

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

May 2023

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Past GM Reports

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Streaming, OTT and More Ways to Find Us

What's all this about streaming and over-the-top providers and Internet TV? Can it get any more confusing? The answer is of course, YES! The bottom line is there are now many different places besides over-the-air, cable and satellite to watch Idaho Public Television.

By now you've no doubt heard that you can stream practically all of what you see coming from PBS. There are thousands of additional programs brought to you by the CREATE channel. And original productions produced by the IdahoPTV staff are also available.

You can download the PBS app to iOS and Android devices as well as to Roku, new Samsung TVs, Apple TV, Android TV, Chromecast and FireTV.

Almost every device out there allows you to watch our great programming. Almost everything is free to watch for a window of time after it is first broadcast. If you are an IdahoPTV Passport member, you have access to a much larger list of programs for a longer period of time.

But besides streaming, there are other places to find us.

YouTube TV is like cable but delivered via the Internet. It gives you live over-the-air broadcast channels but for a price. YouTube TV carries our main IDAHO channel and the PBS KIDS 24/7 channel.

And new to the lineup of providers is LocalNow. This company is considered an over-the top (OTT) Internet television provider. OTT operators bypass cable and deliver content straight to the viewer. Currently LocalNow is free and available on Roku. If you have a Roku device and are curious, simply download the LocalNow app. Other platforms will be introduced in the next few months.

Confused? Don't worry. Just know this: our over-the-air broadcast signal is strong and we don't have plans to leave any platform or service provider. The IdahoPTV network operations center and broadcast distribution system feed many of the providers around the state.

Our aim is to serve as many Idahoans as possible with great programming.



Idaho Public Television has reason to celebrate as the Northwest Chapter of the National Academy of Television Arts & Sciences revealed the nominations for the 2023 Northwest Regional Emmy Awards. With 17 nominations, Idaho Public Television has been recognized for its outstanding work in various categories. The station's producers, directors, filmmakers, photographers, editors and staff have been acknowledged for their exceptional contributions to the field of television. The winners will be announced at the 60th Annual NW Emmy Gala on June 3.

<p><u>Overall Excellence</u> Idaho Public Television - Jeff Tucker, General Manager</p> <p><u>Business/Consumer</u> FYIdaho "Is Your Beer From Idaho?" – Jenessa Carson, Producer; Lauren Melink, Host</p> <p><u>Environment/Science Long Form</u> Outdoor Idaho "In the Shadows of the Bitterroots" - Lauren Melink, Producer; Jay Krajic, Editor Outdoor Idaho "The Next Chapter" – Lauren Melink, Producer; Bruce Reichert, Executive Producer/Host; Jay Krajic, Editor</p> <p><u>Politics/Gov. Short Form</u> Idaho Reports "Silver Valley Clean Up" – Logan Finney, Producer; Morgan McCollum, Director</p> <p><u>Politics/Gov. Long Form</u> Idaho Reports "50th Anniversary" – Melissa Davlin, Producer; Ruth Brown, Producer; Logan Finney, Associate Producer; Morgan McCollum, Director Idaho Reports "One Day, One Bill, One Billion Dollars" - Melissa Davlin, Producer; Ruth Brown, Producer; Logan Finney, Producer; Morgan McCollum, Director</p> <p><u>Diversity/Equity/Inclusion Short Form</u> Flipping the Script Open Arms Dance Project – Marcia Franklin, Producer; Troy Shreve, Director</p>	<p><u>Documentary - Cultural/Historical</u> Idaho Experience "Remembering the Sunshine Mine Disaster" - Bill Manny, Producer; Pat Metzler, Director</p> <p><u>Interview/Discussion</u> Dialogue "Author Rebecca Donner: Conversations From the Sun Valley Writers' Conference" – Marcia Franklin Producer/Host; Troy Shreve, Director; Logan Finney, Associate Producer Raising Resilient Kids "Mental Health Matters" – Nicole Sanchez, Producer/Host; Pat Metzler, Producer/Host; Andy Lawless, Editor; Hank Nystrom, Videographer</p> <p><u>Children/Youth/Teens</u> Science Trek "Cow Stomach Investigation" – Joan Cartan-Hansen, Producer; Troy Shreve, Videographer Science Trek "After the Flush" - Joan Cartan-Hansen, Producer/Host; Al Hagenlock, Director/Editor; Cassandra Groll, Art Director</p> <p><u>Writer - Long Form Content</u> Idaho Experience - Bill Manny</p> <p><u>Photographer - Short or Long Form Content</u> Outdoor Idaho - Jay Krajic</p> <p><u>Editor - Long Form Content</u> Idaho Experience "Remembering the Sunshine Mine Disaster" - Pat Metzler Outdoor Idaho "Beyond the Labels" – Andy Lawless</p>
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The Idaho Press Club held their Best of 2022 Annual Awards Banquet on April 29 to celebrate some of the best work of Idaho journalists in the last year. The following are the awards presented to IdahoPTV staff:

<p><u>Political Report - Weekly Print</u> 2nd - Logan Finney - Special Session Tax Bill Passed into Law 3rd - Logan Finney - Idaho Democrats Prepare for General Election and Beyond</p> <p><u>Election Report - Weekly Print</u> 1st - Logan Finney - How Does Idaho Get Unofficial Election Result Out So Quickly? 3rd - Logan Finney - Arguments Approved for and Against Measure to Let Legislature to Call Itself into Session</p> <p><u>General Excellence - Periodical</u> 3rd - Jim Hadley - Channels Magazine</p> <p><u>Periodical Cover</u> 2nd - Jim Hadley - Channels Magazine</p> <p><u>Outdoor / Environment Report - TV Division A</u> 1st - Lauren Melink, Jay Krajic - Outdoor Idaho "In the Shadow of the Bitterroots"</p> <p><u>Health / Medical Report - TV Division A</u> 2nd - Ruth Brown, Morgan McCollum - Idaho Reports: Rural EMS</p> <p><u>Government / Political - TV Division A</u> 2nd - Ruth Brown, Morgan McCollum - Idaho Reports: Domestic Violence Funding</p> <p><u>Public Affairs Program - TV - Studio</u> 1st - Marcia Franklin, Troy Shreve, Morgan McCollum, Logan Finney, Andy Lawless, Hank Nystrom - Dialogue "Author Rebecca Donner: Conversations From the Sun Valley Writers' Conference" 2nd - Nicole Sanchez, Andy Lawless, Morgan McCollum, Hank Nystrom, Aaron Kunz - Raising Resilient Kids: Mental Health Matters 3rd - Melissa Davlin, Ruth Brown, Logan Finney, Morgan McCollum - Idaho Reports: One Bill, One Day, One Billion Dollars</p>	<p><u>Public Affairs Program - TV - Field</u> 1st - Lauren Melink, Jay Krajic, Pat Metzler, Bruce Reichert, Peter Morrill - Outdoor Idaho "The Next Chapter"</p> <p><u>Documentary - TV</u> 1st - Forrest Burger, Eric Westrom, Andy Lawless - Idaho Experience "Tracks of Time" 2nd - Bill Manny, Pat Metzler, Aaron Kunz, Forrest Burger - Idaho Experience Remembering the Sunshine Mine Disaster"</p> <p><u>Sports Program - TV</u> 1st - Marcia Franklin, Andy Lawless, Jay Krajic, Troy Shreve, Morgan McCollum, Dave Butler - Outdoor Idaho "Beyond Labels"</p> <p><u>Television Writing – TV – Single Story</u> 3rd - Joan Cartan-Hansen - Science Trek "After the Flush"</p> <p><u>Television Writing - TV - Program Length</u> 1st - Forrest Burger - Idaho Experience "Tracks of Time" 3rd - Marcia Franklin - Outdoor Idaho "Beyond Labels"</p> <p><u>Videography Program Length</u> 1st - Jay Krajic - Outdoor Idaho</p> <p><u>Election Report - Audio</u> 3rd - Logan Finney - Idaho Reports: Judges on the Ballot</p> <p><u>Interview - Audio</u> 1st - Logan Finney - Idaho Reports: Property Tax Problems</p> <p><u>Photographer of the Year - Broadcast</u> 2nd - Jay Krajic</p>
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<p><u>Best Blog</u> 1st - Melissa Davlin, Ruth Brown, Logan Finney - Idaho Reports 3rd - Carol Beres, Stephanie Dickey, Lisa Day - Meet the Staff</p> <p><u>Best Graphics</u> 1st - Cassandra Groll - Science Trek</p> <p><u>Best Online-Only Video Feature Story</u> 2nd - Marcia Franklin, Troy Shreve, Morgan McCollum - Flipping the Script: Open Arms Dance Project</p> <p><u>Best Online-Only Video Program – Public Affairs</u> 2nd - Logan Finney, Tammy Scardino - Idaho Has Election Day, not Election Week 3rd Logan Finney, Morgan McCollum, Tammy Scardino, Hank Nystrom - A Conversation With INL</p>	<p><u>Best Online-Only Video Program – General</u> 2nd - Joan Cartan-Hansen, Al Hagenlock, Cassandra Groll, Aaron Kunz, Morgan McCollum, Jenessa Carson - Science Trek “After the Flush”</p> <p><u>Best Use of Social Media</u> 3rd - Bruce Reichert, Robin Barclay, Lauren Melink, Logan Finney - Outdoor Idaho Facebook Page</p> <p><u>Don Watkins Memorial Scholarship Award Mid-Career Grant</u> Eric Westrom</p>
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In the Community

Education



Classroom Resources Address Dangers of Vaping

How many Idaho teens do you think have used vapes or e-cigarettes at least once? According to the latest Idaho Office of Drug Policy report, it's one in three. Physicians in Idaho say they are seeing children as young as age 7 with vape-related injuries.

These shocking statistics and personal stories are the impetus behind the Nic Sic documentary that aired in March, in which Idaho teens talk about why they started vaping and the consequences they experienced.

We've launched a collection of free classroom curricula, written by Idaho teacher Cassie Luna, that includes age-appropriate activities and interactive lessons to help get kids talking about what's in vape pens, what vaping does to your body, and how you can quit. The educator materials are now featured on PBS LearningMedia, a free, national online library of more than 120,000 digital media resources across all K-12 curriculum areas.

"Education is powerful," says Heather Hansen, health education specialist for Eastern Idaho Public Health. "If we give our kids facts about vape products, they will have the correct information to make informed decisions. Idaho youth can turn this around and be an example for the nation on how to reduce youth use rates."

"It's critical that this content gets into our schools at every grade level," says Jennie Sue Weltner, producer of Nic Sick. "We can't afford to allow a new generation of kids to get addicted to nicotine nor can we let them suffer the health consequences of vaping."

The Know Vape project, created by the Friends of Idaho Public Television, the Idaho Millennium Fund, and Idaho's health districts, also includes help for parents.

See the Know Vape resources at <https://idahoptv.pbslearningmedia.org/collection/know-vape/>.

PBS Certification Gives Educators Skills to Teach Media Literacy

Teachers, do you want to become a Media Literacy Certified Educator? Join our free online cohort this summer. Teachers who choose to participate in this program can earn three professional development (PD) credits through Idaho State University for completing certification (additional fees for ISU credits will apply). This group of teachers will work together over the summer to earn the eight micro-credentials required to be certified as a Media Literacy Educator.



Teachers know that young people need new skills to navigate the modern media landscape. The PBS Media Literacy Certification recognizes PreK-12 educators who demonstrate their ability to teach students to think critically about media consumption and creation. This certification will demonstrate educator expertise in teaching students to produce media that matters and think critically about their role as media consumers. The class will help teachers as they progress through the certification process offering ideas, strategies and support.

Attendees will meet virtually with instructors for one hour, once a week from June 14 through Aug. 2, 2023. The webinars will also be recorded for educators to watch when convenient. PD credit will be given once certification is earned.

Educators can register for this PBS Media Literacy Certification "Summer Boot Camp" at <https://www.idahoptv.org/education/educators/professional-development/>.

Course Requirements:

- Join a weekly webinar (or watch the recording)
- Complete eight micro-credentials in the Digital Promise platform
- Submit artifacts and reflections, as required for each micro-credential
- Share your micro-credential badge with your instructors and professional network
- Earn eight micro-credentials and automatically become a PBS Certified Media Literacy Educator

"In today's world, media literacy is critical. And if we want media literate students, then we need media literate teachers," says Kari Wardle, education manager at Idaho Public Television. "To that end, IdahoPTV is hosting a PBS Media Literacy Certification Boot Camp this summer. Teachers should come away from this training with the skills they need to help prepare their students for success in this digital world. Please join us!"

Educator Beth Faddick with the Boise School District, who completed the training, says, "The PBS Media Literacy Educator Certification provided me in-depth, essential lessons with opportunities to practice, expand, and strengthen my skills in creating and evaluating media. Most importantly, I now feel confident and prepared to teach students how to produce high-quality media and to think critically when engaging with media. This is an outstanding professional development opportunity, and I recommend it for all teachers interested in deepening their media literacy skills."

Our IdahoPTV Productions



– Airs Thursday, May 11, at 8 p.m. and Sunday, May 14, at 7 p.m.

“Prehistoric Idaho” looks back at what the Gem State was like by turning to its fossil record. Whether it’s the ever-changing landscape and climate or the now-extinct animals that once roamed the area, “Prehistoric Idaho” has something for everyone.

We look at dinosaurs found in the state and what makes Idaho’s soil and caves unique for fossil preservation. Once much more humid, and even under water at one point, Idaho was home to creatures such as unique buzzsaw sharks and dire wolves.

This show takes you on a journey, demonstrating an Idaho that once had a giant, 11-foot-tall gigantoraptor dinosaur and a 13-foot Columbian mammoth. These creatures lived in Idaho throughout various periods of time, and the fossils left behind serve as evidence.

The fossils found in Idaho inform us about what the earth used to look like and offer insight into why these prehistoric animals are now extinct. The fossils reveal to us the past ecology of the state and how we got to where we are today.

Fossils in Idaho help us study the trajectory of Earth and what we can expect in the future. That’s vital for scientists to understand as environmentalists plan moving forward.

“Producing this episode was a wild lesson in the earth’s history,” says producer Ruth Brown. “We humans sometimes forget we’ve only been around for a short amount of time. The show demonstrates some of the amazing creatures that once roamed what is now Idaho and the vast changes to the area’s environment and landscape.”



“Chemistry”

Chemistry is the science that deals with the substances that make up everything on earth. This month’s videos show how chemists study these substances, and how they combine and change them to make new things like medicines and plastics.

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

