

# GENERAL MANAGER'S REPORT



IDAHO PLUS KIDS CREATE WORLD

Boise KAID-TV 4 Coeur d'Alene KCDT-TV 26 Moscow KUID-TV 12 Pocatello KISU-TV 10 Twin Falls KIPT-TV 13

## March 2023

### 2D Barcode



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## Quote

"I can't quantify the hours spent watching Idaho PBS. I've been captivated since 1989. Thank you, you have kept me sane." – Magnus



**Celebrate Festival 2023 with Idaho Public Television!**  
Festival continues through March 12 with music, local productions, nature, science, and arts specials.

## JFAC State Funding Recommendation

On Friday, February 24, the Joint Finance-Appropriations Committee voted in favor of the Governor's recommended budget for IdahoPTV. The recommendation now goes to the full House and Senate for their votes before going to the Office of the Governor.

## KNOW VAPE Addresses Youth Vaping Crisis

In response to Idaho's youth vaping crisis, Idaho Public Television has launched **KNOW VAPE**, a statewide campaign to provide awareness about the dangers of youth vaping. **KNOW VAPE** is funded by a \$310,000 allocation from Idaho's Millennium Fund.



There are several facets to this large campaign. The first is *Nic Sick*, a documentary focused on the dangers and unknowns of vaping, which broadcasts statewide on March 21 at 7 p.m. It features teens from across the state who talk candidly and with heartbreaking authenticity

about their struggles to overcome vape addiction and the myriad health consequences they experience. Idaho toxicologists, medical professionals, law enforcement, and cessation experts also sound the alarm about this growing crisis in this full-length program.

Besides the prime-time documentary, there will be a very active social media campaign for the effort that will include short testimonials, graphics and tips that will be shared extensively on Facebook and Instagram targeting youth, parents and educators. This part of the campaign is vitally important since we all know that kids are glued to social media and we need to meet them where they are.

IdahoPTV's education department is creating an Idaho standards-based curriculum for educators through the IdahoPTV website and PBS LearningMedia in the Idaho Collection. These assets will be made available for free to parents and kids as well.

An anti-vape video contest for Idaho teens launched in September 2022. More than \$10,000 in prizes will be awarded to winners in May 2023. The contest is being promoted in print, social media, and on radio in English and Spanish. Teen-generated content will be promoted extensively on social media. The **KNOW VAPE** campaign was developed in partnership with Idaho's seven public health districts who will utilize and promote the various components of the campaign throughout the state.

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## In the Community

### Idaho Experience "Ligertown" Screening Events



On February 15, we premiered "Ligertown" in the Lincoln Auditorium at the Capitol. Representative Kevin Andrus asked if we could because his dad, and former representative, Ken Andrus is in the episode. Representative Andrus told us he was 7 years old when the incident occurred and he and the other kids at the grade school were given the day off!

On March 11, Idaho Experience producer/writer Aaron Kunz and Director/Editor Eric Westrom will screen "Ligertown" to an audience at Portneuf Valley Brewing as part of the annual Gate City Brew Fest in Pocatello. See the documentary explaining how African lions escaped an exotic animal farm in Eastern Idaho in 1995. The public is invited to attend March 11 at 3 p.m. Upstairs at Portneuf Valley Brewing. See you there.

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## Newest Additions to the IdahoPTV Education Team

We are growing by leaps and bounds! We'd like to introduce two new education specialists to the IdahoPTV education team: Brady Kissel and Ashley Marotz.

IdahoPTV education specialists travel the state to conduct in-person and virtual educational events and initiatives related to STEM (science, technology, engineering and math), early literacy, and school readiness; host parenting workshops; provide free educational materials and resources; and offer professional development opportunities for educators.

Brady Kissel is a passionate learner whose main objective is to open doors within the community for greater educational opportunities. Brady is a Boise State University graduate with degrees in fine art and English literature. She has worked in libraries, schools and museums, and she believes that being silly is just as important as being studious when it comes to education. Brady serves south central Idaho presenting STEM programming and early literacy training to connect parents, teachers and children with IdahoPTV and PBS resources.



Ashley Marotz is a former kindergarten teacher who earned her elementary education degree at Boise State University. She has served as a reading interventionist and worked in many early childhood settings. As an education specialist for IdahoPTV, she supports families and communities by connecting them with all the educational resources IdahoPTV and PBS have to offer. Ashley is passionate about early childhood education and believes it's never too early to start learning. She is excited to connect with children and families around the community and show them that learning is fun!



Learn more about what we do at [idahoptv.org/education](http://idahoptv.org/education), or contact us at [idahoptv.educate@idahoptv.org](mailto:idahoptv.educate@idahoptv.org).

## Our IdahoPTV Productions



### "This Is Rodeo"

– Airs Thursday, March 2, at 8 p.m. and Sunday, March 12, at 7 p.m.

Breakaway roper Shelli Schrivner feels "rodeo is the greatest sport on earth." Bull rider Brady Portenier rides in America's most prestigious rodeos, and he says his home state of Idaho has some of the best around. Professional rodeo announcer Boyd Polhamus says, "The Gem State is the gem state in rodeo, no doubt about it."

Rodeo wasn't born in America. Its origins are in Spain. But one thing's for sure, it's evolved and grown in popularity here. Outdoor Idaho profiles the sport that represents the Western lifestyle like no other.



### **“Sweet Idaho”**

– Airs Wednesday, March 8, at 7 p.m. and Sunday, March 12, at 6 p.m.

There is just something about chocolate, ice cream, bonbons and pie that makes us happy. Learn the secrets of the iconic Idaho Spud Bar’s Idaho Candy Company, Lee’s Candies, Florence’s Exquisite Chocolates, and Reed’s Dairy’s ice cream. Find the best pies in North Idaho and the sweetest spot in the town of Sweet, Idaho.

“Sweet Idaho” looks at the history of some of Idaho’s historic sweet companies and gives viewers a behind-the-scenes look at how they make these classic goodies.



### **“Exoplanets”**

Exoplanets, or extra-solar planets, are planets that orbit stars outside our solar system. This month’s videos from Science Trek show how scientists are utilizing the James Webb Space Telescope to search for life on exoplanets and explain the alphanumeric code scientists use to name exoplanets.

Each month, Science Trek explores subjects with short videos available on the Science Trek website ([sciencetrek.org](http://sciencetrek.org)), YouTube and PBS LearningMedia. The Science Trek website has facts, games, links and lesson plans correlated to Idaho and national science standards.



– Airs Friday, March 24, at 8:30 p.m.

What happens when people decide to stop arguing and start listening? Philanthropist Greg Carr and Boise State University wanted to find a way to encourage people to engage in respectful listening, to get to know each other beyond labels or superficial impressions.

In the fall of 2022, eleven ordinary Idahoans came to the BSU campus to share stories about their lives in Idaho, and the audience had to agree to listen without interruption, without questions, without cheers or jeers. IdahoPTV documented the Idaho Listens project, and what the Idaho listeners took away from the project.



Are you looking to discover more about Idaho and all it has to offer? FYIdaho is an online source of fun and interesting ideas to help you connect with the communities, outdoor recreation, and quality of life that make Idaho, Idaho. We hope you'll find some uniquely Idaho things to do around this great state and maybe learn something along the way. Check it out at [idahoptv.org/fyidaho](http://idahoptv.org/fyidaho).

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### Link to Recent Local Program

This program is available online and through the PBS app.



“Ligertown”

<https://video.idahoptv.org/video/ligertown-mr5wax/>