



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“If you want to know how a public television station is supposed to be run, look at what Idaho Public Television and Outdoor Idaho are doing.”

—U.S. Congressman Mike Simpson

### Educate, Inform, Inspire



Idaho Public Television offers unmatched services to families throughout the state, including Idaho’s most rural communities:

- Five digital transmitters and 48 repeaters provide free high-quality educational and cultural broadcasts to 98.4% of Idaho’s population
- We offer tremendous learning services online and in cooperation with local Idaho libraries and the State Department of Education
- We are highly efficient with our funding
- Our local productions and services won 55 regional and national awards
- Multiple channels, including our high definition (HD), Plus, Learn/Create, World and Kids, with a variety of educational opportunities to encourage life-long learning.

In FY 2016, Idaho Public Television provided these key local services:

- Local programming, including *Outdoor Idaho*, *Idaho Reports*, *Science Trek*, *Dialogue*, and *The Idaho Debates*
- Live statewide broadcast coverage of the Idaho Legislature
- Live and archived video and audio coverage of meetings from the Capitol and Idaho Supreme Court
- Extensive online teacher and student resources
- Children’s educational events such as Celebration of Summer Reading, Science Trek science camp. and PBS Kids Writers Contest
- Outreach events throughout the state of Nature “The Sagebrush Sea” and “Downton Abbey.”

Idaho Public Television’s local services had deep impacts throughout the state:

- In February 2016, Nielsen Survey Index reported IdahoPTV enjoyed the highest per capita viewership in the United States
- Idaho In Session was viewed over 240,713 times online
- 8,246 people accessed learning objects through Scout/PBS Learning Media
- 74,137 children watched our broadcasts each week
- 395 entries in the PBS Kids Writers Contest from students in K-3rd grade, coming from 63 different communities
- 100+ students attended Science Trek, the overnight adventure for students in 3rd-5th grade
- 2,546,590 pages were viewed on the Science Trek website.



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Idaho Public Television's mission is to meet the needs and reflect the interests of our various audiences. We do this 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; and
- Providing learning opportunities and fostering participation and collaboration in educational and civic activities.

*IdahoPTV uses the power of television and the Internet to enhance the lives of thousands of Idaho families each week. Community outreach ranges from locally produced events and workshops to children's events, such as science workshops, program screenings and discussions, science camps, a literacy contest, educator workshops, online educational resources, access to government activities, and statewide political candidate debates.*

## Idaho Public Television Educates



**Science Trek** is Idaho Public Television's half-hour show for kindergartners to sixth-graders, covering 90 scientific topics, which meet the Common Core and Idaho State Board of Education standards. Guests on the programs are local scientists. Each episode

has a companion website with educational resources used by both parents and teachers as supplemental learning material. Students are encouraged to actively engage with their scientific curiosity by submitting questions to the show for future episodes. Topics during FY 2016 included: asteroids and comets, insects, volcanoes, television, Idaho ecosystems, five senses, force and motion, horses, and oceans.

**Science Trek Camp** is an annual overnight camp for 3rd to 5th graders at the Idaho Museum of Natural History. This year's camp started with demonstrations of light bending through water, dozens of moving lasers illuminating an auditorium, prismatic glasses turning the lights into rainbows and continued with science classes, a pizza party, and sleeping next to a 45-foot gigantic snake (well, a model of one). It was an exciting night at Idaho State University for more than a hundred participants.



### Celebration of Summer Reading

IdahoPTV partnered with libraries around the state this summer to get kids excited about summer learning. In June we visited Winchester, Grangeville and Buhl. At these summer reading events, each child was provided the opportunity to choose and keep one new book and one gently used book, plus they receive fun activity books from PBS. Families were shown the wonderful free resources PBS and IdahoPTV have online to help children learn year-round.

### Studio Tours

Fifty-one people visited IdahoPTV for a station tour during FY 2016. They learned about studio productions, equipment, and how program are received and distributed on air.

### Dinosaur Train Geocaches

In July, IdahoPTV began its 5th year to participate in the Dinosaur Train themed geocaches sponsored by the Jim Henson Company. IdahoPTV maintained two geocaches: one in the Boise area and one in the Moscow area. Geocaching encourages children to explore their surroundings, use observational skills, and have an adventure right in their own neighborhood. Critical and creative thinking skills are necessary when seeking a geocache.



"The Geocaching Logo is a registered trademark of Groundspeak, Inc. Used with permission."





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IdahoPTV provides **Scout**, a resource for learners of all ages. It is available online @ your library from lili.org and at Idahoptv.org.

## Idaho Public Television Informs



**“The Health of Our Lakes”** — From the air, northern Idaho’s lakes appear as magnificent pools of blue, shimmery water. But if you look at a microscopic level, you’ll find signs that Idaho’s lakes are in trouble. A microscopic organism threatens the water quality of these lakes, putting the recreation economy of the entire region at risk. “The Health of Our Lakes”

followed scientists and lake managers as they investigated the increasing levels of cyanobacteria, or blue-green algae, in Idaho’s northern lakes. As Laura Laumatia, Lake Management Plan Coordinator for the Coeur d’Alene Tribe says, “You can have all the wealth and all the infrastructure in the world, but if you don’t have clean water then you don’t have life.”



**Idaho Reports** aired every Friday during the legislative session. Co-hosts Aaron Kunz and Melissa Davlin, were joined by veteran expert Jim Weatherby and reporter Betsy Russell who gave their analysis of the week’s events. After the legislative session, Idaho Reports continued and the hosts discussed local topics such as Clean Water Act, Idaho National

Laboratory, public defense, four-day school weeks, climate change, concussion laws, tax policy, and indigent health care. During FY 2016, IdahoPTV provided live coverage of the governor’s State of the State Address.



**Idaho in Session** provided live gavel-to-gavel coverage of Idaho’s House and Senate floor session, audio coverage of hearing rooms, video streams of the Joint Finance - Appropriations Committee, court hearings and more from all three branches of Idaho’s government on idahoptv.org. This service allows residents in all parts of the state to

participate in their state government and provides other broadcast outlets with footage, enhancing our commercial colleagues’ abilities to cover state government.



## The Idaho DEBATES

During IdahoPTV’s **The Idaho Debates**, judicial candidates for the Idaho Supreme Court met to discuss the issues live in the studios of Idaho Public Television. Candidates faced questions from a panel of reporters representing the Idaho Press Club. For more than three

decades, Idaho Public TV has been Idaho’s station of record for candidate debates. The Idaho Debates is a collaborative effort among the Idaho Press Club, the League of Women Voters, Boise State University’s School of Public Service, and Idaho Public Television.



**Dialogue** is a statewide discussion program that has aired on Idaho Public Television since 1994. The following episodes were produced and aired in FY 2016:

**“25 Years of the ADA”** — Twenty-five years after the passage of the Americans with Disabilities Act, host Marcia Franklin talked about its effects with Kelly Buckland, the

executive director of the National Council on Independent Living. Buckland, an Idaho native paralyzed in a diving accident when he was a teen, talked about how the ADA has changed his life and the lives of others.



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“Author Richard Ford” — Host Marcia Franklin interviewed author Richard Ford about the latest addition to his Frank Bascombe series, “Let Me Be Frank With You.” The book was a finalist for the Pulitzer Prize for Fiction in 2015. The two also discussed the themes in his works, Ford’s use of language, how his dyslexia influences his creative process, and his thoughts on race relations in America.

“An Innocent Man” — What is it like to serve eight years, 10 months and 19 days for a crime you didn’t commit? Host Marcia Franklin explored the harrowing story of Kirk Bloodsworth, who was sentenced to death in 1985 for the murder and rape of a nine-year-old girl. He would eventually become the first death row inmate exonerated by DNA evidence, and has spent the rest of his life talking about his case and his views about the death penalty.

“Judge Juan Guzman” — On Sept. 11, 1973, Chile’s democratically elected president, Salvador Allende, was overthrown and killed in a coup. General Augusto Pinochet took power, and for 17 years led a dictatorship in Chile, under which thousands of Chileans were tortured or killed. Host Marcia Franklin interviewed Chilean Judge Juan Guzmán who was assigned to investigate the criminal claims that had been filed against Pinochet by the relatives of people who disappeared under his dictatorship.

“Designing Healthy Communities” — Dr. Richard Jackson, host of the PBS series Designing Healthy Communities, talked with host Marcia Franklin about the ways in which the built environment can negatively affect our health, and why as a physician he’s so concerned. Jackson talked about how he became interested in the health effects of poor planning and design, what he thinks are some of the most pressing problems, and how some communities are trying to solve them.

### **Outreach Events**

IdahoPTV hosted 31 public events throughout Idaho that were attended by a total of 3,972 people. We were also invited to made presentations for groups. Events include:

IdahoPTV hosted a 50th Anniversary celebration in Boise for donors, board directors, State Board of Education directors, and members of the Legislature. PBS President Paula Kerger was the guest speaker. Approximately 250 guests attended the event at the Owyhee Plaza Hotel, including Lieutenant Governor Brad Little. Paula talked about PBS, the role of public media, Idaho Public Television’s history, and its importance in the community. Paula also went to Moscow and spoke to 20 students and faculty at the University of Idaho in Moscow and met with them at the KUID studio. She talked about careers in the media and the need for well-trained and intellectually curious people in all aspect of media. She also participated in a meet-and-greet with the U of I school of Journalism, Advertising and Mass Media advisory board. She then spoke to 180 people at the Administration Building Auditorium about PBS, the importance of public media, and its importance in Idaho.

Director of content Jeff Tucker and chief engineer Dave Turnmire spoke to high school students at Rigby High about the broadcast industry and careers in broadcasting.

IdahoPTV held multiple screenings of the first hour of the first episode of the new season of Downton Abbey in Idaho Falls, Coeur d’Alene, and Boise to a total of 690 people; and the final episode in Boise to an audience of 300.

Executive producer Bruce Reichert made a presentation about Outdoor Idaho to 200 attendees at the Idaho Outfitters and Guides Association meeting.

Producer Joan Cartan-Hansen hosted a table at the Parma Learning Center health fair and handed out educational material, introduced the Science Trek website, and talked about the Science Trek program to 250 participants.



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The Experimental Program to Stimulate Competitive Research (EPSCoR), supported by the National Science Foundation, partnered with Idaho Public Television to host an informal workshop for scientists on effectively interacting with the media. The event was led by producer Joan Cartan-Hansen.

IdahoPTV participated in the Engineering & Science Festival at Boise State University by hosting a table and demonstrating magnetism experiments, including 3-D magnetic fields, and force and motion. Free science resource handouts were handed out to over 1,000 attendees.

Producer Joan Cartan-Hansen spoke to the Idaho Society of Association Executives, sharing her tips for working with the media and being better prepared to appear on television.

Executive producer Bruce Reichert was the featured speaker at Ignite the Change at Timberline High School. Twelve speakers — including astronaut Steve Swanson — talked about the positive things being accomplished in the Boise area and the need to get kids outside. Bruce's talk was entitled "An Outdoor Idaho Life."

Executive producer Bruce Reichert and director of content Jeff Tucker spoke to a School of Communication class at Idaho State University about careers in journalism.

The Boise Metro Chamber of Commerce, through its Leadership Boise program, asked Idaho Public Television to host its annual media day session. IdahoPTV staff provided an overview of our mission and our work around Idaho. Members of the Leadership Boise class learned about local programming, including Idaho Reports, Outdoor Idaho and Dialogue, and received hands-on experience in the control room, news desk, and editing bays. General manager Ron Pisaneschi and director of development Jenifer Johnson spoke about the importance of private and corporate support to maintain IdahoPTV's high broadcast standards.

Leadership Boise Academy was given the opportunity to learn about local programming and had real-time media experiences at IdahoPTV.

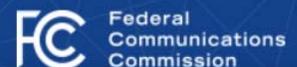
Executive producer Bruce Reichert spoke to a capacity crowd at the Idaho Conservation League's annual "Wild Idaho" event at Redfish Lake Lodge about public lands issues. Idaho Public Television's flagship production, Outdoor Idaho, was honored at the event with the J. Robb Brady Award for Environmental Excellence.

Producer Marcia Franklin spoke to an audience of 30 members of the Friends of the Portia Club in Payette about Outdoor Idaho and Idaho's trail systems.

IdahoPTV participated in the Hewlett-Packard Bring Your Inventor to Work by conducting science experiment demonstrations to 150 attendees.

### **Emergency Alert System Warnings**

IdahoPTV is the only statewide Emergency Alert System provider - while other entities reach portions of the state, IdahoPTV is the only outlet which can reach every community quickly and effectively.





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### Idaho Public Television Inspires



**Outdoor Idaho** began its 33rd year of celebrating the incredible richness of our state. Shot entirely on location in high definition resolution, Outdoor Idaho explores the beauty, the drama, and the science of nature, while examining the significant environmental and resource issues facing the West. The following episodes were produced and aired during FY 2016:

**“The Frank”** — The largest forested wilderness in the lower 48 states lies in the heart of Idaho. The Frank Church-River of No Return Wilderness is sometimes simply called The Frank in honor of the late U.S. Sen. Frank Church, who successfully guided the 2.3 million-acre wilderness designation through Congress. In back of that proposal was a coalition of seasoned conservationists and a major grassroots effort throughout Idaho. “Several of us spent days hiking through parts of it for our “50 Years of Wilderness” program; it’s larger than several states!”

**“Rockhounds”** — A growing number of rockhounds of all ages seek gem stones and fossils at sites around the state. This episode followed the hunt in the Panhandle, the Owyhee County area and eastern Idaho.

**“Idaho’s Middle Earth”** — Caves were home to our ancestors, providing shelter from the elements, their walls a canvas for memories. Today, we are still drawn to the dark, the unknown, and even the beauty of what lies beneath our feet. This program went under Idaho to discover and illuminate the pitch black world of wild caves.

**“Idaho Headwaters”** — Outdoor Idaho crews hiked deep into wilderness, climbed mountain slopes, and rode horseback and muleback through rough country to reach the magical places where a small stream — a trickle — of water is the start of an major Idaho river. “Idaho Headwaters” is the culmination of seeking these special places that lead to streams and creeks, then rivers, known and loved by Idahoans — the Snake, the Salmon, the Selway, the Boise, the St. Joe and the Owyhee.

**“My Excellent Adventure”** — This is a collection of eight stories that took selected viewers to some of Idaho’s best-loved locations. “We worked with experts and outfitters to make these excursions work,” says producer Sauni Symonds. “The eight adventures took about a year to shoot and produce. We think they represent a good cross section of what’s possible to experience in Idaho.” Viewer Vicki Lord bugled with elk. Gina Darrington summited Idaho’s highest peak, Mount Borah. Adrienne Burlile shot class IV rapids on the North Fork of the Payette. Other viewers hiked, skied, rafted and biked through scenic Idaho settings. “Think of it as a bucket list of great adventures,” says host and executive producer Bruce Reichert. “Each of these stories involves leaving one’s comfort zone and learning new outdoor skills.”

**“Bear Lake, Caribbean of the Rockies”** — Bear Lake is a brilliant blue beauty on the Idaho-Utah border. Known as the Caribbean of the Rockies, it draws visitors from across the West to camp, fish, and feast on Bear Lake’s famous raspberries. This episode examined the challenges faced by those who manage this resource for recreation, irrigation, and generating electrical power. Bear Lake is a naturally formed lake, but the top 21 feet are a man-made reservoir, making it one of America’s unique hybrids.



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The following **Dialogue** episodes were produced and aired in FY 2016:

“The Big Outside: Michael Lanza” — Host Marcia Franklin talked with Idaho outdoor writer and photographer Michael Lanza about some of the best backcountry trips in our region.

Lanza, the former Northwest editor for Backpacker magazine, has written three books about hiking, as well as many articles chronicling his worldwide adventures backpacking, climbing, skiing and paddling.

“How To Enjoy the Big Outside” — The conversation with Boise-based outdoor writer Michael Lanza continued. The discussion included tips on selecting essential gear for hiking and backpacking, as well as staying safe in the backcountry.

“Saving Gorongosa” — Host Marcia Franklin talked with three people involved with a six-part PBS series, “Gorongosa Park: Rebirth of Paradise.” Guests included Greg Carr, a philanthropist from Idaho, who’s committed at least \$50 million toward restoring Gorongosa National Park in Mozambique; Bob Poole, the cinematographer and host of the series; and James Byrne, the producer. Gorongosa Park, which used to be full of wildlife and attracted tourists from around the world, was decimated by a civil war in which much of its animal life was killed for food or for their tusks. It’s also being deforested by residents trying to grow crops.

“Novelist Dinaw Mengestu” — Host Marcia Franklin talked with writer Dinaw Mengestu, whose novels often explore the dreams and challenges of immigrants to the United States. Mengestu, who came to the U.S. from Ethiopia with his family when he was two, was a 2012 recipient of the prestigious MacArthur Fellowship. His first novel, “The Beautiful Things That Heaven Bears” (2008), was translated into 12 languages, and won the Guardian First Book Award. His most recent novel, “All Our Names” (2015), was named a best book of the year by The New York Times, The Washington Post, and NPR. Mengestu talked with Franklin about why he loves to write, the themes of his books, civil rights issues in America, and writers of the black African diaspora.

“Pushing On” — Host Marcia Franklin interviewed Justin Skeesuck and Patrick Gray, who grew up together in Ontario, Oregon. Now Boise-area residents, the two became even closer when Justin was diagnosed with a progressive neuromuscular disease that made it impossible for him to use his arms and legs. Undeterred, and motivated by a Rick Steves program on PBS about the Camino de Santiago, Justin decided he wanted to make the trek in his wheelchair. Gray made the dream a reality by pushing (and at times pulling) Skeesuck.

“Soprano Cecilia Violetta Lopez” — Cecilia Violetta López, a soprano originally from Rupert, Idaho, talked with host Marcia Franklin about her life and her love of opera. López, who helped her mother hoe beets in the fields of south central Idaho, grew up singing mariachi music. A chance opportunity to sing in an opera led to her love of the medium, and her talent was soon recognized. Opera San Jose hired López right out of college to be its Principal Soprano, and she was also chosen for the prestigious Martina Arroyo ‘Prelude to Performance’ program in New York City. She made her Carnegie Hall debut in June 2016. López talked about what draws her to opera, what it’s like to sing at her level, the role her family and teachers have played in her life, and where she envisions her career going.

“The Making of ‘Bluebird Man’” — Idaho ‘Bluebird Man’ Al Larson and filmmaker Matthew Podolsky joined host Marcia Franklin to discuss “Bluebird Man,” a documentary Podolsky produced about Larson. The film chronicles Larson’s nearly 40 years of building, disseminating and monitoring bluebird nesting boxes throughout Idaho. The boxes are designed to help halt the decline of bluebirds, which compete with introduced species like starlings for nesting cavities. Larson, 94, has placed more than 300 of the boxes around the state and has banded more than 30,000 bluebirds.



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## 2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

"I want to take this time to express my compliments and gratitude for the healthy messages you send to children like mine with children's programming. I was watching Word Girl and Wild Kratts today with my 8 year old daughter and was impressed by the nutrition messages I saw." —Bernadette

"Thank you to all the people involved who bring this amazing show to us. The difficult (and at times, dangerous) work, expertise, creativity, the admiration and respect you have for our beautiful state, shines through with each and every show. I think 'Outdoor Idaho' really brings people together in feeling a common thread of pride we all have and how we love living in Idaho." —Pam

"My husband and I absolutely LOVE Idaho Public TV, especially Downton Abbey and Outdoor Idaho! We also buy through Amazon Smile so you will receive additional funds. Keep up the good work, to all of you and especially the volunteers!!" Thanks! Julie

"Love the children's programming and the nature and science shows. Also, the four different channels we receive. PBS is the only station we allow our children to watch unsupervised." —Allie

"I moved from Idaho (native of Hagerman) to Illinois in 1982 when I got married. Your site and especially the Iconic Idaho photo winners keeps me connected with my home state and gives me tons of enjoyment! Thank you, Thank you, Thank you!" —Linda

"Outdoor Idaho brings out the best in Idaho and Idaho's best." —Chris and Jeff



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Idaho In Session was viewed over 240,713 times online.

8,246 people accessed learning objects through Scout/PBS Learning Media.

74,137 children watched our broadcasts each week.

395 kindergarten-third grade students contributed entries for the annual PBS Kids Go! Writers Contest, coming from 63 different communities and 29 classroom teachers.

220 people attended PBS Kids Writers Contest award ceremonies for the top winners in each grade level.

100+ students attended Science Trek, the overnight adventure for children in 3rd through 5th grades to explore the frontiers of science with practicing scientists.

There were 5,238,581 page views on the Idaho Public Television website by 1,901,477 visitors.



## 2016 LOCAL CONTENT AND SERVICE REPORT IMPACT BY THE NUMBERS

There were 2,546,590 page views on the Science Trek website.

There were 240,027 page views on the Outdoor Idaho website.

634,031 pages were viewed on the IdahoPTV online video player.

58,848 people on Facebook liked these pages: Idaho Public Television (4,346); Outdoor Idaho (51,468); Idaho Reports (1,622); and Dialogue (1,412).

14,266 followers on Twitter signed on for Idaho Public Television (5,707); Idaho Reports (6,785); and Dialogue (1,774).

1,011 subscribers followed Idaho Public Television's YouTube channel.

Idaho Reports published 52 blog posts and has 13,579 followers.