



## 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“Much gratitude and appreciation to you and all your technical crew for the tremendous support you provided for the Inauguration Day ceremony. ... The behind the scenes work, of which Idaho PBS was a big player, is especially noteworthy because it made everything else shine while quietly hanging out in the background; the ‘wind beneath our wings,’ so to speak.”

Teresa Little  
First Lady of Idaho

### Educate, Inform, Inspire



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

- Five digital transmitters and 47 repeaters provide free high-quality educational and cultural broadcasts to 98.8% 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 56 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
- Full-time community teacher ambassador on staff to train teachers and students.

In FY 2018, Idaho Public Television provided these key local services:

- Local programming, including *Outdoor Idaho*, *Idaho Reports*, *Idaho Experience*, *Idaho Science Journal*, *Science Trek*, *Dialogue*, and *The Idaho Debates*
- Live statewide broadcast coverage of the Idaho Legislature
- Live and archived video and audio streaming of meetings from the Capitol and Idaho Supreme Court
- Extensive online teacher and student resources
- Children’s educational events such as literacy and STEM presentations, Science Trek science camp, and PBS Kids Writers Contest
- Outreach events throughout the state of local and national productions such as *Outdoor Idaho*, “Victoria,” *Pinkalicious & Peterrific*, *American Creed*, and *The Vietnam War*.

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

- *Idaho In Session* was viewed 283,743 times online
- 42,873 users utilizing online Learning Media local and national resources.
- 39,754 children watched our broadcasts each week
- 350 entries in the PBS Kids Writers Contest from students in K-3rd grade throughout the state
- 126 students attended Science Trek, the overnight adventure for students in 3rd-5th grade
- 60 literacy and STEM presentations attended by a total of 6,088 participants throughout the state
- 36 technology training events attended by a total of 474 teachers and 1,113 students throughout the state
- 4,925,954 pages were viewed on IdahoPTV’s website.



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## Idaho Public Television's Mission

We harness the power of public media to encourage lifelong learning, connect our communities, and enrich the lives of all Idahoans. We tell Idaho's stories.

## Idaho Public Television Educates

*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, a science camp, a literacy contest, educator workshops, online educational resources, access to government activities, and statewide political candidate debates.*



In February, Idaho Public Television launched a fifth broadcast channel – the new Idaho PBS KIDS channel. This is a 24-7 channel featuring a different lineup and additional content from our main (Idaho) channel that will allow us to provide our award-winning educational children's programming at times not currently available such as evenings and weekend afternoons.



**Science Trek** is an integrated web and broadcast project designed to: introduce science topics to elementary-age schoolchildren; provide educational materials for teachers and parents; and inspire students to investigate science, technology, engineering and math (STEM) career potentials. Each month of the school year, Idaho Public Television releases new video shorts and several "60 Seconds with *Science Trek*" spots on a specific scientific topic. Topics during FY 2018 included: the sun, botany, dinosaurs, endangered species, nuclear energy the heart, compounds, habitat, and wildfires. During FY 2018, there were 2,007,596 visits to the *Science Trek* website.



**Science Trek Camp** is an annual overnight camp for 3rd to 5th graders at the Idaho Museum of Natural History. It was a fun night of science for 126 students. The third to fifth grade students had a wonderful night at the museum exploring STEM activities as part of the 2018 Science Trek Camp, which took place on April 27 and 28. This year's theme was Get a Kick Out of STEM to go with the Idaho Museum of Natural History's featured exhibit, "The Incredible Horse."

### Literacy and STEM Presentations, Coding Workshops, and Teacher Trainings

IdahoPTV's education staff made 60 literacy and STEM presentations in communities around the state to 6,088 participants. Staff also made 21 presentations and showed 1,972 participants about wonderful free educational resources PBS and IdahoPTV have online to help children learn. Coding workshops were held for students, future teachers, and teachers. Our teacher ambassador held 36 technology training events attended by 474 teachers and 1,113 students throughout the state.



IdahoPTV provides **Scout/PBS Learning Media**, a resource for learners of all ages. It is available online @ your library from [lili.org](http://lili.org) and at [idahoptv.org](http://idahoptv.org).



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## Idaho Public Television Informs

**Idaho Reports** aired every Friday during the legislative session. Host Melissa Davlin and producer Seth Ogilvie were joined by political and community leaders and reporters who gave their analysis of the week’s events. Before and after the legislative session, *Idaho Reports* hosts discussed local topics with community leaders and reporters, which included higher education tuition raises, jail overcrowding, air quality, health care, taxes, and career training. In September, *Idaho Reports* produced and aired a special “Remembering Governor Cecil Andrus,” which took a retrospective look at Andrus’ impact on the leaders and landscapes of the American West. In January, IdahoPTV provided video pool coverage of the governor’s State of the State and Budget Address. On September 1, *Idaho Reports* aired a special program “Remembering Governor Cecil Andrus” that took a retrospective look at Andrus’ impact on the leaders and the landscapes of the American West.



**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. *Idaho In Session* was viewed over 283,743 times online.



## The Idaho DEBATES



In April, Idaho Public Television aired **The Idaho Debates**, featuring primary candidates for Idaho’s statewide and congressional offices. This year’s primary races included governor, lieutenant governor, 1st Congressional District, treasurer, and superintendent of public instruction. *The Idaho Debates* is a partnership with the Idaho Press Club, Boise State University’s School of Public Service, University of Idaho’s McClure Center, Idaho State University’s School of Political Science, and the League of Women Voters’ Voter Education Fund.



IdahoPTV produced and broadcast Season 3 of **Idaho Science Journal**, a series of short programs that highlighted the work of some of the Gem State’s top scientists and researchers. These programs looked at how researchers at Boise State University hope to help policy makers find ways to preserve the Treasure Valley’s disappearing farm land. County officials and growers have some ideas, but it will take money and the will to change public policy. The program also explored the Treasure Valley’s water future. Scientists at Boise State University have developed the Treasure Valley Water Atlas to help us understand where our water comes from, how we currently use it, and the challenges ahead.



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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## Outreach Events

**IdahoPTV held the following free program screenings in communities around the state:**

- *The Vietnam War*, September 15 in Boise and October 23 in Coeur d'Alene, 32 attendees
- "Poldark" *On Masterpiece*, Season 3, September 18 in Meridian, 565 attendees
- *Outdoor Idaho* "Almost Canada," October 11 in Sandpoint and October 12 in Coeur d'Alene, 415 attendees
- *The Color of Conscience*, October 26, in Boise, 40 attendees
- *Nature* "H Is for Hawk," November 14 in Meridian, 150 attendees
- "Victoria" *On Masterpiece*, January 8 in Meridian, January 9 in Pocatello, and January 10 in Hayden, 310 attendees
- *Pinkalicious & Peterrific*, February 6 in Rexburg, February 10 in Boise, Rupert, and Hayden, 909 attendees
- *Idaho Experience* "Titans," May 11 in Wallace, 109 attendees

**IdahoPTV partnered with institutions of higher learning and others around the state for the following events:**

October 5-6, College of Southern Idaho in Twin Falls "Refuge in America." This symposium explored such topics and issues as refugees in history, personal experiences of refugees, constitutional decisions, and other subjects related to the experience of refugees in America. Local refugees and experts of all disciplines were among the featured speakers.

October 6, Idaho State University's 10th annual Thomas Geriatric Symposium: "Healthy Aging and Nutrition: What's on Your Plate?" The purpose of this collaboration is to provide greater public awareness of aging in Idaho and America, broaden the public's perspective of the aging process, and provide pathways to improved health and well-being through special programming, news articles, and sharing of statewide resources. IdahoPTV presented three weeks of special programming, September 17 through October 6, focused on longevity, health care, protecting seniors online, and other issues related to aging. There were 400 in attendance in Pocatello, 100 in attendance in Meridian, and a class participated from Anchorage, Alaska.

February 3, Engineering & Science Festival at Boise State University where education specialist Cindy Lunte and teacher ambassador Kari Wardle showcased many of IdahoPTV's and PBS's free educational resources and demonstrated 3-D bubble making and ocean in a bottle STEM activities. There were 1,200 in attendance.

February 15 & 21 and March 14, American Creed Community Conversations - in partnership with the Idaho Statesman, College of Southern Idaho, and Boise State University, the events included public screenings of clips from the program and panel discussions on topics that affect Idahoans. Events were held at the Idaho Capitol, College of Southern Idaho, and Boise State University. There were a total of 405 in attendance.

The Boise Metro Chamber of Commerce, through its Leadership Boise program, asked Idaho Public Television to host its annual media day sessions. On April 11, approximately 60 students in Leadership Boise Academy spent the day in our studios, and on April 18, approximately 50 Leadership Boise participants spent the day in our studios. Each group spent time discussing how best to work with media, social media, and public outreach. A number of great panelists helped participants understand what it takes to work in government and what it takes to present the right message to the public. Both groups participated in the following hands-on learning sessions: being grilled by an anchor on a specific topic in a studio setting, being grilled by a reporter in the field on the same topic and with a spokesperson chosen at random, learning how television is produced, and watching the other groups being grilled in the studio.



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## Idaho Public Television Inspires



For the 24th year, Idaho Public Television participated in the annual PBS KIDS Writers Contest. Children in kindergarten through third grade were encouraged to write and illustrate their own imaginative stories. This year 350 children submitted their stories to the PBS Kids Writers Contest. Award ceremonies were held in Pocatello, Moscow and Boise and were attended by 185 friends and family members of the 35 winners.

The *Outdoor Idaho* Facebook page has proven invaluable in connecting us with thousands of supporters of Idaho Public Television. We have seen how social media can be a bridge between old and young and those interested in the outdoors. It has allowed folks to comment on our efforts and to offer suggestions. And it has made some real friendships. We are well-known for our monthly 'Iconic Idaho' Photo Contest. Everyone can participate merely by posting a photo on the site; and some months we get literally hundreds of photos. The judges are the previous month's winners.



IdahoPTV hosted an *American Creed* Writing Contest that was open to Idaho students in grades 10-12. Students were asked to view a short video clip from *American Creed* featuring a conversation between Mark Meckler, co-founder of the Tea Party Patriots, and Joan Blades. Students then submitted an essay between 750 and 1,000 words in length that addressed the topic of civility during times of disagreement or intense polarization.



In partnership nationally with the Collaborative Summer Library Program and locally with the Idaho Library Association and Idaho Commission for Libraries, IdahoPTV presented the 2018 Teen Video Challenge. Participants were asked to create a video promoting their public library's summer reading program. Winning videos from each state won prizes for the filmmaker and their local public library and were used across the country to promote summer reading programs.

## Local Content



**Outdoor Idaho** began its 36th 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. During FY 2018, there were 189,945 pages viewed on the *Outdoor Idaho* website. The following episodes were produced and aired during FY 2018:

"Creative License" – In this program we follow four artists on their journey to create and inspire. For singer-songwriter Casey Kristofferson, the mountains of central Idaho are a majestic backdrop to write and record his mountain music. Sculptor John Grade found his muse in the form of a lava tube at Craters of the Moon National Monument and created a wooden sculpture based on a digital scan of the interior. Alexandra Paliwoda forges iron into functional art from her blacksmith shop in the valley of the Tetons near the Wyoming border. And Jon Mills chases storm clouds across the desert to capture digital images of stunning desert lightning storms in southern Idaho.



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“Wild Horses” – Some call them feral horses – in any case, they have become a symbol of the American West. These horses are often reviled as they compete for resources in an ever-changing environment beset by fire and drought and other animals. Many of these horses wind up in holding corrals far from home, costing taxpayers millions. This program takes a look at what is happening with these horse herds in our state and how some new ideas may offer solutions to a seemingly hopeless situation.

“Into the Pioneers” – Positioned between glamorous Sun Valley and desolate Craters of the Moon, the Pioneer Mountains are, for many, just a blank spot on the map. The *Outdoor Idaho* crew set out to change that, exploring the valleys and the tallest peaks of Idaho’s second highest mountain range. This is not official wilderness, but it’s every bit as wild as the nearby Boulders and White Clouds with a rich history and diverse landscape sure to inspire and intrigue.

“Jobs Without Walls” – Not everyone works inside four walls. For some, the great outdoors is their office. Some pick this type of work to improve the environment or to celebrate history. Others see it as a way to help people or to bring joy to a whole country. This program profiles five extraordinary Idahoans whose jobs with a view make a difference.

“35th Anniversary Special” –This hourlong special revisits some of the scenic wonders *Outdoor Idaho* has explored and examines some of the land management issues the state still faces. The influence that Idaho’s mountains and valleys and rivers exert on us shines through every episode; and our team works hard to capture that natural beauty.

“Restoring Rivers” – We have taken great delight in making rivers do our bidding. But nature bats last and probably always will. We profile some places – including the Yankee Fork, the Kootenai and the Portneuf – where we’re working with nature, instead of against her, to restore waterways.



**Idaho Experience** is a new series produced by the award-winning team at Idaho Public Television. We bring to life the stories of the extraordinary people and defining events that have shaped Idaho’s past and present. The following programs were produced and aired during FY 2018.

“First Look” – This program gives viewers a sneak peek of what to expect from IdahoPTV’s forthcoming new original series. In the tradition of PBS’ long-running and peerless program, *America Experience*, Idaho Public Television will look at where we have been, where we are, and where we are going with the launch of this new original series. We will tell the stories of Idaho’s great achievements, its defining moments and extraordinary people, all the while showcasing the resourceful, rugged and innovative nature of Idahoans.

“Titans” – This program looks at titans of Idaho – people who made a name for themselves in business then used that success to help Idaho in various ways. We examine the lives of Harry Magnuson, Joe Albertson, and J. R. Simplot to see ways they helped change the state of Idaho.

“Taking the Reins” – Many women of the American West engaged in unpaid servitude and sacrifice — but for some, the West afforded a light of freedom and equality. Katherine Caroline Wilkins was born in 1857 in the Oregon Territory, the daughter of fortune-seeking pioneers. She would become one of the most successful horse sellers in the United States, the undisputed boss of Idaho’s famed Diamond Ranch. The world would come to know her as the Horse Queen of Idaho. The documentary also features May Arkwright Hutton. Born poor in Ohio and abandoned by her parents, Hutton would become one of the richest women in the American West. Hutton ran a boarding house in the Wallace area while also investing in mines. One of those mines, the Hercules, would turn out to be on top of a huge silver vein. Hutton and her husband would use their newfound wealth to help many people and causes. Hutton, who had campaigned for suffrage in Idaho, would also run for the Idaho Legislature.



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*Dialogue* is an award-winning discussion program hosted by Marcia Franklin that has aired on Idaho Public Television since 1994. Since 2012, the show has featured conversations about humanities topics, including interviews with authors. During FY 2018, there were 8,199 pages viewed on the *Dialogue* website. The following programs were produced and aired during FY 2018.

Conversations From the Sun Valley Writers' Conference "Author Louisa Thomas" – Louisa Thomas is the author of "Conscience: Two Soldiers, Two Pacifists, One Family – a Test of Will and Faith in World War I" and "Louisa: The Extraordinary Life of Mrs. Adams." She is a former writer and editor for Grantland and a former fellow at the New America Foundation.

Conversations From the Sun Valley Writers' Conference "Playwright and Novelist Ayad Akhtar" – Ayad Akhtar was born in New York City and raised in Milwaukee, Wisconsin. He is a novelist and author of "American Dervish," published in over 20 languages worldwide. His play "Disgraced" won the 2013 Pulitzer Prize for Drama, ran on Broadway at the Lyceum Theatre, and was nominated for the 2015 Tony Award for Best Play. His plays "The Who & The What" and "The Invisible Hand" received off-Broadway runs and are currently being produced around the world.

Conversations From the Sun Valley Writers' Conference "Investigative Journalist Jane Meyer" – Jane Meyer has been a New Yorker staff writer since 1995. She covers politics, culture, and national security for the magazine. Previously, she worked at the Wall Street Journal, where she covered the bombing of the U.S. Marine barracks in Beirut, the Persian Gulf War, and the fall of the Berlin Wall. In 1984, she became the paper's first female White House correspondent.

Conversations From the Sun Valley Writers' Conference "Author and Naturalist Helen Macdonald" – Helen Macdonald is an English writer, naturalist, and an affiliated research scholar at the University of Cambridge Department of History and Philosophy of Science. She is best known as the author of "H is for Hawk," which won the 2014 Samuel Johnson Prize and Costa Book Award. Macdonald is featured in a PBS *Nature* documentary called "H is for Hawk: A New Chapter."

Conversations From the Sun Valley Writers' Conference "Author Andrew Solomon" – Professor and author Andrew Solomon relates how he went from being a bullied child suffering from depression to an award-winning journalist traveling the world. Solomon's 2001 book, "The Noonday Demon: An Atlas of Depression," looks at how the medical establishment and society have viewed and treated depression over the centuries.

"Treefort Music Fest" – Eric Gilbert and Lori Shandro Oüten, two of the founders of the Treefort Music Fest in Boise, talk about the five-day event, which began in 2012. The two discuss why they started the festival, how it's changed since its inception, their business philosophy, and their goals.

Conversations From the Sun Valley Writers' Conference "Author Samantha Silva" – Boise author Samantha Silva discusses her debut novel "Mr. Dickens and His Carol." Silva melds fact with fiction to imagine how Dickens came up with the plot for his now-classic story, "A Christmas Carol."



## 2018 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

"I have enjoyed PBS having a representative available to teachers. It has been a positive experience to have teacher ambassador Kari Wardle in our district sharing technology ideas and techniques in the classroom." – Winona Gurney, teacher at Gooding Elementary School

"The students were excited and engaged! Coding with PBS KIDS ScratchJr was an amazing experience for them. Most of these kids come from a home that doesn't have access to such technology, and it was a blessing that they were able to learn something new like this at school!" – Sarah Castleberry, teacher at Popplewell Elementary School in Buhl

"It's the best TV there is! I have satellite, but I always go to PBS first!" – Judy

"Thank you for having such a reliable strong signal in McCall." – Tom and Mary

"I don't use the word often, but this is an amazing series! I see places up close in my home that I will never be able to access. Thank you Outdoor Idaho. To my friends elsewhere, encourage your PBS station to subscribe to this program!" – Denice

"If we could choose only one TV station, it would undeniably be Idaho Public TV!" – Phyllis

"I believe that Public Television is just about the only stuff worth watching on TV nowadays. THANK YOU GUYS!" – Brooke

"Thank you for 'Idaho Reports' and 'Idaho in Session' (Legislature Live etc). Coverage of state govt is essential. Keep up the good work." – Teresa

"We love pbs. Cancelled cable because we watch more public television than anything else. Two boys under five years old love pbs kids and we love Masterpiece. Thank you." – Amy

"Thanks for your efforts to make this world a better place in which to live. I most appreciate them." – Philip

"Idaho PBS stations are my "go to" stations! Such a wonderful range of entertainment from local productions to international bits. Thank you!" – Barbara

"Thank you so much for making so many wonderful programs available. Idaho Public Television does an excellent job." – Judith

"Thank you for bringing our family quality programming every day. Any time we turn on Idaho Public Television there's something worth watching. Keep up the great work!" – Brett and Christina

"Idaho Public Television is a wonderful contribution and gift to our community. Thank you." – Kevin

"The PBS travel shows have inspired my husband and me to travel the world over the last 15 years." – Terri

"We're all proud of Idaho and Outdoor Idaho. OI is the next best thing to being here" – Charlie

"Idaho Public TV fills our TV time more each day. Mysteries, cook, travel, history, science, and fun!! What more could we ask for." – Bill and Mariette