Trust and Viewership

IDAHO PUBLIC TELEVISION

Nearly 1 million unique viewers watch Idaho Public Television broadcast and streaming content each month, resulting in 8.5 million monthly views. (Nielsen Research, TRAC Media)

Over 60% of Idahoans regularly watch Idaho Public Television.

Viewership comes from every county in Idaho.

Of Idaho Public Television viewers, 42% watch via over-the-air broadcast.

80% of Idaho Public Television viewers say that the value provided by Idaho Public Television to the community is excellent or good.

(2021 IPI viewer survey)

PBS 2022 TRUST SURVEY

For the 19th year in a row, Americans rank PBS and its member stations the most-trusted media institution, commercial cable and broadcast television, newspapers, and streaming services.

A vast majority (73%) of respondents said they trust PBS “a great deal” or “somewhat” compared to other institutions.

86% agree that PBS stations provide an excellent value to communities. When asked if the funding for public broadcasting was adequate, nearly 90% said funding was either about right or too little.

Programming

LOCAL PRODUCTIONS

Outdoor Idaho, Idaho Experience, and Dialogue showcase Idaho's history, culture, and scenic beauty.

Idaho Reports goes beyond sound bites to provide thoughtful, nonpartisan coverage of the statehouse.

Science Trek teaches STEM concepts to grade school students and sees over 2.5 million visits to its website each year.

Idaho Public Television has a long history of providing broadcast time and production support to independent filmmakers.

Independently produced programs include: Hymns of Thanksgiving; University of Idaho Holiday Concert; A BYU-Idaho Christmas; Remembering Bear River; Some Lived: An Idaho POW's Story; and Ahead of Her Time: Women's Suffrage in Idaho.

RURAL PROGRAMMING

Idaho Public Television is proud to serve Idaho's rural communities with programs that explore recreation, agriculture, wildlife, and regional culture. These rural life programming blocks feature programming from Utah, Wyoming, Nevada, Oregon, Montana, and North and South Dakota.

Federal Funding Statistics

Americans rate PBS highly in terms of value for tax dollars. PBS ranks high in terms of taxpayer value, with 69% of respondents calling it a “good” or “excellent” value, falling only behind the country’s military defense (77%) and oversight of food and drug safety (73%). PBS rated higher on this measure than other taxpayer-funded benefits such as Social Security (61%), agriculture subsidies (60%), infrastructure (59%), and environmental protection (52%).

Public Safety

Idaho Public Television plays a key role in helping to keep Idahoans safe and informed in the event of an emergency.

THE EMERGENCY ALERT SYSTEM

The FCC mandates the ability to broadcast presidential emergency alerts. All broadcasters can also participate in statewide emergency alerts for weather, natural disasters, and Amber Alerts.

Presidential address during national emergencies, weather alerts, and Amber Alerts as mandated by the FCC.

Idaho Public Television has and will continue to make its studio and transmission capabilities available to state officials in case of these emergency situations.

Idaho Public Television's network operations and broadcasting system is highly complex and capital intensive.
Education

GUIDING PRINCIPLES
At Idaho Public Television we believe parents should nurture and direct their children's learning as they see fit. We understand the arguments brought up last year and have read HB377. Nothing in our resources forces parents or children to adopt, affirm, or adhere to any beliefs.

NEW WEBSITES ENCOURAGE PARENTAL CHOICE
Idaho Public Television Parents puts program descriptions, learning goals, activities, and discussion questions for PBS KIDS programs in one place, allowing parents to customize their child’s learning based on their goals and priorities.

IdahoPTV.org/parents

On the In Your Neighborhood website, parents and educators share how they use PBS KIDS and Idaho Public Television educational material — whether in public, private, or homeschool settings — demonstrating ways you can take charge of your child's learning.

IdahoPTV.org/neighborhood

LOCAL CONTENT ON PBS LEARNINGMEDIA
Each year, Idaho teachers write lesson plans based on Idaho Public Television science and history content, which teachers and students around the country can access on PBS LearningMedia, a free website for PreK-12 educators and students containing thousands of digital resources aligned to national and Idaho state standards.

RESILIENCE: HOPE LIVES HERE
We produced the nationally distributed documentary Resilience: Hope Lives Here, which focuses on addressing adverse childhood experiences (ACEs).

CLASSROOM IDAHO
In spring 2020, when schools across Idaho moved to distance learning in response to the COVID-19 pandemic, we launched Classroom Idaho. Thousands of Idaho students without internet access and/or devices viewed lessons for grades K-6 created and presented by certified Idaho teachers and broadcast over the air.

WORKFORCE DEVELOPMENT
As part of the American Graduate initiative, Idaho Public Television worked closely with the Idaho Workforce Development Council and the State Board of Education to produce content that highlights pathways to high-skill, in-demand jobs, focusing on two-year degrees, apprenticeship programs, and certifications. Each year for the past three years we devoted up to 240 hours of broadcast airtime to segments highlighting these pathways.

PBS KIDS AND IDAHO PUBLIC TELEVISION EDUCATION STATISTICS
PBS KIDS is the #1 educational media brand for children, (81%), compared to a host of other children’s media providers, including Disney+ (42%), YouTube (8%), Nick Jr. (8%) and Cartoon Network (3%).

82% of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.

(Marketing & Research Resources Inc., January 2022)