

**IDAHO
PUBLIC
TELEVISION**

Senate Education Committee


February 8, 2017

Ron Pisaneschi, General Manager

Today's Presentation

- Overview of Content and Services
- Budget
- Statewide Delivery Systems
- Challenges

Educational Resources for All Ages

- Preschool
 - Elementary Grades
 - Secondary Grades
 - Post-Secondary
 - Lifelong Learning
- 

Educators and 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



Preschool Services

- Broadcast Programs
- Online Apps & Games
- Parental Resources Including Progress Tracker
- New 24 x 7 Broadcast & Live Streaming Channel
- Events for Families
- Training for Parents & Caregivers



PBS KIDS Learning Goals



STEM (Science, Technology, Engineering & Math)

The Cat in the Hat Knows a Lot about That! 2-5	Scientific Inquiry, Life Science				
Dinosaur Train 2-5	Scientific Inquiry, Life Science, Paleontology, Nat'l History				
Curious George 2-5	Scientific Inquiry, Engineering and Math				
Sesame Street 2-5	Scientific Inquiry, Math				
Sid the Science Kid 2-5	Scientific Inquiry, Life/Earth/Physical Science, Math				
Peg + Cat 2-5	Math				
Odd Squad 5-8	Math				
Wild Kratts 4-11	Scientific Inquiry, Life Science				
The Electric Company 4-8	Math				
Fetch! with Ruff Ruffman 6-10	Scientific Inquiry, Life/Earth/Physical Science, Engineering				
Cyberchase 6-10	Math				
SciGirls 6-10	Science, Technology, Engineering, Math				
Design Squad Nation 6-10	Engineering				
Ready Jet Go! 4-11	Scientific Inquiry, Space and Earth Science				
Nature Cat 4-11	Natural science, Life/Earth/Environmental Science				
Fizzy's Lunch Lab 4-11	Health & Fitness, Nutrition, Math				
Plum Landing 6-10	Scientific Inquiry, Environmental/Life/Earth Science				

WEB-ONLY

LITERACY

Super Why 2-5	Literacy				
Sesame Street 2-5	Literacy				
Word World 2-5	Literacy				
Martha Speaks 4-8	Literacy, Vocabulary Acquisition				
WordGirl 4-10	Literacy, Vocabulary Acquisition				
The Electric Company 4-11	Literacy				

SOCIAL & EMOTIONAL DEVELOPMENT & MORE

Daniel Tiger's Neighborhood 2-5	Social & Emotional Development				
Sesame Street 2-5	Spanish, Social & Emotional Development				
Caillou 2-5	Social & Emotional Development				
Clifford the Big Red Dog 2-5	Social & Emotional Development				
Thomas & Friends 2-5	Social & Emotional, Physical Development				
Barney and Friends 2-5	Social & Emotional, Physical Development				
Arthur 4-11	Social Skill Development, Problem Solving				
Maya & Miguel 4-11	English Language Acquisition, Cultural Awareness				
Gamestar Mechanic Jr. 4-11	Systems Thinking				
Kart Kingdom 4-11	Systems Thinking				
Bob the Builder 4-11	Social & Emotional Development				
Angeline Ballerina 4-11	Social & Emotional Development, Fine Arts				
Oh Noah 4-11	Spanish, Cultural Awareness				
Chuck Vanderchuck 4-11	Music				
Wilson & Ditch 4-11	US Geography & History				

WEB-ONLY

Elementary Services

- Broadcast Programs
- *Science Trek* Interactive Local Production
- Online Apps & Games
- Scout/PBS Learning Media – 100,000+ Searchable Videos
- Parental Resources Including Progress Tracker
- New 24 x 7 Broadcast & Live Streaming Channel
- Afterschool Activities in Conjunction With Libraries
- Training & Resources for Teachers



BROWSE
STANDARDS

Search

▼ All Grades

▼ All Subjects

▼ All Types



NEWEST CONTENT

MOST POPULAR

**DEADLINE TO APPLY IS
FEBRUARY 13**

PBS DigitalInnovators

Do you think you could be a 2017 PBS Digital Innovator? A PBS Digital Innovator is a thought leader and classroom changemaker. Discover how you can become one! [Learn more.](#)



60-Second Presidents

Pick up fast facts about the U.S. presidents while boosting your history I.Q. in preparation of President's day next week!



Enter Now!

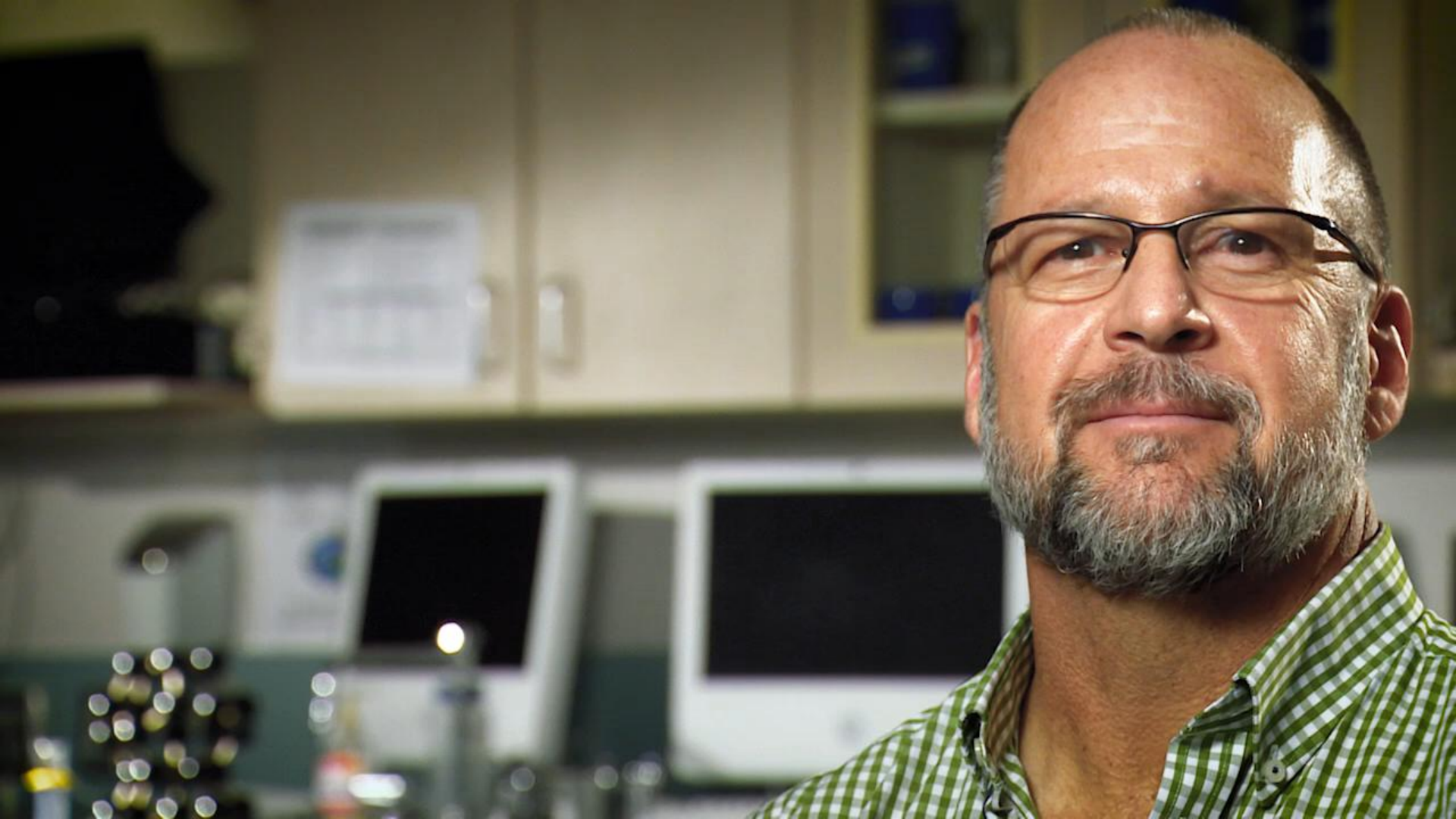
You could be Idaho's next Digital Innovator and win a free trip!

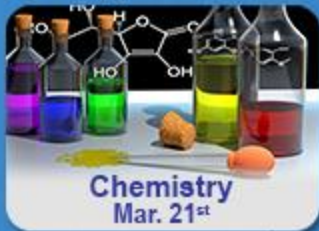
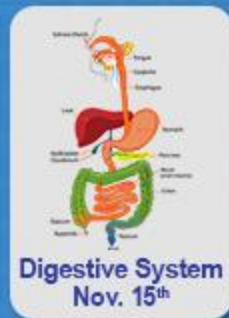


2017 PBS Kids Writers Contest

K-3 Teachers; The contest is now open!







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

Secondary Services

- Broadcast Programs Such As *NOVA*, *American Experience*, *Idaho Reports*
- Scout/PBS Learning Media – 100,000+ Searchable Videos
- Training for Teachers & Parents
- Journey to College Videos, Including *Journey to Opportunity* Documentary



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Post-Secondary Services

- Student Training & Internships
- Broadcast & Online Telecourses
- EPSCoR
- Scout/PBS Learning Media – 100,000+ Searchable Videos
- Journey to College Videos, Including *Journey to Opportunity* Documentary



Lifelong Learning Services

- 4 Digital Channels Including Learn/Create Channel, World Channel
- Online Content Available Anytime, Anywhere
- Local Productions
- Outreach Events Such As *Last Days of Vietnam*, *Cancer: Emperor of All Maladies*, *Outdoor Idaho: 50 Years of Wilderness*, and *Victoria*

Valued Services to All Idahoans

460,000+ People View Each Week

- More Children & Ethnically Diverse Than Commercial Stations
- #2 in U.S. for Broadcast Only Households



Source: Feb. 2016, Nielsen Media

Online Access via Desktop & Mobile



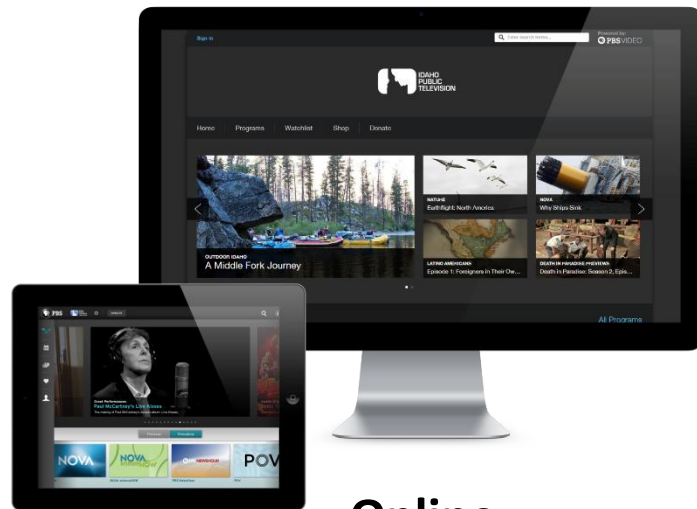
iOS & Android Apps; Roku, Chromecast, AppleTV Channels

Broadcast vs. Online

Video Viewing Is Still Mostly on Television



Television
29.1 Hours per Week



Online
4.0 Hours per Week

Source: November 2016 Nielsen Company

Local Productions



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[®]



BOISE STATE UNIVERSITY

IDAHO POLICY INSTITUTE



100,000+ Stream Requests in 2016



*Where
the
Roads
Ends*

Premieres March 2017



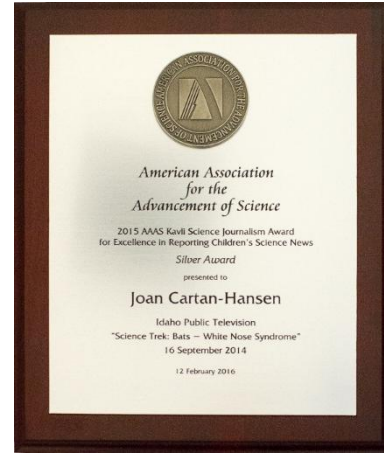
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Award Winning Productions

72 International, National & Regional Awards



**Writer – Program
Bruce Reichert**



**Joan Cartan-Hansen
Idaho Public Television
"Science Trek: Bats -
White Nose Syndrome"**

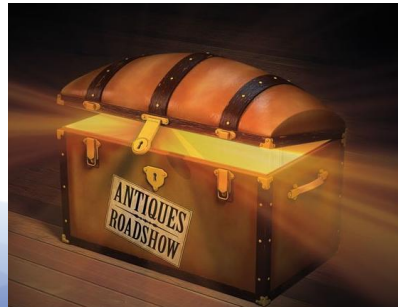
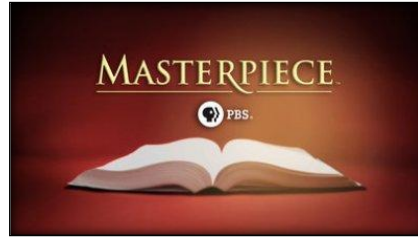
Critical Success Factor

- It Is Critical to Donor Funding to Provide Award-Winning Programs and Services
- High Quality = High Donations

Private Giving Exceeds Peers

- Higher Percentage of Donors Per Capita
 - 1.1% versus .5%
- Higher Average Gift Amount
 - \$114 versus \$62

National Programming



◆ THE VIETNAM WAR ◆

A FILM BY KEN BURNS & LYNN NOVICK

Fall 2017



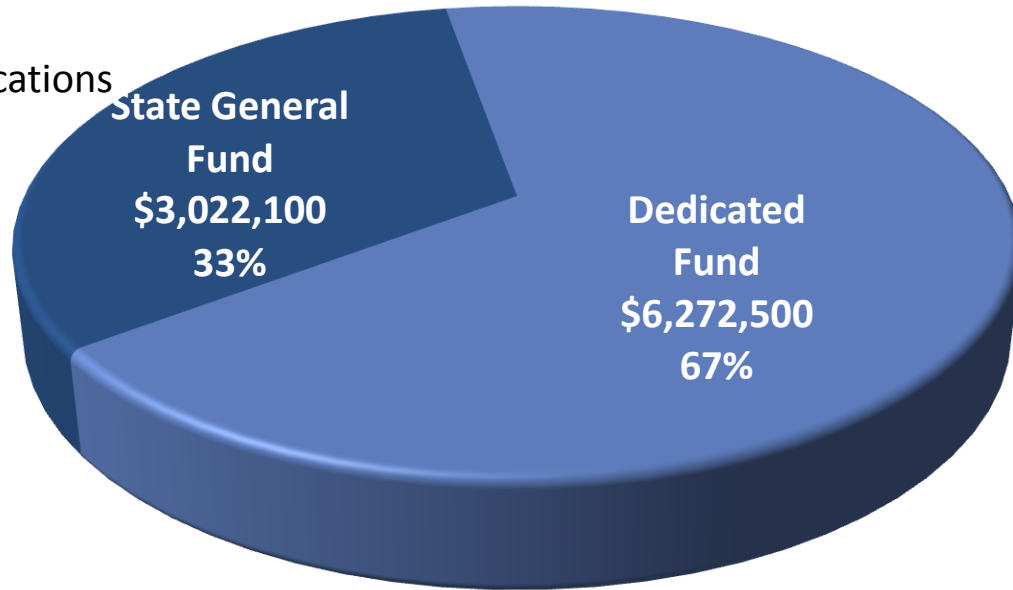
PBS

Appropriated Funding FY 2017

\$ 9,294,600*

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: General - \$835,800 and Dedicated - \$370,000

Peer Group Comparison

STATE	FY17 STATE FUNDS	\$/PERSON
Alabama	\$8,407,250	\$1.73
Arkansas	\$9,038,533	\$3.05
Georgia	\$15,158,097	\$1.50
Iowa	\$9,090,846	\$2.93
Kentucky	\$14,073,200	\$3.24
Louisiana	\$5,132,436	\$1.13
Maryland	\$8,198,000	\$1.42

STATE	FY17 STATE FUNDS	\$/PERSON
Mississippi	\$6,800,000	\$2.27
Nebraska	\$10,329,068	\$5.49
Oklahoma	\$3,153,548	\$0.84
South Carolina	\$7,639,083	\$1.65
South Dakota	\$4,052,806	\$4.75
Wisconsin	\$6,569,740	\$1.16
West Virginia	\$4,703,785	\$2.54

14 State Average

\$7,691,233

\$2.37

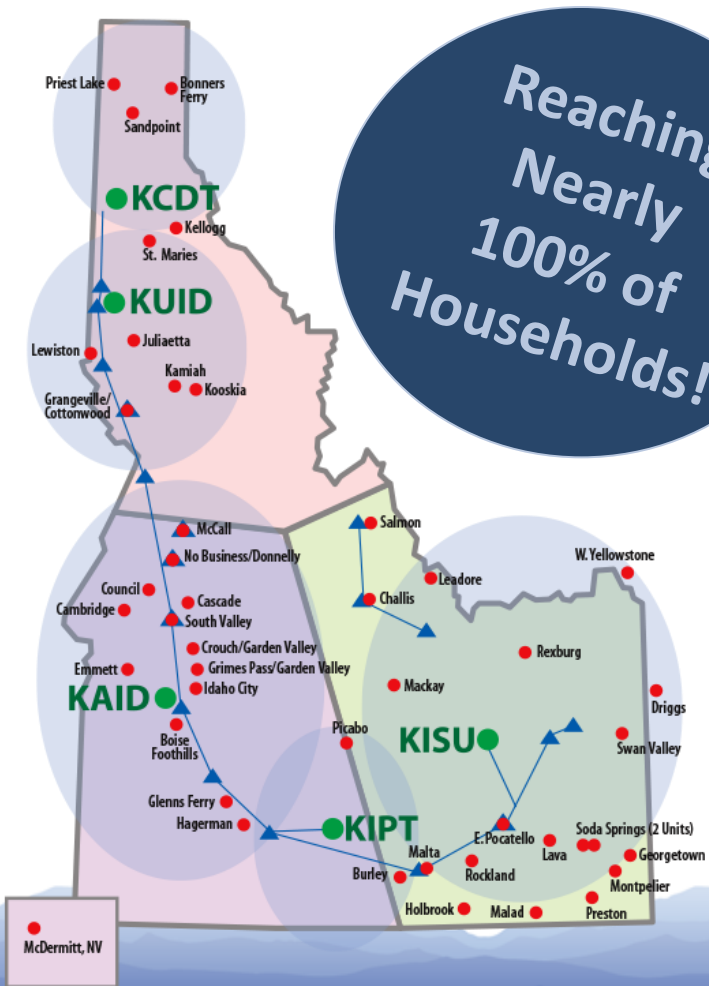
Idaho

\$3,022,100

\$1.83

Operational Funding Outlook

- Congressional Funding to CPB Flat or Shrinking
- Already Outperform Peers in Private Fundraising – Limited Growth Projected
- Only 13 of 63 FTE Funded With State Funds – CEC Costs Come Out of Operations



Reaching
Nearly
100% of
Households!

- 5 Transmitters
- 47 Repeaters
- Studios in Each Region



Equipment Funding

Critical Equipment & Infrastructure Concerns

- \$23 Million in State Assets
- \$18 Million (81.2%) Is Depreciated
- Federal Grant Programs Eliminated
- Significant Deferral of Asset Replacement

Spectrum Auction/Repacking

Congress Authorized the FCC to Take Back TV Spectrum & Auction to Broadband Providers

- Already Sold Channels 52+
- Auctioning Channels 38-51 in 2017
- Repacking All Broadcasters Into Channels 2-36 From 2017-2018

Spectrum Auction/Repacking

FCC Will Find New Channels & Pay Costs of Channel Changes for Transmitters but Not Translators

- Coeur d'Alene Transmitter on Channel 45 Will Have to Move – Funded by Auction

Spectrum Auction/Repacking

New Translator Frequencies Not Guaranteed –
Transmitter Moves Can Bump Translators

- 15-20 of our 47 Translators Will Be forced to Find New Channels
- May Not Be Enough Channels to Go Around
- Cost Could Exceed \$1,000,000

Q & A

