Idaho Public Television builds community

**AWARD-WINNING LOCAL PRODUCTIONS**

IdahoPTV is regularly among the most-watched PBS stations in the US, per capita, with 460,000 weekly viewers.

Source: TRAC Media Services Inc. February 2012-2016

**CONNECTING OUR STATE AND FOSTERING A LOVE OF LEARNING FOR ALL IDAHOANS**

5 transmitters, 47, repeaters and production facilities in Moscow, Pocatello, Boise, and the Capitol Mall.

**35,040** hours of programming broadcast 24 hours a day across 4 free over-the-air digital channels from transmitters and repeaters statewide.

**19,758** members gave financial support.

49 national and regional awards and 6 Emmy nominations for IdahoPTV productions.

**890 people** volunteered **5,380 hours** of their time and support throughout the year.

**118** public events throughout Idaho were attended by **9,294** people.

**86,693** friends on the IdahoPTV Facebook pages.

**1,406 subscribers** to YouTube.

**15,671** followers on Twitter.

42 posts and **8,300 visitors** on Idaho Reports blog.

11,719 page views on the Dialogue website.

**239,825 page views** on the Outdoor Idaho website.

5,465,284 page views on the Idaho Public Television website by 1,981,837 visitors.

143,637 videos viewed on the IdahoPTV online video player.

2,541,160 visits to the Science Trek webpage.

*FY2017 DATA*
PBS CONTENT DEVELOPS CRITICAL MATH AND SCIENCE SKILLS

Research shows children using PBS KIDS math content like Peg + Cat and Curious George have better knowledge of numbers, shapes, spatial relationships and other math concepts.

PEDIATRICIANS RECOMMEND USING PBS KIDS CONTENT

The American Academy of Pediatrics released new recommendations that advise using educational resources from PBS KIDS and Sesame Street. Research shows improved literacy skills in preschoolers utilizing these apps.

NEW EDUCATION INITIATIVES

• Expanded **traveling education program for rural libraries** encourages early literacy and STEM skills for children throughout the state.

• **IdahoPTV loves teachers:** Staff teacher ambassador offers individualized direct support and resources to teachers around the state with an extra emphasis on schools in Buhl, Gooding and Wendell.

• **Journey to Education** website helps teens and families achieve college and career goals.

• **Partnerships** with the STEM Action Center, Treasure Valley Education Partnership, Idaho Afterschool Network and the Idaho Commission for Libraries nourish children’s growth and learning.

IDAHOPTV SUPPORTS CHILDREN AND EDUCATION

PBS HELPS CHILDREN GAIN SOCIAL AND EMOTIONAL CAPACITY

Children who watched Curious George were better able to listen, respect others and share.

90% of Americans surveyed (January 2016) say that PBS models more positive social and emotional behaviors for children compared to commercial stations.

PBS KIDS MOBILE APPS HAVE BROAD REACH

PBS KIDS mobile educational apps averaged more than 352 million video streams per month. More minutes were spent viewing video on pbskids.org than any other kids’ site.