#1 Provides Statewide Public Safety Infrastructure
Works with Idaho Office of Emergency Management to provide leadership on the State Emergency Communications Commission for the development and maintenance of the State of Idaho EAS Plan and technical assistance from IPTV engineering staff to communications related issues that arise during disasters and emergencies.

EYES ON IPAWS
Eyes on IPAWS is a situational awareness tool that provides emergency managers full access to all Wireless Emergency Alerts (WEAs) in real time. Sourced directly from FEMA’s Integrated Public Alert and Warning System (IPAWS), the alerts are delivered over broadcast airwaves by local PBS member stations and are not subject to network congestion or typical outages.

PARTNERSHIPS WITH OTHERS
Feeds of legislature, debates, State of the State
Co-located equipment with commercial broadcasters at translator/transmitter sites
Serve as backup facility for area commercial broadcaster
Moscow Police Emergency Radio System (in process)

FEED CABLE/SATELLITE SYSTEMS FOR ALL REGIONS OF THE STATE

#2 Produces Long-Form Content About Idaho & Idahoans
Outdoor Idaho, Idaho Experience and Dialogue showcase Idaho’s history, culture and scenic beauty.

Now entering its 25th season, Science Trek teaches STEM concepts to grade school students and sees over 1.7 million visits to its website each year. In September, a new improved website debuted.

This “digital now” production of Idaho Public Television celebrates the unique talents of Idaho creators with lively online video pieces and social media posts.

Idaho Reports goes beyond sound bites to provide thoughtful, nonpartisan coverage of the statehouse. For more than three decades, Idaho Public Television has been Idaho’s “station of record” for candidate debates.

Ahead of primary and November general elections, we continue that tradition with debates for statewide and federal offices.

The Idaho Debates

Idaho in Session is a collaborative effort among Idaho Public Television, the Legislative Services Office, the Idaho Legislature, and the Idaho Department of Administration. IIS has partnered with Transparent Idaho and Townhall Idaho to make it easier to understand and engage with their government.

BRINGING DIVERSE VOICES TO OUR VIEWERS:

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

Local, independently produced programs include:

Hymns of Thanksgiving; University of Idaho Holiday Concert; A BYU-Idaho Christmas; Remembering Bear River; I Married the War; The Bozeman Trail: A Rush to Montana’s Gold; Beyond the Mirage: The Future of Water in the West; Wilder Than Wild: Fire, Forests and the Future; Fabulous History of Skiing; Higgins Ridge.

Idaho Public Television is proud to serve Idaho’s rural communities with programs that explore recreation, agriculture, wildlife and regional cultures featuring programming from Utah, Wyoming, Nevada, Oregon, Montana, and North and South Dakota.

#3 Promotes Education in Classrooms & Communities
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 in recent years. Nothing in our resources forces parents or children to adopt, affirm or adhere to any beliefs.

PARENTAL CHOICE WEBSITES
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. Learn more at 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 parents can take charge of their child’s learning. Learn more at IdahoPTV.org/neighborhood.
#4 Partners for Professional Development and Lifelong Learning

Outdoor Idaho, Science Trek, created and Idaho Experience. Teachers and students around the country can access this content on PBS LearningMedia, a free website for preK-12 education containing thousands of digital resources aligned to national and Idaho state standards.

RESILIENCE: HOPE LIVES HERE

Raising Resilient Kids: Mental Health Matters is an IdahoPTV documentary featuring some of Idaho's top mental health experts. Resilience: Hope Lives Here focuses on addressing adverse childhood experiences (ACEs).

PROFESSIONAL DEVELOPMENT

IdahoPTV is more than just a TV station. We also offer FREE professional development to teachers across the Gem State. From media literacy to establishing trauma-informed classrooms using content from the locally produced documentary Resilience: Hope Lives Here, Idaho Public Television continues to provide educators across the state with free educational support.

#5 Continued Trust and Increased Viewership

IdahoPTV is looking strategically to the future.

- We are making an investment in the organization’s future leaders so that IdahoPTV remains strong and well supported by both the State of Idaho and by private donors, foundations and corporations.
- We will continue to invest in our broadcast distribution system, both over the air and through live streaming, in order to keep our viewers informed, entertained and safe.
- As an active part of education in Idaho, we will continue to partner with educational institutions and outlets statewide, including those in nontraditional educational settings.
- We will invest in content for new audiences and engage with our viewers and donors for our future financial strength.

IDAHO PUBLIC TELEVISION

Nearly 830,000 unique viewers watch Idaho Public Television broadcast and streaming content each month, resulting in 7.3 million monthly views. 12% increase in viewership from 2022 to 2023 (Nielsen Research, TRAC Media)

Over 60% of Idahoans regularly watch Idaho Public Television.

We have dedicated viewers and donors in every Idaho county.

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)

2023 TRUST SURVEY FOR PBS AND PBS KIDS

For the 20th year in a row, Americans rank PBS and its member stations the most-trusted media institution, rated higher than commercial cable and broadcast television, newspapers and streaming services.

PBS KIDS is the #1 educational media brand for children (83%) and helps prepare children for success in school (81%), significantly higher than any other children’s media outlet. A vast majority (74%) of respondents said they trust PBS “a great deal” or “somewhat” compared to other institutions.

87% agree that PBS stations provide an excellent value to communities. When asked if the funding for public broadcasting was adequate, nearly

85% say PBS has an important role in providing AMBER alerts, along with other emergency alerts, to the public.

85% of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.

IDAHOPTV IS LOOKING STRATEGICALLY TO THE FUTURE

- We are making an investment in the organization’s future leaders so that IdahoPTV remains strong and well supported by both the State of Idaho and by private donors, foundations and corporations.
- We will continue to invest in our broadcast distribution system, both over the air and through live streaming, in order to keep our viewers informed, entertained and safe.
- As an active part of education in Idaho, we will continue to partner with educational institutions and outlets statewide, including those in nontraditional educational settings.
- We will invest in content for new audiences and engage with our viewers and donors for our future financial strength.