck's work has been recognized for excellence in film festivals and television competitions in Houston, Chicago, Idaho and New York among others.

He says he's at home on the road. Cuba, Australia, Mexico and New Zealand are just a few of the recent passport stamps Peck has acquired while producing programming for PBS.

Working on Outdoor Idaho fits perfectly with Peck's desire to be outside. An avid hunter, he spends many of his off-duty hours with a young, headstrong Chesapeake named Gus. He says he appreciates invitations to hunting sweet spots as well as dinner. "I always clean my plate and give lots of praise."

As a producer for Idaho Public Television, he works on "Outdoor Idaho" and "Idaho Reports," as well as documentaries and special projects.

# IDAHO PUBLIC TELEVISION . . .

## FINANCIAL

### IDAHO PUBLIC TELEVISION

FY 2005

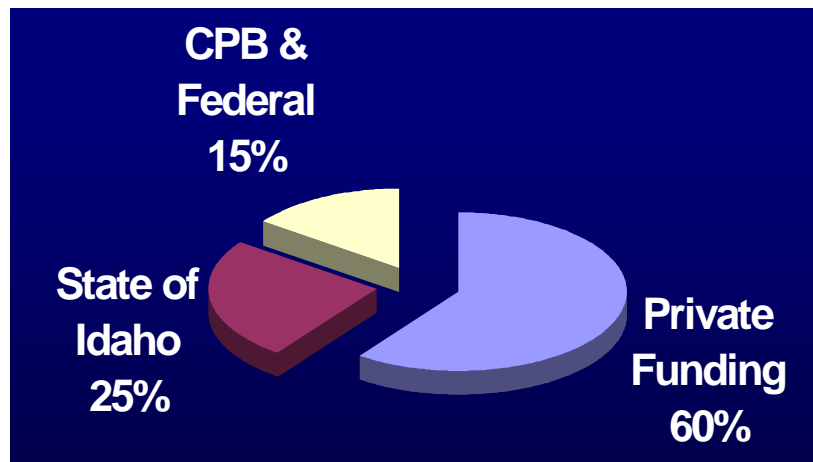
Idaho Public Television is a private/public partnership in which private, state and federal support are interdependent.

For Fiscal Year 2005 our projected operating revenue is \$6,199,779, with one-time capital of \$928,020.

Private and corporate support will provide the largest percentage, 60% or \$3,699,179.. These dollars primarily support the purchase of programming and the funding of local productions such as OUTDOOR IDAHO.

This fiscal year, the Corporation for Public Broadcasting grant funding will contribute 15% or \$914,600. Funds from the CPB Community Service Grant provide programming assistance and general support of administrative operations.

The state portion of revenue is 25% or \$1,586,000 is for annual maintenance and operations expenses for the statewide delivery system. The state also funds certain administrative, capital and operational expenses.





# IDAHO PUBLIC TELEVISION . . .

## HISTORY

### Weaving a Network: The History of Idaho Public Television

Idaho Public Television is the only universally available interconnected media system—private or public—that reaches across all portions of the state. The IdahoPTV network, consists of five primary transmitters in Pocatello/Idaho Falls, Twin Falls, Boise, Moscow and Coeur d’Alene. These signals are repeated by 37 translators to serve 1.3 million citizens, reaching 97 percent of Idaho’s population and communities across our borders. Although the current network spans a broad distance, it wasn’t always so far-reaching.

Idaho Public Television began as three individual stations founded separately. Support from the University of Idaho aided in the establishment of KUID in Moscow. KUID Channel 12 (now broadcast on Channel 35) was the first to sign on in September 1965, and 2005 marks its 40th anniversary. Boise State University and Idaho State University were soon to follow with KAID channel 4 in Boise and KBGL (now KISU Channel 10 in Pocatello) signing on in 1971.

In their beginnings, the fledgling stations’ establishment is due to the hard work of individuals in three communities. In Moscow, University of Idaho Department of Communications head, Professor Gordon Law and College of Letters and Science Dean, Boyd Martin were instrumental in the founding of KUID-TV. Spearheading eastern Idaho’s race to get on-air at KBGL was ISU’s Director of Radio and Television Services, Herbert Everitt. KBGL-TV began broadcasting for only five hours a day, six days a week. “Program offerings will include lessons broadcast to the public school classroom, in-service and extension courses from the university and general enrichment programs for the viewing public,” Everitt said in an *Idaho State Journal* article, July 2, 1971. The road to founding KAID-TV was paved by a team of innovative individuals: Boise State College’s Dr. Ace Chatburn; KTVB-TV, Channel 7 owner Georgia Davidson and chief engineer Harold Toedtemeier; and KAID’s first station manager, Jack Schlaefle.

Award-winning national producer Michael Kirk (known for his work on PBS’ FRONTLINE) was introduced to a career in television during his time at U of I where he worked as a KUID-TV reporter. “KUID was one of the great experiences of my career. I had the opportunity to try everything—we produced

a studio talk show, we made a magazine show, music, arts, sports, and of course, documentaries. Because we could actually lay our hands on equipment and had just enough skilled people around, we managed to learn by doing—and I believe the mistakes we made, and the many successes, taught me countless lessons about television production . . . When I think of KUID, I think of Joyce Campbell and Professor Peter Haggart . . . their example has been a decades long inspiration to me . . .” says Kirk.

The idea of public television as a national service sprang from the Carnegie Commission Report (1967). The report cited a public need for educational television. Congress passed the Public Broadcasting Act of 1967 that created funding for public broadcasting nationwide and established the Corporation for Public Broadcasting (CPB). CPB was assigned the role to dispense operational funding to stations across the country.

In 1972, within a year after KAID and KBGL hit the air waves, a special allocation of funds allowed the construction of an intra-station video connection system linking microwave transmitters, connecting the stations into a network. The first connected public TV network in Idaho was established.

During the mid 1970s, it became clear that federal and state dollars were not sufficient to support the three regional broadcast stations. At this time each station and its local community responded by establishing local, non-profit Friends of Idaho Public Television organizations. The mission of the Friends groups was to identify community needs, help raise operating fund support and promote local public television services. The local Friends groups continue to serve IdahoPTV, providing essential guidance for Idaho Public Television and its service to their regions.

Support for the network came from CPB, federal and state monies and private sponsorship and donations. KAID in Boise held its first on-air fund-raising event with *Festival* in 1976. Over the years *Festival* has become a March tradition showcasing top programming while asking members and viewers statewide to support public television. Today, nearly 64 percent of IdahoPTV’s operating budget (\$6 million) is provided through private funding.

*Take Four!*, the station’s first program guide, delivered station news and highlights about local and national programs to members. Publication began in 1975 with a folded brochure. Members today receive *IdahoPTV Channels*, similar to *Take Four!* but expanded to 28 pages and complete with individual program

descriptions. The program schedule information is also provided through today's IdahoPTV Internet service, [idahoptv.org](http://idahoptv.org).

From the beginning, instructional television (ITV) for teachers and students has been an important service offered by Idaho's public TV network. ITV has always been a vital classroom resource, helping both students and teachers further the learning process.

Local production has been a cornerstone of IdahoPTV service from the beginning. Many viewers depend on Idaho Public Television for vital public affairs information, political news and award-winning documentaries.

"The first KAID production was the Governor's STATE OF THE STATE ADDRESS from the Capitol (December, 1971). They didn't own portable equipment, so they took 700-pound studio cameras down to the statehouse and set them up on their pedestals. A borrowed microwave aimed out the window fed the signal. Each time the legislator being interviewed moved, they lost their signal," explains Executive Producer, Bruce Reichert. The first of a tradition of statewide political debates occurred in 1980 with Frank Church and Steve Symms appearing before live cameras in Boise studios to debate their platforms as they vied for one of Idaho's two seats in the U.S. Senate.

Other early productions include the 1974 film GROWTH: FRIEND OR FOE?, about suburban development into agricultural areas; TETON: DECISION AND DISASTER, a 1977 documentary about the Teton Dam disaster in eastern Idaho (this program was distributed nationally); several television plays including O. Henry's *The Gift of the Magi* and *The Three Sisters* by Anton Chekov; TRUTH SOVIET STYLE (1984), a documentary about the history of the Soviet Union produced by Marc Johnson and Peter Morrill (distributed nationally); and BIG BIRD AND THE BOISE PHILHARMONIC (1982), with Big Bird conducting the Boise Philharmonic Orchestra (this performance film won a Silver Award from the New York International Film and Television Festival).

Local productions are usually well-received among Idaho viewers but in 1981 two KUID-produced documentaries caused the Idaho Legislature to eliminate all but \$70,000 of Idaho's public TV funding. Two documentaries, CEDAR THIEF (1978), a look at the timber industry in northern Idaho and KELLOGG: THE BEST TO YOU EACH MORNING (1974), documenting the downplay in significance of lead poisoning in children of the Silver Valley, caused significant consternation among industry groups and the Legislature. The public responded

and after a year, funding was restored at a lower amount. The Legislation also specified that the three Idaho stations would now be operated as a statewide network. IdahoPTV, along with station management, was officially placed under a newly created position, General Manager, who would report directly to the Idaho State Board of Education. The network was established as a single state agency.

In 1985, IdahoPTV began to seek additional alternatives to obtain funding. A separate non-profit organization, the Idaho Public Television Foundation, was created with a mission centered around meeting the long-range private funding needs of IdahoPTV. And in 1990, the establishment of an Endowment assisted in statewide fundraising campaigns for the purchase of equipment and programming.

IdahoPTV suffered severe federal funding losses from 1994-96. Nationally, public television's budget was reduced by more than 20 percent due to a Republican sweep in Congress; balancing the national budget became a priority—support for PBS was simply not. Two years after, 1996, proved further damaging to IdahoPTV's income. "Cost saving" cuts to CPB's Community Service Grant (CSG) greatly impacted rural systems such as Idaho's. Idaho Public Television's annual CSG was reduced from \$1.4 million to \$800,000 . . . a total of \$600,000 in operational support losses from CPB. Fourteen staff members were laid off, the station's services were scaled back and local productions suffered to adjust to the cuts.

In the mid-80s, before the advent of the Internet, Idaho Public Television sponsored a service for Idaho teachers using a rudimentary Web access. Learning Link offered classroom recourses and communication links between educators and institutions throughout Idaho and across the nation. This computer-based information network that brought educational resources to K-12 schools by placing educators in contact with colleagues, professional groups and organizations.

To further expand its educational services, IdahoPTV developed a Web site in 1995 to augment its programming and outreach services.

"We feel our presence on the Internet is an important learning tool for visitors of all ages," says Sandra Streiff, Director of Communications. "The Internet offers information about IdahoPTV services, schedules and productions to viewers 24 hours a day." IdahoPTV's Web site received more than 5.4 million hits in 2004.

Following the largest budget cuts ever experienced, the network received a mandate in 1998 from the Federal Communications Commissions (FCC) that non-commercial television stations nationwide convert to a digital signal by May 1, 2003 (commercial broadcasters May 1, 2002). IdahoPTV's transition from analog to digital broadcasting has totaled nearly \$11 million, which has been raised through grants and state and federal sources.

The statewide network met its goal to launch its digital system before the deadline. To date, IdahoPTV's transmitters are fully digital and the network is beginning the planning and design phase to convert its translators to digital as funding and federal rule making is available. "We have been fortunate to be in a position of progressive strides toward full implementation of digital television. Our staff really goes the extra mile. They believe Idahoans deserve the best, and strive to give it to them," says Rich Van Genderen, Director of Technology.

IdahoPTV was already spread thin and working around-the-clock to initiate digital service when the network was hit hard with concerns that raised questions about privatizing the agency. Over the years, viewers have expressed both positive and negative comments about the programs IdahoPTV airs. In 1999 and 2000, IdahoPTV aired two programs that generated much discussion among Idaho communities. IT'S ELEMENTARY – TALKING ABOUT GAY ISSUES IN SCHOOL is a chronicle of how some public and private schools deal with gay issues in the classroom (particularly name-calling and harassment). OUR HOUSE, a documentary about children who have parents who are gay or lesbian, caused public concern in Idaho and eventual legislative action. More than 2,500 people contacted the station to express their support or opposition of the decision to air these programs, most of them before the programs even aired. Consequently, the Idaho Legislature passed unique Legislative Intent Language stating:

Events and depictions appearing on this Idaho Educational Public Broadcasting System...may at times show acts that, if committed in Idaho in reality, would be violations of Idaho criminal law. The Idaho Educational Public Broadcasting System and the Idaho State Board of Education expressly offer such programs as a part of IEPBS's highest priority of programming and not for the purpose of promoting, supporting or encouraging the violation of any Idaho criminal statutes.

It required the State Board of Education monitor all programs that might be controversial.

Until September 2001, IdahoPTV was directed to post disclaimers on-air, on the Internet and in other programming-related materials such as press releases and viewer guides. During this time, IdahoPTV nearly lost its state funding (which constituted more than one-quarter of its budget). Supporters of IdahoPTV's decision believe H.B. 768 created an unconstitutional system of prior restraint. Of the 103 stations that aired IT'S ELEMENTARY and the 128 that aired OUR HOUSE, PBS found that "No other station received the level of public reaction that occurred in Idaho." The disclaimer requirement was lifted by the State Board of Education in September 2002.

In September 2001, IdahoPTV took advantage of a unique opportunity and hosted a special concert that brought thousands of adoring fans to see Luciano Pavarotti live in concert in Boise. Following the concert, guests with dinner tickets joined Pavarotti for a private meal, complete with his choice of hand-selected food and wine. A reception and photo opportunities were available for those with dinner tickets.

In 2002 more cuts in IdahoPTV's state budget resulted in a loss of \$195,000. Four positions were eliminated and \$49,000 in operating expense was cut because of the reduction in funding.

Prior to the May 1, 2003, digital transition deadline, engineers successfully powered IdahoPTV's statewide DTV transmitters. "Looking back, one of the most notable moments in our history is when we met our federally mandated digital television transmitter conversion. This serves communities in the areas of Boise, Coeur d'Alene, Moscow, Pocatello/Idaho Falls and Twin Falls. We have now begun work on our 37 translators—allowing us to serve viewers outside of our major population centers across the state with digital service. Not since the establishment of analog television has the broadcast business seen dynamic change. It's an exciting time to be with IdahoPTV," says General Manager, Peter W. Morrill. As of June 2004, IdahoPTV currently offers 16 hours of high definition (HD) programming. IdahoPTV will soon begin the process of upgrading its four studios in Moscow, Pocatello, Boise and in the Statehouse building.

In addition, beginning in 2003, Idaho Public Television began offering programming over Dish TV and DirecTV satellite systems in north and southwest Idaho. IdahoPTV anticipates service to southeast Idaho to begin in 2004.

Local programming was honored with two regional Emmy Awards in June 2004. OUTDOOR IDAHO "Conflict in the Clearwater" and a promotional spot for DIALOGUE FOR KIDS "T-Rex Named Sue" were the winning pieces. "Each year, IdahoPTV captures many awards for outstanding programs in a variety of categories," Reichert says. Over the years, IdahoPTV has gathered numerous awards, among them, 7 previous Emmys and a Peabody Award.

Now, IdahoPTV looks to the future. Idaho Public Television is one of only two remaining locally owned and operated television stations in Idaho. The non-profit network remains committed to serving viewers by providing quality educational, cultural and entertaining programming, statewide delivery systems, outreach and online services and local programming.

## **IDAHO PUBLIC TELEVISION . . .**

### **INVESTMENT OPPORTUNITIES FOR DONOR-INVESTORS**

The Idaho Public Television Development Team is enthusiastically seeking donor-investors for the following current funding priorities:

Idaho Experiences	\$200,000
Idaho historic and cultural profiles (Idaho Legends)	
Idaho Arts	\$200,000
Documentary and interviews (13 programs)	
Health Series	\$200,000
Idaho Reports	
Equipment (one time cost)	\$150,000
Production (minimum of three years)	\$100,000 per year
Astronaut in Waiting (Barbara Morgan)	\$200,000
Children's Programming	
All	\$200,000
One program – i.e. Sesame Street	\$40,000
Outdoor Idaho	\$200,000
Dialogue for Kids (weekly during school year )	\$200,000
Basque Show	\$50,000
Idaho Public Television Building	\$4,100,000

Note: This list is not all-inclusive. There is always an abundance of funding opportunities. Please contact the Development Department for other ideas.