



# General Manager's Report

idahoptv.org

Peter W. Morrill, Idaho Public Television

December 2002

## Inside this issue:

- IdahoPTV Presents Budget Request To JFAC
- IdahoPTV's IDAHO REPORTS Returns In January
- Ontario Cable One Drops Idaho Public Television From Channel Line-Up
- Idaho's First Lady Reads To Idaho Classrooms On IdahoPTV
- Local Productions Highlight Year End Campaign
- DIALOGUE Guests Discuss Foreign Adoption
- DIALOGUE Featured *The Emperor's Club* Film Director Michael Hoffman, And Author Ethan Canin
- DIALOGUE, PBS Series Ponder the Promise of Pre-school
- DIALOGUE Special Reports, Andrus Conference
- DIALOGUE FOR KIDS Looks at the Phenomenon of Flight
- IdahoPTV Learn Channel Comes To Lewiston Cable
- IdahoPTV Programs & Website Are Finalist In National Awards

## IDAHOPTV PRESENTS BUDGET REQUEST TO JFAC

As of this writing, Idaho Public Television is scheduled to present its budget request to the Joint Finance and Appropriations Committee (JFAC) on Friday, January 24, from 8:45 a.m. to 9:30 a.m.

IdahoPTV FY 2004 General Fund request, as approved by the State Board of Education at the August 2002 meeting, consists of a maintenance of current operation (MCO).

As highlighted in the September 2002 edition of LEGISLATIVE REVENUE REPORT, IdahoPTV is requesting for FY 2004 the first part of the second phase of digital technology upgrades.

It read:

"For FY 2004, IPTV is requesting funding for the first part of the second phase of digital technology upgrades. While the first phase dealt on transmitting a digital signal from the system's five transmit-

ter towers, the second phase will deal with upgrading IPTV's production equipment as well as the 34 repeater stations around the state."

"While this phase is still part of a federal mandate, it is important to note a difference in the nature of this mandate. Whereas the first phase mandate included a hard "drop dead" date of May 2003, the second phase is somewhat softer, with the deadline being 2006, or when 85% of the households have digital televisions, whichever comes later."

In addition, this budget request covers equipment that would have to be replaced regardless of the conversion to digital television. The translator and production equipment ranges in age from a decade to almost 30 years old. Much of the equipment is not supported by the manufacturer, or the company no longer exists.

The nationwide conversion to digital television

was compelled by Congress as a result of amendments to the Telecommunication Act and the Balanced Budget Act of 1996.

As mentioned above, this begins the second phase of digital conversion which, depending on final Congressional and Federal Communications Commission (FCC) action, is expected to last at least three fiscal years.

In FY 02 and FY 03, IdahoPTV has lost \$513,000 (not including this fiscal year's 2.5% holdback totaling \$67,500) in General Fund support due to the softening economy which has resulted in a staff reduction of more than 10% and reduced or eliminated services.

## IDAHOPTV'S IDAHO REPORTS RETURNS IN JANUARY

IDAHO REPORTS returns to the air with its coverage of the Idaho Legislature with the statewide broadcast of the Inaugural, State of the State Address and the State of the Budget Address by Governor Kempthorne. IdahoPTV's Producer/Reporters Jim Peck and Marcia Franklin will lead this year's coverage.

IDAHO REPORTS Highlights:  
-Inauguration, Monday, January 6, 12:30 p.m. MT

-State of the State, Tuesday, January 7, 7:00 p.m. MT/PT

-State of the Budget, Thursday, January 9, 11:00/10:00 a.m. MT/PT, repeats that evening at 10:00 p.m.

-First weekly show on Friday, January 10, at 8:00 p.m., repeats on Sundays at 12:30 p.m./11:30 a.m. MT/PT

-Web streaming services on [www.idahoptv.org](http://www.idahoptv.org): House, Senate, JFAC, live daily. IDAHO REPORTS programs are available on-line. The site also has a comprehensive roundup of up-to-date news stories and editorials from the state's newspapers.

## ONTARIO CABLE ONE DROPS IDAHO PUBLIC TELEVISION FROM CHANNEL LINE-UP

Cable One subscribers in Ontario, Oregon lost access to Idaho Public Television in early December.

IdahoPTV learned of the Cable One suspension of carriage when Ontario area cable subscribers began calling Idaho Public Television in early December. The callers asked why our service no longer existed on their cable service.

Cable One in Ontario dropped Idaho Public Television service without notice to the station or to subscribers in the Ontario area. Idaho Public Television is licensed by the Federal Communications Commission to serve the Ontario, Oregon area as well as the Treasure Valley with local television service.

According to their web site, Cable One in the Ontario area serves subscribers in the cities of Ontario, Nyssa, Parma, Homedale, Vale, New Plymouth, and Wilder.

Idaho Public Television general manager Peter W. Morrill says: "According to legal counsel, the federal Must Carry Act requires cable television services to carry all local channels within a station's Grade B transmission area. No other local channels have been suspended in this recent action by Cable One. We are baffled as to why this action has been taken, and that no notice was given to our viewers or to us."

Cable One representative Michelle Cameron on Thursday, December 5, confirmed local public television service had been suspended as a result of a system upgrade. Discussions are underway with Cable One to re-establish service, but there is no commitment at this time.

This disconnect comes as Idaho Public Television was preparing for the Calendar Year End Holiday Pledge Drive event on Sunday, December 8, one of only two

on-air fundraisers conducted annually.

"The loss of cable carriage in the western Treasure Valley area impacts thousands of viewers," according to Morrill. Private contributions generated through these fundraising events help account for 63% of IdahoPTV's annual operating budget.

Idaho Public Television/KAID-TV, Channel Four has been carried by the Ontario cable system since its inception.

Although Idaho Public Television is not available through cable service in the Ontario area, viewers can still receive KAID-TV, Channel Four, off air through normal TV transmission. However, few viewers "toggle" between cable television and over-the-air broadcasts.

Idaho Public Television remains available to Cable One subscribers in Ada and Canyon Counties.

## IDAHO'S FIRST LADY READS TO IDAHO CLASSROOMS ON IDAHOPTV

For the second year, Idaho's First Lady Patricia Kempthorne read to children statewide via Idaho Public Television as part of a national effort, READ FOR 2002 on Friday, December 6 at 2:30/1:30 p.m. MT/PT.

Kempthorne and other first ladies across the nation read to children for 2002 seconds (approximately 33 minutes). The program READ

FOR 2002 included students from Boise Basin Elementary (Idaho City).

Kempthorne read from THE QUILTMAKER'S GIFT, by Jeff Brumbeau; DEAR MRS. LARUE, by Marc Teague; and WINGS, by Christopher Myers.

"Idaho Public Television is excited to be a partner in this national

effort by first ladies. Teaching the love of reading is one of the cornerstone of our commitment to our Ready To Learn service at IdahoPTV," said Peter Morrill, General Manager.

Classroom teachers were encouraged to continue the story after the statewide broadcast. Joan Cartan-Hansen hosted the program.

## LOCAL PRODUCTIONS HIGHLIGHT YEAR END CAMPAIGN

A new Idaho Public Television special, IDAHO, AN AGLER'S PARADISE, celebrated one of the favorite pastimes in the state — being at one with nature, fishing pole in hand. Another, IDAHO RHAPSODY, created a stunning mosaic of sites and sounds, as local artists performed Americana music against the backdrop of Idaho's amazing scenery.

Both productions aired December 8 (Sunday) as part of an evening of specials that also offered the opportunity to pledge support during IdahoPTV's 2002 Calendar

Year End Campaign. The campaign and programming specials continue throughout December.

We had hoped to raise \$50,000 over the weekend. By Sunday night, we made \$58,135 - not including the donor challenges that amounted to \$16,000 - so it was a terrific weekend!

Wayne Dyer's Spiritual Solution's Event was the biggest money-maker at \$17,920 (lots of people taking the "whole enchilada" thank you package). Our two local productions raised \$7750 (and

the tapes are still flying off the shelf this week). Rick Steves remains a good money-maker at \$7815 and lots of people "Left their heart in San Francisco" with Tony Bennett bringing in \$4415.

Money also continues to come in through the mail and on the web so we're feeling very good about being on target to make our fiscal year end goal on June 30. Let's just hope the economy picks up for everyone and the generosity shown to Idaho Public Television continues.

## DIALOGUE GUESTS DISCUSS FOREIGN ADOPTION

Three guests on the November 21 edition of DIALOGUE discussed the growing phenomenon of international adoptions.

Americans have adopted more than 20,000 children from foreign countries so far this year; that is

more than triple the number just a decade ago.

Joining host Marcia Franklin were: Sandy Waters Anderson, a parent of an adopted child; Katy Robinson, an author and adoptee

from Korea; and Tina Kierce, with the CASI Foundation for Children.

They discussed the procedures for adopting, some tips for making the process go more smoothly and how it feels to be an adoptee.

## DIALOGUE FEATURED *THE EMPEROR'S CLUB* FILM DIRECTOR MICHAEL HOFFMAN, AND AUTHOR ETHAN CANIN

Director Michael Hoffman and author Ethan Canin joined host Marcia Franklin on the Sunday, November 24 edition of DIALOGUE. Hoffman's new film, *The Emperor's Club*, premiered in theaters nationally that week and was based on Canin's short story, "The Palace Thief."

Hoffman, an Idaho native, shared the reasons he wanted to direct *The Emperor's Club*, the film's themes and his experiences working with Canin.

Hoffman has directed nine movies, including *One Fine Day* and *A Midsummer Night's Dream*. In

1996, his film, *Restoration*, won Academy Awards for best costume design and best art direction.

Canin, who teaches the prestigious Iowa Writer's Workshop, is the author of two volumes of short stories and three novels.

## DIALOGUE, PBS SERIES PONDER THE PROMISE OF PRESCHOOL

In a state where kindergarten is not required, DIALOGUE wonders, is it time Idaho looked at broadening opportunities for its youngest citizens?

On Thursday, December 5, DIALOGUE — broadcast in correspondence with PROMISE OF PRESCHOOL WITH JOHN MERROW (which aired the preceding evening) — talked with early

childhood education experts, Janice Fletcher, University of Idaho professor and Senator Gary Schroeder (R-Moscow) about the importance of and expenses a public preschool system would create. Host Joan Cartan-Hansen and guests took calls from viewers on a toll-free line.

PROMISE OF PRESCHOOL WITH JOHN MERROW told the

stories of four families, each experiencing differing types of preschools — from an expensive private school to uneven federal and state programs, to an innovative big-city approach. The challenge ahead is to determine whether and how a consistent level of preschool can be offered to all American children, particularly when public schools are in need.

## DIALOGUE SPECIAL REPORTS, ANDRUS CONFERENCE

-Airs, Thursday, January 9, 8:00 p.m. MT/PT

Can the national media, based primarily in the east, really understand controversial western issues, like wildland fire and public lands?

Peter Jennings of ABC News joined twenty other nationally recognized reporters and policy makers at Boise State University in December to examine how the national media covers western issues.

The conference, presented by the Andrus Center for Public Policy at Boise State University, included Congressman Mike Simpson, State Senator Brad Little, Idaho activists Sandra Mitchell and Rick Johnson, as well as reporters and editors from the NY Times, USA Today and other national publications.

This special one-hour long DIALOGUE features videotaped highlights from that conference.

"The sooner we tell people how we screw with their minds, the better off they'll be as citizens," commented Peter Jennings, to laughter and applause.

This television presentation is a collaborative project between KIVI-TV/Nampa and IdahoPTV.

## DIALOGUE FOR KIDS LOOKS AT THE PHENOMENON OF FLIGHT

DIALOGUE FOR KIDS soars through the facts about flight. University of Idaho Engineering Professor Barbara Williams and NASA Teacher-in-Space nominee Dave Marquart join host Joan Cartan-Hansen to answer student questions on air. The live show airs Tuesday, December 17 at 2:00/1:00 p.m. MT/PT on Idaho Public Television.

The technology of flight has come a long way since the Wright

brothers. Today, traveling by air is the most efficient way to journey long distances. But how do we fly? Cartan-Hansen and guests answer these and many other questions.

Additional information and links regarding flight technology on the World Wide Web can be found at the DIALOGUE FOR KIDS Web site ([idahoptv.org/dialogue4kids/index.html](http://idahoptv.org/dialogue4kids/index.html)). The broadcast program, in addition to being audio-

and video-streamed live on the Web, also will remain available in the DIALOGUE FOR KIDS archive on the Web site.

DIALOGUE FOR KIDS, produced by Idaho Public Television, airs the third Tuesday of the month throughout the school year and focuses on a variety of science-related topics.

## IDAHOPTV LEARN CHANNEL COMES TO LEWISTON CABLE

Subscribers to Cable One service in Lewiston can find IdahoPTV's Learn channel programming on Channel 13 now! In addition to the City Council and Planning & Zoning meetings that are broadcast on the PEG channel in Lewiston, viewers will find telecourses from Annenberg/CPB and PBS You, as well as programs with particular educational value that IdahoPTV has selected.

IdahoPTV's Learn cable service will mirror IdahoPTV's digital television Learn channel (DTV 45-2 in Coeur d'Alene, DTV 4-2 in Boise, DTV 10-2 in Pocatello and Twin Falls DTV 13-2).

Find more information about the programs, times they air, and companion websites at <http://idahoptv.org/learn/cable.cfm>. This partnership with Lewis-

Clark State College is similar to the partnerships with University of Idaho and Boise State University that enable IdahoPTV's Learn cable service to be seen on educational access cable channels in Moscow and Boise, as well.

## IDAHOPTV PROGRAMS & WEBSITE ARE FINALIST IN NATIONAL AWARDS

In November, the National Educational Telecommunications Association (NETA) announced the finalists for the 2003 NETA Awards competition. IdahoPTV has five projects that attained finalist status. The winners will be announced in early January.

Promotion:  
Idaho Reports website

Instructional/Educational:  
Dialogue for Kids Website

Programming:  
The River of No Return  
Outdoor Idaho: Desert Therapy  
Outdoor Idaho: Oldtime Fiddler Festival