



# General Manager's Report

Idahoptv.org

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## QUOTE

"I was happy to see that the American Public agrees with me about the importance and value of public television. I like having choices, but if I had to choose one television channel and get rid of the rest, it would be Public Television."

Thanks,  
Judy Mimken, viewer

## SEPTEMBER MARKS IDAHOPTV'S FORTY YEARS OF SERVICE

Next month, Idaho Public Television will begin a year-long celebration of our 40 years of service to the people of Idaho, six surrounding states and Canada. Yes, it is hard to imagine that in September 1965 KUID/Moscow signed on from its small studio on the University of Idaho campus. There will be a celebration in Moscow at our studios on Friday, September 23<sup>rd</sup> and Saturday, September 24<sup>th</sup> with special guests and screenings of programs from our 40 year history.

Since those first days, IdahoPTV has added stations in Boise & Pocatello, then created a statewide network, added transmitters in Twin Falls and Coeur d'Alene, and translators in 38 smaller communities. Beginning in 2001, we added digital transmitters in Coeur d'Alene, Moscow, Boise, Twin Falls and Pocatello and with them new high definition and multicast program services. IdahoPTV can now be seen on home satellite service Dish Network in all four Idaho designated television markets and on DirecTV in the Spokane/Coeur d'Alene and Boise markets.

In the coming months, you will see a series of segments airing that look back at our 40 years of service – reminding us all of where we have been and what our programs and services have meant to the people we serve. We will also showcase what the future has in store.

During all the changes though, one constant has remained – our commitment to provide the highest quality programming that educates, inspires and entertains.



For more Buzz, checkout [idahoptv.org](http://idahoptv.org)

-On July 27, 2005, the full Senate Committee on Appropriations approved funding for public broadcasting that is \$111 million greater than that provided by the House of Representatives.

John Lawson, president and CEO of America's Public Television Stations, said: "Without this victory, our stations would have been in a severe financial bind.

Some smaller stations would have gone off of the air, with the entire industry being placed at risk from a very negative ripple effect." APTS applauds the leadership of Subcommittee Chairman Senator Arlen Specter (R-PA), and the tireless efforts of APTS members stations to mobilize your supporters and achieve this victory.

The vote of the Appropriations Committee came after a mark-up July 12 by the Senate Appropriations Subcommittee on Labor, HHS, Education and Related Agencies which proposed the following funding:

- Restoring \$400 million (in FY 2008) advance funding for the Corporation for Public Broadcasting (CPB);
- Providing \$35 million for CPB to assist stations in meeting the federally mandated conversion to digital television;
- Providing \$40 million for the next installment to replace public television's satellite interconnection system;
- Providing \$25 million for Ready To Learn – a slight increase over the FY 2005 level; and
- Providing \$11 million to Ready To Teach.

The bill passed by the House did not include funding for CPB Digital, Interconnection, Ready To Learn or Ready To Teach. It is unsure whether the full Senate will be able to take up the appropriations bill before the August recess. The next stage of consideration will be on the Senate floor and then the House-Senate conference.

-On Thursday, July 21, IdahoPTV General Manager Peter Morrill and Director of Broadcasting Ron Pisaneschi were invited by the management of the Public Broadcasting Service (PBS) to attend a day-long assessment of programming and services relating to fund raising. Approximately twenty-five PBS general managers, development professionals and programmers participated in this daylong "State of Pledge" meeting held at PBS Headquarters in Alexandria, VA.

Meeting outcomes included:

- Develop an ongoing strategy for virtuals/pledge events, with a particular focus on strengthening the integration of mission into these events;
- Deliver more pledge programs that tie in with our regular NPS series and content;
- Explore opportunities for a national clearinghouse for thank-you gifts that will be economical and timely;
- Strengthen preliminary research and testing of pledge shows to help stations make early assessment of programs for their markets.

-The Legislative Auditor has notified IdahoPTV that they will begin its yearly audit beginning in early October. The audit of fiscal year 2005 activities is anticipated to last approximately four weeks. Last year's audit had no findings of fiscal fact.

-Beginning in September, several Idaho Public Television productions about Lewis & Clark will be featured at visitors' centers located at several dams along the Columbia River. IdahoPTV, in partnership with the Department of the U.S. Army, Corps of Engineers, will provide the programs as part of the bicentennial celebration of the Corps of Discovery.

-On August 1, the national Reading Rainbow Young Writers & Illustrators Contest announced three entries from Idaho received Honorable Mention for their work. The students were:

Jacob O. (First Grade) Eagle, ID; KAID

<http://pbskids.org/readingrainbow/contest/2005/778/778-1.html>

Geonna T., (Kindergarten) Lewiston, ID; KUID

<http://pbskids.org/readingrainbow/contest/2005/777/777-1.html>

Sydney Y., (Second Grade) Idaho Falls, ID; KISU

<http://pbskids.org/readingrainbow/contest/2005/781/781-1.html>

-On Monday, July 25 and Tuesday, July 26, IdahoPTV audio streamed the legislative hearing conducted by the State Employee Compensation Interim Committee on Change in Employee Compensation (CEC) from the Joint Finance and Appropriations Committee (JFAC) Room, at the Idaho State Capitol. According to the web-logs, there was a peak listenership of 49 on July 25 and a peak of 71 on July 26. The members of the legislative committee will use the information gathered to help form policy proposals for the next legislative session on the CEC issue.

-This fall, thanks to the generosity of private donations, IdahoPTV will help teachers explore and teach about Idaho history, immigration and the Basque culture by distributing "West of the Basque" DVDs to fourth grade classrooms statewide. "West of the Basque" takes a personal look at how immigrants struggle to adapt to a new country, tracing the immigration of the Basque people to Idaho and the west. History takes on new meaning for students as they get a glimpse of the Basque culture as the Basque move from sheep country into the mainstream. Students will also learn of the unique struggle of immigrants to find a better life and yet hold on to their own culture.

-IdahoPTV and 25 other public broadcasters are making their local programming available in a secure downloadable form through a partnership with the non-profit, public service web site Open Media Network (OMN.org). Idaho Public Television has made available "The Horse" series, originally produced in 1994, to users around the country...or around the world. For more information, please refer to the article at the end of this report. In the first two weeks of August, "The Horse" was in the site's "Top 10" downloads.

## IDAHOPTV RECOGNIZED

Two OUTDOOR IDAHO episodes earned first place awards from the Idaho State Broadcasters Association. "Pushing the Boundaries," which features young people who test their limits in outdoor experiences, was named Best Public Affairs Program. "War of the Weeds," a documentary on efforts to identify and battle invasive plant species, was named Best Agricultural Program.

## IDAHOPTV STAFF UPDATES AND TRANSITIONS

-On Saturday, August 6, Daniel Dopps, the son of Ramona Dopps, IdahoPTV's Development Director, was killed in a rodeo bull riding accident in Grace, Idaho. According to press reports, the championship bull tripped coming out of the chute, caught its horn on the ground, and rolled on top of Daniel. Please keep Ramona and her family in your thoughts and prayers.

-IdahoPTV Web Master Lee Henkel has returned to Idaho for a two week leave from U.S. Army Reserve duty in Iraq. During his time home, his wife Christine gave birth to a baby girl, Maya. Lee was deployed to his current duty in Iraq in January 2005. The staff at IdahoPTV proudly supports his sacrifices and look forward to his final safe return.

## IDAHOPTV SIGNALS UPDATE

On Friday, August 5, at approximately 7:15pm, IdahoPTV threw the "on" switch and energized a new Channel 41 translator, K41HS, broadcasting from No Business Mountain above Donnelly. This channel will serve McCall, Donnelly, Lake Fork and New Meadows areas initially in analog, but we hope to convert the facilities to repeat the IdahoPTV digital signal within the next twelve months. Nearly seven years ago, Idaho Public Television applied for this unused channel in the McCall area with an eye toward providing the area with digital translator service. After a five year wait, we were assigned Channel 41 by the Federal Communications Commission to begin broadcasting an analog signal that could be converted to digital when 1) FCC ruling permit and 2) conversion funds are available. We'll keep you posted.

## LEWISTON/CLARKSTON VIEWERS TO CHANGE CHANNELS FOR IDAHOPTV

Viewers changed to a new Idaho Public Television channel during the week of August 8 in the Lewiston-Clarkston area. A new translator for the broadcast signal came online with a new number, Channel 51.

"We are replacing a 28-year-old translator, which has been broadcasting on Channel 55, with new equipment that is digital ready," IdahoPTV Director of Technology Rich Van Genderen says. "The channel number is changing to 51 because the FCC has designated channels 2 through 51 for digital television. Anything higher than 51 is outside the digital core channels. The new equipment and the channel change mean that we are ready to begin digital broadcasts to Lewiston when the analog signal is eventually turned off."

The translator on the Lewiston Grade receives the IdahoPTV signal from KUID in Moscow and rebroadcasts it to the Lewiston-Clarkston area.

Lewiston area cable viewers will not notice a change and will continue to tune into IdahoPTV on Channel 12.

The new equipment is part of a Rural Utilities Services Grant that IdahoPTV received from the U.S. Department of Agriculture. The grant is being used to replace and upgrade seven translator sites in North Idaho over three years with Lewiston the first to be completed. The other sites are at Cottonwood/Grangeville, Kamiah, Kooskia, Juliaetta, St. Maries and Kellogg.

"We know that remembering a new channel number to watch Idaho Public Television off-air will take some getting used to," Van Genderen says. "But the change makes us ready for the digital age in the Lewiston/Clarkston area and results in a cleaner analog picture as well."

Because the translator sends only one signal, it currently will broadcast the IdahoPTV analog signal for traditional television sets. However, the equipment is able to handle a digital signal when the analog signal is turned off by Federal decree, possibly within five years.

At the Lewiston site, work already has been completed on the building, new air conditioning and back-up generating equipment has been installed. The translator installation, new antenna and channel change should be completed by August 12, according to Van Genderen.

When all seven new translators are installed, only two aging translators will remain to be replaced in North Idaho, Priest Lake and Bonners Ferry, Van Genderen says. The Sandpoint translator was replaced two years ago with State of Idaho funding for digital conversion.

IdahoPTV is a statewide public television system with five analog and five digital transmitters and 38 translators with signals that reach approximately 97 percent of the state's population.

## HAGERMAN TRANSLATOR OFF THE AIR FOR FIVE WEEKS, PARTS SHIPPED AND UNIT REPAIRED

On July 10, a repaired power supply circuit board was shipped from the East Coast for the Hagerman translator that rebroadcasts the signal of Idaho Public Television. The translator is owned and licensed to the Hagerman Translator District.

"The manufacturer has salvaged parts and repaired the damaged circuit board, which relays power to the translator," says IdahoPTV Director of Technology Rich Van Genderen. "The translator is more than 12 years old and the manufacturer has quit using this type of power supply but they were able to find the original drawings and layouts for the components for the repairs."

The translator malfunctioned in early June, leaving the Hagerman area without over-the-air access to IdahoPTV on Channel 65 and was the subject of several local newspaper stories and more than a dozen irate telephone calls/emails to IdahoPTV. IdahoPTV assisted the District in affecting the repair in a manner that was more timely than would have normally occurred.

## UPCOMING MEETINGS OF IDAHO PUBLIC TELEVISION'S FRIENDS BOARDS

- Friends of Idaho Public Television: KUID/KCDT, August 31, 2005, Noon.
- Friends of Idaho Public Television: KAID/KIPT, September 28, 2005, Noon.
- Friends of Idaho Public Television: KISU, October 12, 2005, 5:30 p.m.

## THE SOCIAL CODE IS EXPLORED ON DIALOGUE

- Airs Thursday, September 15 at 8:00/7:00 p.m. MT/PT
- Repeats Sunday, September 18 at 5:00/4:00 p.m. MT/PT

Research confirms that a child's healthy development depends upon his or her experiences in the first years of life. The National Governors Association supports the view that states have a compelling interest to invest in services that improve care and education of infants and toddlers. Studies show such an emphasis reduces future expenditures in assistance programs and pays huge dividends for children and society.

But Idaho is far behind the curve in the resources it devotes to quality early childhood education. Why? Parents and providers who are educated about developmental stages can make a big difference in how well prepared a child is for school. So, in what programs should Idaho invest? Should our growing understanding of how children learn and develop change where we put our tax dollars?

In this special one-hour DIALOGUE, host Joan Cartan-Hansen and a panel of nationally and regionally recognized early childhood experts focus on how parents, providers and policy makers should rethink what ready to learn really means.

Cartan-Hansen will be joined by the following guests: Professor Ross Thompson, University of California, Davis; Professor Janice Fletcher, University of Idaho; and Mary Jones, Manager of the Infant and Toddler program, the Idaho Department of Health and Welfare.

Thompson is a professor of psychology whose award winning work focuses on the socioemotional development of young children. He has also worked on the applications of developmental relational science to public policy problems concerning children and families. A Senior National Institute of Mental Health Fellow, Thompson is currently working on his next book, "Early Brain Development, the Media, and Public Policy."

Fletcher has served as a consultant for numerous state, regional and national early childhood programs, including Head Start and Even Start. She is a member of the National Association for the Education of Young Children, and former board member and president of the Idaho Association for the Education of Young Children. She has been a faculty member in the University of Idaho School of Family and Consumer Sciences since 1979 and is an 11-time winner of the Award for Excellence from the University of Idaho Alumni Association.

Jones manages Idaho's Infant and Toddler Program that provides a variety of therapeutic, educational and supportive services to help children and their families.

This DIALOGUE program will also feature video clips from the upcoming Idaho Public Television production, "The Social Code." This program and a companion web site will show parents and providers how to recognize and guide the social and emotional development of eager learners, birth to five. Research shows children who have strong social and emotional skills do better when they reach school age. Yet society is either focused on

academic training and standardized testing or provides little or no support for quality childhood education at all. "The Social Code" will help viewers understand why it is essential to teach children to unlock the keys to society's social and behavioral codes and confronts the need for quality early childhood education. "The Social Code" is a half hour program to be released nationally and will air on Idaho Public Television within the next few months.

## OUTDOOR IDAHO TRACES IDAHO FOOD SPECIALTIES FROM MOUNTAINS, FIELDS TO TABLE IN NEW SHOW

-Aired Thursday, July 7 at 8:00/7:00 p.m. MT/PT

-Repeated Sunday, July 10 at 7:00 p.m. MT/PT

Idaho is taking its place at the world's tables. Huckleberries, wild morel mushrooms, organic salad greens and herbs, Wagyu cattle for Kobe beef, ice wine and more leave Idaho's mountains and fields for dining rooms world wide.

A new OUTDOOR IDAHO, "A Taste of Idaho," went to the source of some of these treats to meet with people who gather and raise them.

From a North Idaho mountainside to a frozen vineyard near the Snake River, Gem State specialties pour into the kitchen. Chef Jon Mortimer of Boise prepared a meal on camera for the people who provide the bounty. They also demonstrated their specialties in the field for the camera.

-- Morel mushroom hunter Darcy Williamson-Stewgall seeks the perishable treasure near McCall during the unpredictable spring days. "The more you pick throughout the day, the more you see because your eyes get adjusted to finding those little gnome-like fungus in the foliage," Williamson-Stewgall says as she directs the hunt toward an area of mixed conifers.

-- Tim Simmons owns a Middleton farm where a variety of organically-grown herbs and greens are harvested for salads and other culinary uses. "It's really about taste," Simmons says. "It's really about the delights of food, the delights of eating well."

-- Ken Tew is with a cattle company that raises Wagyu Cattle in eastern Oregon. The meat is processed in Idaho as American Kobe beef. "A lot of ranchers will look at these cattle and think of them as...I don't want to say ugly...but different looking than what we're traditionally used to looking at," Tew says. "But the end result is exceptional and so we're very pleased with them."

-- University of Idaho horticulturist Dan Barney travels the North Idaho slopes in his efforts to develop a way to domesticate the wild huckleberry. The plant's stem grows underground (the rhizome), which makes it difficult to transplant. "The harvest is becoming very high, very heavy," says Barney, who explains that with the right conditions, a plant might live a century. "I want to preserve that as well as helping our industry and helping provide jobs and income."

-- Chuck Devlin, who is with a Sunnyslope winery, explains how the specialty dessert drink called ice wine begins. "We wait for the grapes to freeze on the vine," Devlin says. "You pick the grapes while they're frozen. You press them while they're frozen and what it does is it forms ice out of the water. The juice that runs out is extremely sweet, concentrated and we make it into a wine that, once again, is very, very sweet and very, very concentrated."

Chef Mortimer's recipe for morel mushroom appetizer is on the IdahoPTV Web site at [idahoptv.org/outdoors](http://idahoptv.org/outdoors) along with additional information about the show.

"Some of the best tasting food comes from the most beautiful areas of our state," IdahoPTV producer Jim Peck says. "This program is literally a tasting menu of great flavors."

## TWO PROGRAMS ANALYZE WESTERN COMMUNITIES' RESPONSES TO ENVIRONMENTAL CONFLICT

-P.O.V.'s "The Fire Next Time" aired Thursday, July 14, at 7:00 p.m. MT/PT

-DIALOGUE: The Fire Next Time continued the discussion at 8:00 p.m. MT/PT

An Idaho Public Television special teamed with a national documentary about a Montana town's experience to demonstrate how Western communities have gotten past the shouting matches of "eco-wars" to reach collaboration and conciliation.

P.O.V.'s "The Fire Next Time" followed a deeply divided group of Montana citizens caught in a web of conflicts intensified by rapid growth and the power of talk radio. The people of the Flathead Valley in Montana were stunned when a domestic terror cell's plot to kill local leaders was uncovered. Ex-police officer Brenda Kitterman and environmentalist Mike Raiman wanted to do something to address the local tensions, but the community was torn. Many residents were losing their jobs in timber and mining and blamed environmentalists. Adding fuel to the fire was a radio talk show host who declared environmentalists as the enemy.

The national program illustrated how ordinary people can sometimes, through inaction, allow extremist violence to grow within a community. This documentary seeks to find out how the contentiousness in the Flathead Valley could take such a bitter turn and how people can summon the will to pull a community out of the cycle.

Continuing where the P.O.V. special left off, DIALOGUE: The Fire Next Time spoke with experts who have worked with communities struggling with the similar issues of intolerance.

Guests Martin Goebel, president, Sustainable Northwest, Portland, Oregon, a group that helps communities develop stronger economies while preserving the environment; John McCarthy, policy director, Idaho Conservation League, Boise; Melinda Smith, senior mediator, Resolve, Inc., a national dispute resolution organization, Albuquerque, New Mexico; and Mayor Pam Kennedy of Kalispell, Montana, who was featured in "The Fire Next Time," joined host Marcia Franklin to offer insight into how to negotiate compromises in the face of conflict over environmental issues.

"A decade ago, Idaho was experiencing the same level of emotion that is depicted in "The Fire Next Time," says Franklin, a Peabody Award-winning producer/host who has covered public policy issues in the West for more than 20 years. "But today, in our state and our region there are examples of compromise on these contentious issues that have become models of collaboration for the nation. We wanted to highlight them."

The DIALOGUE special was also broadcast by public television stations in Montana, Wyoming, Utah, Colorado and New Mexico in conjunction with the P.O.V. film.

## DIALOGUE FOR KIDS LEARNS ABOUT MERIWETHER LEWIS

-Airs Tuesday, September 20 at 2:00/1:00 p.m. MT/PT

Dialogue for Kids begins its sixth season by exploring the scientific discoveries made by Lewis and Clark.

In September of 1805, Lewis and Clark and the Corp of Discovery traveled through Idaho on their way West. They were not just explorers. They were also scientists! President Thomas Jefferson sent the explorers West to not only find a passage to the Pacific, but to also document all the details of the plant and animal life in the region and to learn more about the minerals and mountains found along the way. People didn't know what to expect and told tales of wondrous creatures: unicorns, gargantuan woolly mastodons, seven-foot-tall beavers, and friendly, slim-waisted buffalo. What did they really find?

"Meriwether Lewis" as portrayed by Tim McNeil will join host Joan Cartan-Hansen to answer students' questions about the Corp of Discovery. McNeil's appearance is made possible by support from the Idaho Governor's Lewis and Clark Trail Committee, and by funding from the Idaho Humanities Council, the state-based affiliate of the National Endowment for the Humanities.

Students can e-mail their questions to [dialogue4kids@idahoptv.org](mailto:dialogue4kids@idahoptv.org), FAX them in before the show at (208) 373-7245, or call in live during the program to (800) 973-9800. A companion web site provides more links and facts about the expedition and its scientific discoveries.

## OVER 25 TOP PUBLIC BROADCASTING TV AND RADIO STATIONS ADD PROGRAMMING TO THE OPEN MEDIA NETWORK, OFFERING FREE INTERNET-DELIVERED CONTENT TO A GLOBAL AUDIENCE

New online consumer service continues its momentum, adding public stations representing 25% of U.S. population

Sunnyvale, CA—July 25, 2005—Open Media Network ([www.omn.org](http://www.omn.org)), a free, online public service network launched in April 2005, today announced that its service has added programming from more than 25 independent television and radio station providers including Idaho Public Television, giving users worldwide access to original public television and radio content and shows via the Internet. For the first time, participating local public broadcasting stations will be able to capture a worldwide audience utilizing the OMN to distribute television video content and audio programs from their radio stations.

"The public broadcast industry is well ahead of the traditional broadcasters in using the Internet and broadband to reach new viewers," said Mike Homer, chairman and co-founder of Open Media Network. "They are quickly embracing OMN to distribute their locally-produced content to global audiences. Now, TV viewers outside of the San Francisco area can watch local programs like 'Spark' from KQED-TV. With Open Media Network, the ability to reach new audiences is unlimited."

Idaho Public Television is providing a four part series entitled "The Horse," hosted by Pamela Sue Martin, which looks at the many facets of the equestrian industry.

OMN is providing nearly every public radio podcast available, including "Morning Stories" from WGBH, "On the Media" from WNYC, and Dr. Moira Gunn's "Tech Nation."

Public television stations joining the trial phase of Open Media Network and the markets they represent include:

- Idaho Public Television (statewide)
- KCTS (Seattle/Tacoma)
- Kentucky Educational Television (statewide)
- KOCE (Los Angeles, CA)
- KQED Public Broadcasting (San Francisco-Oakland-San Jose, CA)
- KSPS (Spokane, WA)
- KTCA/KTCI (Minneapolis-St. Paul, MN)
- KWSU/KTNW (Spokane-Tri-Cities-Yakima, WA)
- Mississippi Public Broadcasting (statewide)
- Oregon Public Broadcasting (statewide)
- Rocky Mountain PBS (Denver/statewide)
- C E T (Cincinnati, OH)
- WGBH/WGBX (Boston, MA)
- Wisconsin Public Radio Television (statewide)
- WPSX (Johnstown/Altoona, PA)
- WUSF (Tampa-St. Petersburg-Sarasota, FL)

Along with the public broadcasting programs, OMN also includes online content in an expanded selection of movies, podcasts and video blogs. OMN offers users a broad selection of free public programs with a simple TV-style program guide and automatic background deliveries of favorite scheduled programming. Content producers can easily add their programming to the network, with unlimited free delivery of their shows and while fully protecting their producer copyrights. Through the service, consumers are able to view the content on multiple devices, including PCs and iPods today and televisions and cell phones later this fall.

Since the public beta of OMN on April 26, the service has logged more than 15,000 beta users. OMN now includes 15,000 content titles, including more than 8000 audio podcasts, 1,300 music files, 1000 video blogs and over 500 movies.

Open Media Network is powered by grid delivery technology from Kontiki, which already provides secure delivery of content libraries for a range of companies such as Ernst & Young, Verizon, AOL and the BBC. Kontiki's grid delivery technology speeds the distribution of video and music files by allowing participants to share unused bandwidth on their computers and servers. There are already over 20 million users of Kontiki's technology today.

Open Media Network can be used by anyone with Internet access across the globe without charge. The program guide is available at [www.omn.org](http://www.omn.org), or is automatically downloaded from any website where OMN programming is listed. The user automatically gets OMN with their first video or audio download. They can then use the program guide to choose additional programs to be automatically downloaded in the background. The programs on OMN are authorized for public use by the producers and most are licensed under Creative Commons.

#### About the Open Media Foundation

The Open Media Foundation is a private, non-profit foundation founded in 2005 by Internet and media pioneers who believe Internet users deserve a better, simpler and free way to get video and music programs that are authorized by their producers for Internet distribution. It is powered by grid delivery technology from Kontiki. More information can be found at [www.omn.org](http://www.omn.org).