

IDAHO PUBLIC TELEVISION Touches Thousands of Lives in 2010

Four over-the-air channels, a statewide call-in show, student writing contest, friends events, social media, a robust website and more keep Idaho Public Television in daily contact with Idaho citizens in many ways. Here is the year in numbers.

IdahoPTV Supports Children and Education

3,011 hours of children's programming aired on Idaho Channel; **37 percent of airtime**.
1,153 hours of children's programming on HD (high-definition) channel.

105 attempted and completed phone calls and **1,762 e-mails** from students to the D4K science call-in show, which airs monthly during the school year.

999,553 page views on the D4K website during **43,200 visits**.

21,243 e-mails sent to educators providing programming highlights and a link to monthly Classroom Calendar, connecting IdahoPTV on-air programs and Web-based resources to classroom curricula.

1,100 hours of

overnight educational television, including **132 hours** of professional development for teachers, as well as resources for K-12 classrooms, made available to schools throughout the state.

178 hours of telecourse programming broadcast with college credit available through Boise State University.

263 hours of University of Idaho-produced programming aired on Educable, including more than **20 hours** of new productions made in the KUID studio by journalism and mass media students.

669 students from kindergarten through third grade contributed entries for the annual PBS Kids Go! Writers Contest, **36 received a regional certificate** for first, second or third place in their grade. **233 people attended** certificate award ceremonies in Coeur d'Alene, Lewiston, Boise and Pocatello. **11 judges** contributed their time.

84 third-, fourth- and fifth-graders took part in Science Trek, sponsored by IdahoPTV and Idaho Museum of Natural History for the **21st year** on the Idaho State University campus in Pocatello. Students interacted with scientists and watched demonstrations about gases, lasers and aerospace, as well as fossils, reptiles, plants and



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paleontology. **70 volunteers** contributed to the success of the event.

IdahoPTV Builds Community

575 DVDs of the IdahoPTV-produced documentary, **CAPITOL OF LIGHT: THE PEOPLE'S HOUSE**, were sent to Idaho public elementary schools and public libraries.

1,010 people in Boise, Pocatello and Caldwell attended Community Cinema events to preview free screenings of **INDEPENDENT LENS** films followed by discussions of thought-provoking social issues featured in the films.

61 national and regional awards were received for programs that IdahoPTV produced, including **3 regional Emmy awards** and **9 regional Emmy nominations**.

1,319 volunteers donated more than **5,659 hours** to Idaho Public Television, including volunteers who answered phones, ran cameras and tabulated ledgers during **FESTIVAL 2010**.

750 people attended **5 IDAHO DEBATES** for general election candidates and **20 people took an IdahoPTV-led tour** of the Statehouse. Over-the-air broadcasts of **THE IDAHO DEBATES** were available to **97 percent of Idaho's population**. The debates are also streamed live online at idahoptv.org/elections/2010 where they can be viewed on demand.

131 people asked questions of guests on **27 live DIALOGUE shows**; **1,693 phone calls** were attempted for the live shows.

11,665 people on Facebook "liked" Idaho Public Television (**1,000**), **OUTDOOR IDAHO**

(**8,900**), **DIALOGUE (825)**, and **IDAHO REPORTS (940)**.

1,930 followers on Twitter signed on for Idaho Public Television (**718**), **IDAHO REPORTS (401)** and **DIALOGUE (811)**.

160,039 page views on the **IDAHO REPORTS** website during **91,216 visits**.

292,613 page views on the **OUTDOOR IDAHO** website during **112,042 visits**.

2,644,419 page views on the entire Idaho Public Television Web site during **708,721 visits**.

35,040 hours of programming broadcast **24 hours a day** across **4 digital channels**, including one dedicated to high definition, delivered free over-the-air in the regions of Coeur d'Alene, Moscow, Boise, Twin Falls, Pocatello and Idaho Falls; and by year's end, from **21 of 43 translators**.



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