



General Manager's Report

idahoptv.org

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QUOTE

"I want you to know that the 30 minute version of the Dialogue broadcast on grandparents as parents "blew my socks off." It is absolutely great...It is going to help many grandparents who are raising grandchildren, because viewing the program will tell them that they are not alone and there is help available. A number of the AARP Idaho tapes of this version will be given to the Grandparenting Information Center in the AARP national office in DC. These copies will be available nationwide for other AARP state offices to utilize in their efforts to develop support groups and other programs to aid "grandfamilies."

Many thanks for a superb accomplishment!!!!

Cheryl Tussey, AARP Idaho
Associate State Director/Communications

UPDATE ON IDAHOPTV'S 31 YEAR-OLD PRODUCTION VIDEO SWITCHER

As reported in the July 2004 GM Report, IdahoPTV's thirty-one year old production video switcher ceased functionality due to power interruptions and fluctuations caused by a severe storm on June 29, 2004.

A production video switcher is the device that mixes and layers video images from studio cameras, videotape machines and other image producing components in the central production facility in Boise. Without a functioning production video switcher, many of IdahoPTV's local productions such as "Idaho Reports," "Dialogue," "Dialogue for Kids," "Idaho Debates," and "INEEL Scholastic Decathlon," are not possible.

As a stop-gap measure, IdahoPTV has relocated a small production video switcher from our Idaho Statehouse facility to our central production studio. Because of this, no production will be possible from the Idaho Statehouse until a replacement solution is found. In addition, production at the central production studio will be very limited.

A replacement project for the production video switcher, based on current federal guidelines, is estimated at \$211,660. IdahoPTV has unsuccessfully requested replacement funds for this component and other related equipment from the State of Idaho for the last two legislative sessions.

Given the critical nature of this device, we have been researching numerous short and long-term solutions.

As of the time of this writing, the United State Department of Commerce/Public Telecommunications Facilities Program (PTFP) and the Corporation for Public Broadcasting Digital Distribution Fund (DDF) have both encouraged IdahoPTV to submit applications for emergency assistance. Both federal programs have the

potential of granting funds totaling 50%-75% of covered project costs. PTFP has requested that we submit a request by July 30, 2004. DDF's deadline is August 20, 2004. Both applications are very large under takings and exceed fifty pages of documentation each.

In addition, we are awaiting a determination from the Department of Insurance regarding whether this damage can be claimed under the State's insurance plan.

We are also researching funding options for the local match obligations that will range between approximately 25%-50% of project costs...clearly no chicken feed!

We hope to have more information by late August and I'll keep you posted on our progress.

the buzz

For more Buzz, checkout idahoptv.org

-On July 13, 2004, The NewsHour with Jim Lehrer examined new wilderness rules announced the previous day by the Secretary of Agriculture Ann Veneman. Joining in the live nationwide broadcast discussion conducted by Correspondent Ray Suarez was Idaho Governor Dirk Kempthorne from the IdahoPTV studios in Boise and Governor Ted Kulongoski of Oregon. The segment centered around the announcement that the Bush Administration is going to allow governors to petition the federal government to permit logging and road development on federal lands which President Clinton had protected from construction. The segment can be viewed at the NewsHour website at www.pbs.org.

-Orchard Partners, the building owners of IdahoPTV's network operations center at 1455 North Orchard, Boise, have discovered a small amount of mold in two basement office spaces during a routine, building-wide carpet replacement project. As a result, extensive independent environmental tests were immediately conducted under the guidance of Wayne Dockstader, State Hygienist, State of Idaho. The testing and subsequent review by Dockstader indicated that the mold does not pose imminent health concerns but needs to be remediated appropriately and promptly. Therefore 14 employees have been relocated out of the immediate area into other parts of the building during the testing, remediation, and retesting process. Current estimates suggest that employees may be able to return to their workspaces by mid-August. Costs of this extensive project are being borne by the owners of the building, Orchard Partners.

I'd like to thank the affected employees, Orchard Partners, Wayne Dockstader, Materials Testing, Inc. and the remediation construction crew for their willingness to address and resolve this issue in a timely manner.

Finally, a KTVB-TV, Boise news crew produced a two minute news story on this issue for their July 20 newscast.

Life at IdahoPTV is rarely dull!

-Saturday, July 17, 2004 marked the passing of former Governor Robert E. Smylie. IdahoPTV covered ceremonies at the Idaho Capitol and Cathedral of the Rockies marking the passing of his remarkable life. "Dialogue" examined Governor Smylie's legacy in a special program on Thursday, August 5 and Sunday, August 8.

-Corporation for Public Broadcasting's Major Giving Initiative Update:

On Friday, July 14, 2004, representatives from the Friends and Foundation of Idaho Public Television, a nationally recognized consultant and author Kay Sprinkle Grace, and IdahoPTV staff met for the first time to begin what is expected to be an eighteen month project to expand and improve Idaho Public Television's ability to

attract major financial gifts. Friends and Foundation representatives included Pat Costello, Moscow; Colleen Mahoney, Lewiston; Chris Stone, Pocatello; Anna Marie Boles, Caldwell; and Mike Thomas, Boise.

The group reviewed materials relating to Idaho Public Television's Vision, Mission and Values and began to plan on implementing a course of action for major giving.

IdahoPTV hopes to increase major giving, which currently accounts for eight percent of our private contributions, to fourteen percent in 24 months.

A surprise guest to the gathering was National Public Radio's Bob Edwards who visited IdahoPTV for a videotaped interview with Marcia Franklin on "Dialogue."

-On Friday, July 22, IdahoPTV met with the Idaho Commission on the Arts to discuss options for broadcasting statewide a program that looks at the 2004 Governor's Arts Awards recipients. Several details still need to be resolved but look to seeing a program coming this fall!

-"To Mac or not to Mac...that is the question!"

At the August 25 meeting of the Information Technology Resource Management Council (ITRMC), IdahoPTV is anticipated to request permission to replace six, six year-old Mac graphic design computers with new Mac graphic design computers. Currently, State of Idaho guidelines require agencies of the State to adopt Windows-based computers and software. IdahoPTV utilizes Windows based machines and software throughout our organization with the historic exception of the graphic design area. In June 2003, ITRMC granted IdahoPTV permission to continue to utilize the six Mac computers that at the time were five years old.

IdahoPTV will request that ITRMC grant permission replace graphic design devices and software based on Mac OS X on several factors including:

- Seventeen years worth of IdahoPTV graphic archive files will be orphaned.
- Current IdahoPTV graphic/communications professionals were trained on Mac.
- The future applicant pool of graphic professionals is likely to be Mac trained.
- Mac is the platform of choice at Idaho's universities for training the next generation of graphic design professionals.
- Current generation of Mac machines integrate seamlessly into IP networks.
- The Public Broadcasting Service (PBS) and WGBH, Boston, which are the main program providers for IdahoPTV have Mac-based graphic designed systems.
- IdahoPTV design professionals strongly prefer Mac as their design tool of choice.

-Update on national public television's system planning process:

As reported last fall, I have been involved in an evolving process of consultation with the Corporation for Public Broadcasting (CPB) and the Public Broadcasting Service (PBS) on issues relating to system-wide strategic planning.

In my voluntary role as Co-Chair of the Organization of State Broadcast Executives (OSBE), which represents twenty-six public television operations that serve statewide missions, I have been tapped to be a resource for the leaders of CPB and PBS on system-wide issues. Joining me are the Chairs of the organizations that represent stations in major markets (Major Market Group), small stations (Small Station Association) and the National Educational Telecommunications Association. This process has taken on new importance since the release of the General Accounting Office (GAO) review of the Corporation for Public Broadcasting in anticipation of the agency's congressional reauthorization. The GAO recommendations included that CPB increase the consultation process on issues affecting local public television stations. The GAO found that CPB's mission could be enhanced by increasing the amount of contact with local public television stations. In addition, the anticipated reauthorization bill sponsored by Senator John McCain will include a mandate for CPB to utilize a greater consultative process now evolving with this group.

The first initiative this group, informally known as the Affinity Group, completed was the creation of a new mission statement for public television in the digital age in January. In March, it was adopted by the PBS Board of Directors.

This spring, the group met to review initial results from detailed PBS programming and audience research conducted by CPB.

This fall, it is anticipated that this consultation group be formally incorporated, recognized and funded by CPB.

I'll keep you posted on this evolving and exciting process that I believe will create a more effective role...both nationally and locally...for public television in the United States.

IDAHOPTV SIGNALS UPDATE

On Tuesday, July 20, 2004 Idaho Public Television, in partnership with CableOne/West Valley and Cable One/Boise inaugurated a direct fiber optic connection allowing IdahoPTV to deliver our KAID-TV/Boise and IdahoPTV high definition television service on a twenty-four hours per day/seven days a week basis. Customers of CableOne in these areas will immediately benefit from a dramatic boost in quality of KAID-TV/Boise and now have access to our high definition service around the clock. In addition, we will have a redundant delivery system to CableOne, which serves more than 42% of the area households. We are proud to be working so closely and collaboratively with CableOne!

IDAHOPTV REACHES OUT

On July 6, 2004, Peter Morrill, IdahoPTV General Manager and Ron Pisaneschi, Director of Broadcasting were invited to participate at the Idaho Cable TV Association (ICTVA) Annual Meeting at the Boise Grove Convention Center, Boise, ID. Morrill was asked to participate on a panel including the Vice President of Technology for Adelphia Cable, Denver CO, and the northwest representative for a prominent digital decoding device on digital television services including high definition. IdahoPTV was repeatedly commended by Adelphia Cable officials for the variety and quality of our high definition programming service and the value that it brings to their company and customers!

IDAHOPTV RECEIVES HONORS

On Saturday, July 31, IdahoPTV received honors from the Idaho State Broadcasters Association at their annual conference for outstanding local programming:

- Best Agricultural program: Outdoor Idaho: White Clouds in Waiting
- Best Public Affairs program: FocusWest: Western Prisons

IDAHOPTV STAFF TRANSITIONS

IdahoPTV would like to welcome Sharon Clark, Office Specialist II in the Development department, to the staff of IdahoPTV.

Phillip Kottraba, IdahoPTV Director of Fiscal Affairs, has been elected to the Board of Directors of the Public Broadcasting Management Association (PBMA). PBMA fosters training and growth for fiscal, human resource, and legal professionals in public broadcasting.

Joyce North will be receiving her Bachelor of Applied Science from the College of Technology, Boise State University in August!

NEW OUTDOOR IDAHO FOLLOWS YOUTHS “PUSHING THE BOUNDARIES” OF THEIR PERSONAL BEST

—Aired Thursday, July 15 at 8:00/7:00 p.m. MT/PT

—Repeated Sunday, July 18 at 7:00 p.m. MT/PT

Young people test their limits and push the boundaries of their skills in the outdoors in a new OUTDOOR IDAHO episode from Idaho Public Television.

With adults to encourage, guide and train, the youthful adventurers each expand a personal best in “Pushing the Boundaries.”

The OUTDOOR IDAHO crew joins 14- to 19-year-olds on cragged granite rock formations, an 11-year-old on the BMX racing track, several 4- and 5-year-olds taking their first ski lesson, and a group of young rafters, who are blind.

“The first time I did whitewater rafting, I was really scared and nervous, because I didn’t want to fall out of the boat or anything,” says Melissa Holland about the rafting program. “But now that I’ve gotten used to it, it’s pretty easy.”

The cooperative adventure with the Boise Parks and Recreation Department introduces the visually impaired youth to the feel of the boat and water and the sensations of travel through the rapids. Each youth has a sighted partner. Experienced rafters give instructions in required skills and provide verbal guidance through the churning waters.

Boise YMCA Climbing Director Tracy Wilson introduces teens to boulder and top-rope climbing in their first formal outing away from the gym rock wall in southern Idaho’s City of Rocks area.

“Climbing kind of requires a type of reading,” Wilson says. “You need to look at your holds and figure out where you want to go.” She explained that some climbers use sheer strength to pull through moves while others rely more on technique.

Climbing on a rock face, Kaili Smallwood explains: “I sit there and look at it. See where I want to go and I just go do it. And, if I don’t think I can do it, then I push myself harder so I can do it.”

Robert Clark is known as “The Candy Bar” when he races through the BMX track, usually with a smile on his face. The camera follows as he begins a new season of outdoor BMX racing, exhibiting a measured steady progress that could put him in contention for a national championship.

“When you push yourself out of the gate really fast and you get really good starts, we call that a snap,” says Clark, who began riding a bicycle at age 3. “And then you just have to cut over so they can’t get past you; you have to cut over to the inside really fast.”

Heidi Armacost, a Bogus Basin ski instructor, takes a group of 4- and 5-year-olds out to experience a ski slope. Avery Wolf’s attention is captured by the first step toward the adventure: “The favorite part of my skiing is, I like to go on the chair lift.”

But Cameron Boinder sees it differently: “It’s really fun because you can jump a lot of times cause there are a lot, a lot of bumps.”

“These young people should inspire all of us, not just their peers,” says Producer Joan Cartan-Hansen. “We can all learn more about ourselves by pushing our boundaries.”

COMING UP THIS FALL ON OUTDOOR IDAHO

- War of the Weeds—September 17/19
- Priest Lake—October 14/17

IDAHOPTV PRODUCER MARCIA FRANKLIN SHARED EXPERIENCES, INTERVIEWS FROM TRAVELS IN IRAN

—Aired Thursday, July 29 at 9:00/8:00 p.m. MT/PT
—Repeated Sunday, August 1 at 5:00/4:00 p.m. MT/PT

Idaho Public Television producer Marcia Franklin presented a special hour-long filmed report of her six weeks in Iran in this episode of DIALOGUE .

Franklin, who visited the middle eastern country as part of a Pew Fellowship in International Journalism last fall, focused on Iran's environmental movement.

“Because Iran has doubled in population since the revolution in 1979 and has rapidly industrialized, environmental issues are coming to the fore,” Franklin says.

Among the interviews in the program is Iran's Vice President Massoumeh Ebtekar, who is in charge of the country's Department of Environment and who was the spokesperson for the hostage takers in 1979. Franklin was also able to talk to 2004 Nobel Laureate Shirin Ebadi.

The show is also available for later viewing on the IdahoPTV Web site (idahoptv.org/productions).

NPR'S BOB EDWARDS TALKED ON DIALOGUE ABOUT BOOK, BROADCAST JOURNALISM, HIS RADIO EXPERIENCES

—Aired Thursday, July 22 at 8:30/7:30 p.m. MT/PT
—Repeated Sunday, July 25 at 5:30/4:30 p.m. MT/PT

NPR senior correspondent Bob Edwards joined DIALOGUE host Marcia Franklin for a discussion on broadcast journalism, including his new book.

Edwards was in Idaho to present a program on his new book, Edward R. Murrow and the Birth of Broadcast Journalism. The DIALOGUE show also includes audio clips of Murrow.

Edward's sonorous voice has kept millions of NPR listeners company as host of “Morning Edition” since its inception in 1979. He started his career with NPR in 1974 on “All Things Considered,” and was recently re-assigned as senior correspondent. Edwards is the recipient of the George Foster Peabody Award and the DuPont-Columbia Award. During his career, he has conducted more than 20,000 interviews.

The show is available for later viewing on the IdahoPTV Web site (idahoptv.org/dialogue).

DIALOGUE, produced by IdahoPTV, is Idaho's only weekly statewide public affairs program. The program is funded by the Laura Moore Cunningham Foundation.

COMING UP ON DIALOGUE

August 12	“Frontline” Producer Michael Kirk (repeat)
August 19	University Presidents
August 26	TBA
September 2	Pre-empted
September 9	TBA
September 16	War on the Weeds (follows Outdoor Idaho on same topic)
September 23	TBA
September 30	Pre-empted
October 7	10th anniversary show of Dialogue (taped)
October 14	First Time Voters (taped)