

Idaho Public Television

Senate Education Committee

February 11, 2016

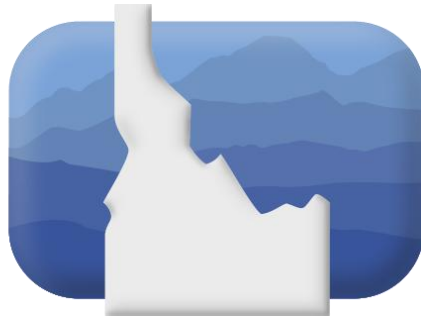
Ron Pisaneschi, General Manager



IDAHO

**STATE BOARD
OF EDUCATION**

50
YEARS



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Program Structure

Educational Content

- National Programming
- Local Program Creation
- Online & Mobile Resources
- Community Outreach & Fundraising

Pre-K • K-12 • Higher Ed • Adult Learning

- Dedicated Funds-

Statewide Delivery System

- Equipment Infrastructure
- Only Statewide Broadcast System
- Homeland Security & EAS
- Delivery of Governmental Services

All Regions • All Residents • All Taxpayers

**- General Fund -
- Federal Grants -**

50
YEARS



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Idahoptv.org/50years

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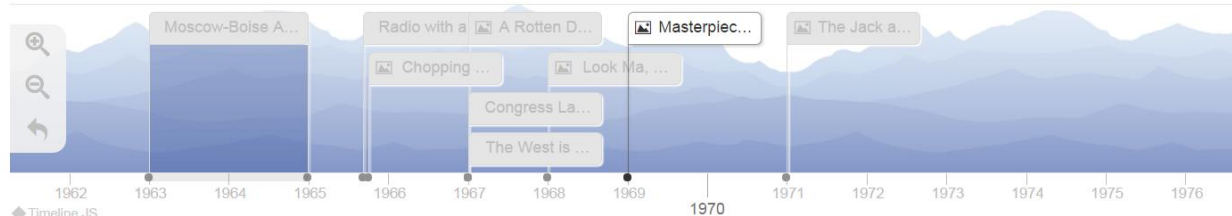
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[Timeline](#) [Video](#) [Features](#)

SEARCH



FOLLOW US:



Timeline JS



1969

Masterpiece and a Yellow Bird

It was a little risky.

KUID-Moscow thought for some time before deciding to air a 26-part, black and white British Broadcasting Corporation (BBC) production of the period drama *The Forsyte Saga*.

But audiences in Idaho and across the nation got hooked on the series in a big way. The



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Award Winning Services

54 National & Regional Awards in 2015

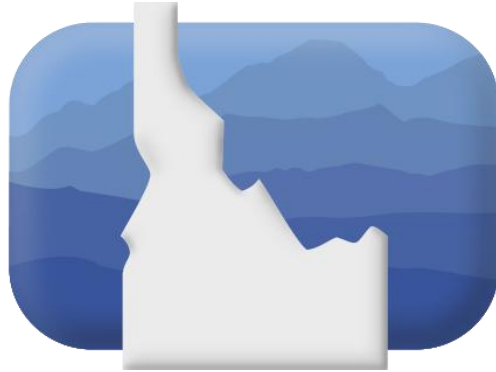


Emmy Award



"50 Years of Wilderness"

50
YEARS



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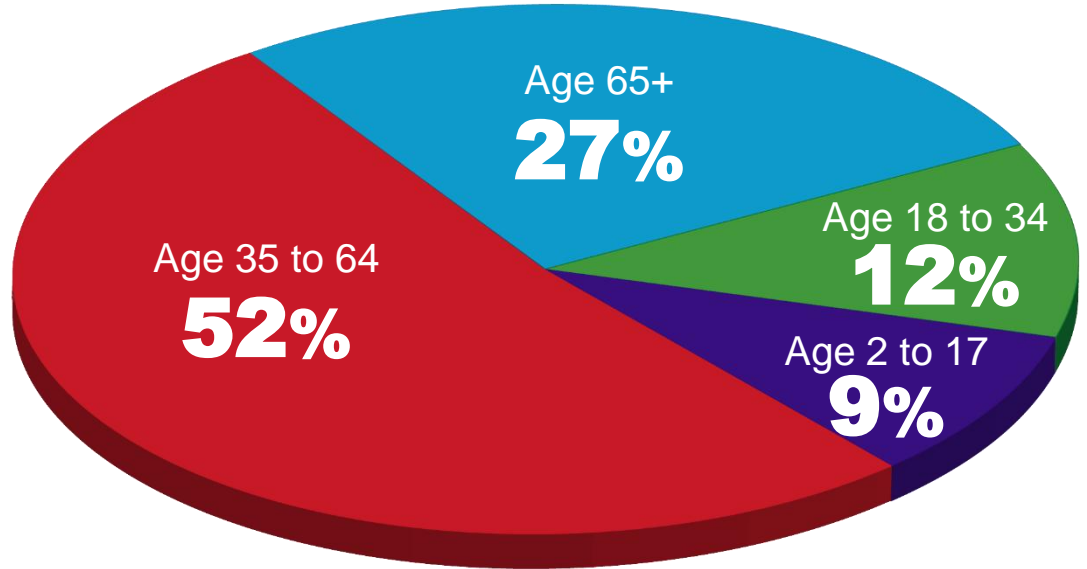
**Consistently #1 most-viewed
PBS station per capita**

Source: Feb. 2015, TRAC Media, Total Ratings

IdahoPTV Reaches a Broad Audience

Idaho Public Television's Prime-Time Audience at a Glance

More than 460,000
Idahoans watch
Idaho Public
Television in an
average week.



Source: Nielsen 2015

Source: TRAC Media Services February 2015

Online Access via Desktop & Mobile



iOS & Android Apps; Roku, Chromecast, Xbox, AppleTV Channels

Broadcast vs. Online

Video Viewing Is Still Mostly on Television



Television
30.3 Hours per Week



Online
2.0 Hours per Week

Source: 2015 Nielsen Company

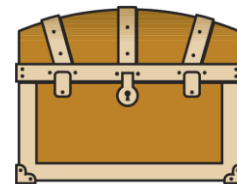
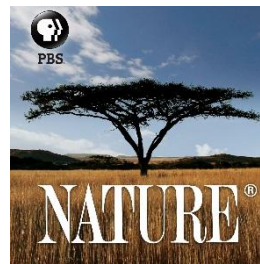
National Programming



This Old
House®

NOVA

GREAT
PERFORMANCES



**ANTIQUES
ROADSHOW**
DISCOVERING AMERICA'S
HIDDEN TREASURES.

PBS 
**NEWS
HOUR**

**AMERICAN
EXPERIENCE**

MASTERPIECE

FRONTLINE

Curious George™



Content Delivers Results

- **Kids who engage with PBS children's programming outscored non-watchers on standardized test that measure math skills**
- **Similar results with literacy skills tests**

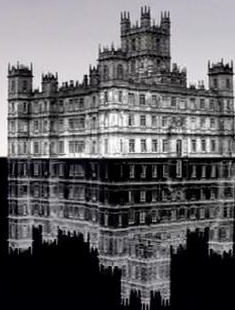


Educators & Parents Trust Us

- Teachers use PBS content more than any other source
- Parents trust PBS more than any other media brand
- PBS kids is the **#1** educational media brand



Downton



Abbey

Finale Event

March 6 at 2pm

The Village, Meridian

Final Episode

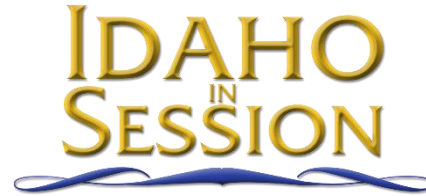
March 6 at 9pm



PBS

@idahoptv #DowntonIdaho

Local Productions



The logo for 'Science TREK' is displayed on a whiteboard. The word 'Science' is in a blue, sans-serif font with a grid pattern overlaid on it. Below it, the word 'TREK' is in a bold, green, sans-serif font. The whiteboard background has faint, light-colored diagrams and text visible.

Science
TREK

Every 3rd Tuesday

Feb 16th - Five Senses

idahoptv.org/sciencetrek

video.idahoptv.org

IDAHO IN SESSION



Legislature Live



Governor Live



Judiciary Live



Special Events



In-House Cable



Internet Streaming



Statewide Broadcasts



Archive

*A partnership of LSO,
Legislature, Governor,
Supreme Court & IdahoPTV*



**IDAHO
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Operational funding provided by:



BUILDING AMERICA®



100,000 Stream Requests in 2015

Educational Partnerships

- **State Board of Education - Journey to College**
- **Idaho Universities - Student Training & EPSCoR**
- **K-12 Overnight & Learn Channel**
- **12 Hours/Weekday Children's Ed Content**
- **Online Resources for Teachers & Students**



Journey to College

- **Communications Planning Efforts**
- **Media Partner – Statewide Airtime**
- **Produced Live Call-in Program**
- **Video Segments for On-line & Broadcast**





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Scout/PBS Learning Media

The screenshot shows the Scout/PBS Learning Media website. At the top is a blue banner with the 'Scout' logo and icons for a microscope, a person, a lightbulb, a laptop, a globe, and a compass. Text on the banner includes 'Classroom Edition', 'A Service of Idaho Public Television', and 'Powered by PBS LearningMedia™'. Below the banner is the 'PBS LearningMedia' logo, an 'ABOUT' dropdown menu, and a 'LOG IN' button. A navigation bar contains a 'BROWSE STANDARDS' button, a search bar, and dropdown menus for 'All Grades', 'All Subjects', and 'All Types'. The main content area features a 'NEWEST CONTENT' section with a 'MOST POPULAR' sub-section. A featured article titled '60-SECOND PRESIDENTS' includes a portrait of George Washington and a 'This Day in History' section. Another article features a photo of a woman and is titled 'Sixth Grade Teacher from Pocatello, Idaho Selected as Digital Innovator!'. A third article is titled 'The 2016 PBS Kids Writers Contest is Here!' and includes a 'WRITERS CONTEST' logo.

Scout
Classroom Edition

A Service of Idaho Public Television
Powered by PBS LearningMedia™

PBS LearningMedia ABOUT LOG IN

BROWSE STANDARDS Search All Grades All Subjects All Types

NEWEST CONTENT MOST POPULAR

60-SECOND PRESIDENTS

This Day in History
On this day in 1789, the Electoral College gathered to vote for their first president. Learn more about the men they chose to lead the new nation.

Sixth Grade Teacher from Pocatello, Idaho Selected as Digital Innovator!
Congratulations Jewel Shee, Idaho's Digital Innovator!

The 2016 PBS Kids Writers Contest is Here!
Information is available on our website.

PBS KIDS WRITERS CONTEST

EPSCoR Project

- **Media Training for Scientists**
- **Produced Feature Segments on Research for On-Air & On-Line**
- **FY16 - Produce Full-Length Documentary on Health of Idaho Lakes**



Early Learning Conference

- **Identify Successful Programs in other States**
- **Presentation from CPB Vice President on Impact of PBS Content**
- **Examine Potential Solutions for Idaho**



Content Creation Partnerships

- **McClure Center** - Early Learning, Idaho Health Care Exchange, Sage Grouse, Federal Debt
- **Dept. of Commerce** - “Idaho’s Scenic Byways”
- **Dept. of Parks & Recreation** - “State of Our Parks”
- **Commission for Libraries** - Online Resources
- **Historical Society** - Museum Videos/Idaho Day
- **Supreme Court** - Live Streaming of Oral Arguments



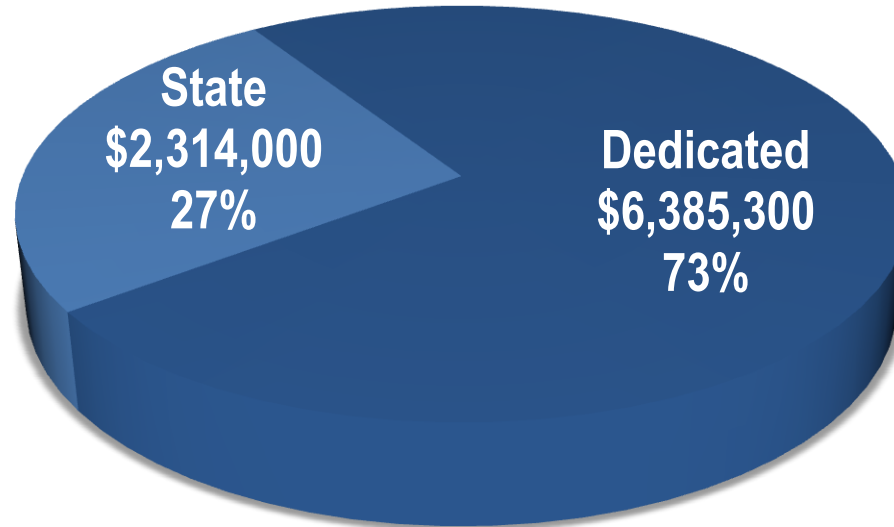
Appropriations - FY 2016

Personnel Costs and Operating Expenditures

\$ 8,699,300*

Statewide Delivery System

- Deliver content to nearly every Idaho household
- Support education
- Emergency communications
- Deliver government (*Idaho in Session*)

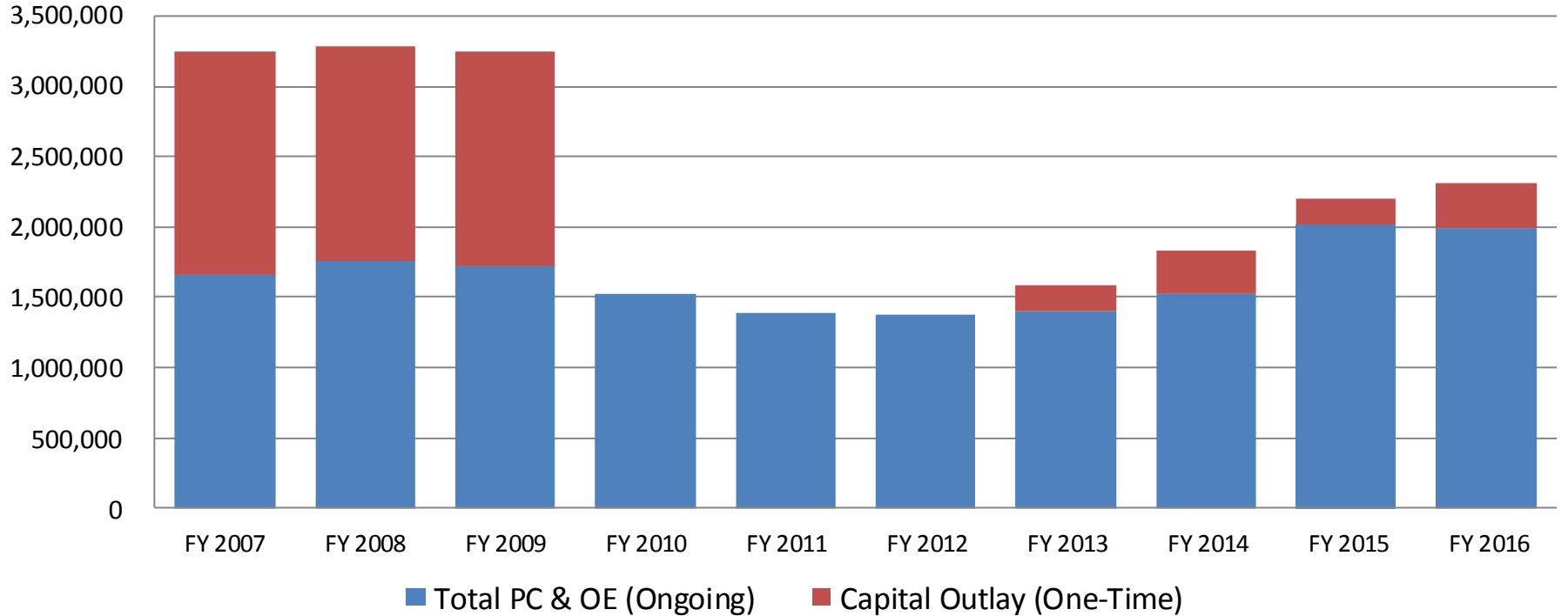


Educational Content

- National and Regional Programming
- Local Program Creation
- Online Resources
- Educational Outreach

* Includes One-Time Capital from State of \$324,000 & Dedicated of \$612,000

General Fund History



With \$24 Million in State Assets, Replacement Capital Remains a Challenge

Peer Group Comparison

STATE	FY 16 STATE FUNDS	\$/PERSON
Alabama	\$6,204,750	\$1.28
Arkansas	\$9,148,462	\$3.08
Georgia	\$14,848,488	\$1.47
Iowa	\$9,329,668	\$3.00
Kentucky	\$13,245,000	\$3.05
Louisiana	\$5,548,343	\$1.22
Maryland	\$8,003,000	\$1.39

STATE	FY 16 STATE FUNDS	\$/PERSON
Mississippi	\$7,926,798	\$2.65
Nebraska	\$10,502,482	\$5.58
Oklahoma	\$3,382,215	\$0.90
South Carolina	\$6,091,794	\$1.32
South Dakota	\$3,873,272	\$4.54
Wisconsin	\$5,259,400	\$0.92
West Virginia	\$4,824,333	\$2.61

14 State Average	\$7,727,715	\$2.36
Idaho	\$2,314,000	\$1.42

Exceed Peer Group

- **Higher Percentage of Donors per Capita**
 - 1.1% versus .5%
- **Higher Average Gift Amount**
 - \$97 versus \$52



Alternate Funding Sources

- **Cannot Air Commercials**
 - **Cannot Charge Cable & Satellite for Programming**
 - **Federal Competitive Equipment Programs Defunded**
 - **Private Contributions Already Exceed Peers**
- 

FCC Spectrum Auction Impact

- **KCDT/Coeur d'Alene will likely have to move to a new channel but FCC will cover costs**
- **Unknown which of our 49 Translators will have to move**
- **Might not be open frequencies to move Translators**
- **No funds from FCC to cover costs of Translators**





“My Excellent Adventure”



Questions & Answers

