



General Manager's Report

idahoptv.org

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Inside this issue:

- A Heartfelt Goodbye And Rousing Hello!
- OUTDOOR IDAHO: Conflict In The Clearwater
- DIALOGUE Follow-Up: Clearwater National Forest
- DIALOGUE Examines Standardized Testing
- Author Sandra Cisneros Discussed Her Work On DIALOGUE
- Idaho Residents Featured In Special DIALOGUE On Faith And Foreign Affairs
- Summer Connections On idahoptv.org/learn/connections.cfm
- Marcia Franklin Selected For PBS/CPB Producers Workshop
- More Awards!

A HEARTFELT GOODBYE AND ROUSING HELLO!

For those who have followed us closely over the years, the name and face of Nancy Viano has become synonymous with Idaho Public Television. Several months ago, Nancy announced her intentions to retire at the end of our fiscal year, June 30, 2003. Well, the day has arrived.

It is difficult to put into words the impact Nancy has had on Idaho Public Television. The facts are easy to recount. She began working here as an intern in 1978 and was named Director of Marketing in 1987, overseeing all private fundraising. Each year she has successfully overseen annual fundraising, now totaling more than \$2.5 million. Nancy also conducted successful campaigns for the "History of Idaho" series and the establishment of the Idaho Public Television Endowment.

By anyone's measure, this remarkable legacy has, and will, reap incalculable benefits for future generations.

But when I ponder Nancy's contributions to public broadcasting, actually my first thoughts are *not* of her financial and advocacy efforts, but rather the energy, humanity and vision she has imbued into the very fabric of our public service.

The public broadcasting family has grown to what we are today in part because of Nancy. She's been a dedicated employee...and a best friend for the twenty-four years I've had the pleasure to know her.

From all of our viewers and IdahoPTV staff, Nancy, I would like to say...thank you!

Finally, I am very happy to introduce you to Idaho Public Television's new Director of Marketing, Kim Philipps.

Kim comes to IdahoPTV from the Boise State University Foundation where she began in 1987 and has served as Associate Director since 1997.

Kim brings a wealth of experience and energy to our operation. She has served in such diverse capacities as the Public Information Officer for the Idaho State Board of Education to the Director of Credentials at the 1983 Summit of Industrialized Nations Task Force.

Welcome Kim!

OUTDOOR IDAHO: CONFLICT IN THE CLEARWATER

—Airs Thursday, June 12 at 8:00/7:00 p.m. MT/PT
—Repeats Sunday, June 15 at 7:00/6:00 p.m. MT/PT

The Clearwater National Forest is in a state of change — no longer what it used to be, not yet what it might be. And, like all

change, people have conflicting emotions about it.

"It's one of America's great forests. Big trees, big waters, big fires, big elk herds and big headaches for the ones trying to manage it," says producer Bruce Reichert about the subject of

this new OUTDOOR IDAHO show. "Every issue that confronts every forest in America is here on the Clearwater, in spades."

Devastating forest fires of 1910, 1919, 1934 devoured thousands of acres of trees, leaving vast open areas,

which filled with grasses and low-growing browse that fed what became the nation's largest elk herd. This was followed by decades of fire suppression. Now, the brush has grown tall and trees are returning, further changing the vegetation. The elk numbers, like their feeding grounds, have dwindled. A \$20 million industry in the area is threatened.

The program attends a January 2003 meeting on the Clearwater elk herd, goes into the forest, looks at the history and examines the present. Interviews include foresters, biologists, wildlife

managers, hunters, loggers, recreationists and environmentalists.

Longtime ranger, Bud Moore, now retired, talks of his days in the Clearwater and the need for people to cooperate to find solutions for a stable future.

"Just how in the blazes can a ranger run a show with the public fighting each other, the public he's supposed to be working for," Moore says. "This is a democracy, and you're just stalemated, until we join up a little bit. Working together works, and that's what I'd like to see and that's what I'm trying to rep-

resent today, in whatever way I can." Highly erosive soils in steep, rough terrain and heavy precipitation all contribute to the difficulties in forging a successful path to the future.

"The forest is a magnet for spirited debate about water, logging, recreation, wildlife, even quiet. All these values are important to someone, and there are many eyes on the Clearwater," producer Reichert says. "This forest matters, not just to Idahoans, but to people throughout the nation."

DIALOGUE FOLLOW-UP: CLEARWATER NATIONAL FOREST

—Airs Thursday, June 12 at 8:30/7:30 p.m. MT/PT
—Repeats Sunday, June 15 at 5:30/4:30 p.m. MT/PT

Host Marcia Franklin is joined by Larry Dawson, Supervisor, Clearwater National Forest, and two other guests to continue the discussion on the forest and take calls from viewers on a toll-

free line. Other guests are: Kent Henderson, former Idaho Wildlife Federation official and currently with Idaho Department of Fish and Game; and John McCarthy of the Idaho Conservation League.

DIALOGUE EXAMINES STANDARDIZED TESTING

—Airs Thursday, June 26 at 8:30/7:30 p.m. MT/PT
—Repeats Sunday, June 29 at 5:30/4:30 p.m. MT/PT

Idaho's school children faced another year of their statewide standardized

tests. What do those tests mean for the students, the teachers, the public education system? Should these tests be required for graduation? On this special Dialogue, Host Joan Cartan Hansen will quiz educators and policymakers about the effectiveness of the state-

wide standardized tests. Cartan-Hansen will be joined by State Board of Education Member Karen McGee; Dr. Linda Clark, director of instruction for the Meridian School District; and a third guest. Viewers are encouraged to call in.

AUTHOR SANDRA CISNEROS DISCUSSED HER WORK ON DIALOGUE

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

Author Sandra Cisneros, who wrote *Caramelo*, a coming-of-age story about a Latina girl, appeared on DIALOGUE in early June.

Host Marcia Franklin spoke with Cisneros about the writer's latest project, her writing style, inspirations and future.

Cisneros, a recipient of a John D. and Catherine T. MacArthur Genius Fellowship, is also the author of the novel, *The House on Mango Street*, and three

books of poetry. Her works have been translated into 10 languages and have won numerous national awards.

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

IDAHO RESIDENTS FEATURED IN SPECIAL DIALOGUE ON FAITH AND FOREIGN AFFAIRS

— DIALOGUE “Faith and Foreign Affairs” aired Thursday, May 22 at 8:00/7:00 p.m. MT/PT

— BY THE PEOPLE aired Thursday, May 22 at 7:00 p.m. MT and 8:00 p.m. PT

DIALOGUE host Marcia Franklin and BY THE PEOPLE host Jim Lehrer ask: What is America’s role in the world?

Two special hour-long programs aired in May on Idaho Public Television — DIALOGUE “Faith and Foreign Affairs” and BY THE PEOPLE — which engaged citizens in discussions about international policy. The effort is part of a national initiative to engage citizens nationally and locally in discussions about international relations.

IdahoPTV’s DIALOGUE host Marcia Franklin interviewed Rev. Bob Edgar of the National Council of Churches and Mark Tooley of the Institute on Religion and Democracy. Franklin, Edgar and Tooley responded to live calls from viewers statewide on a toll-free line during the program.

Video clips from three discussion “salons” in Idaho Falls, Lewiston and Caldwell were interwoven into the hour-long program. IdahoPTV initiated the three events in early May to facilitate conversations among Idaho citizens of differing religious backgrounds. They talked about international issues such as war, global warming, humanitarian aid and free trade.

The DIALOGUE “Faith and Foreign Affairs” program also featured a video segment expanding on the role of missionaries abroad — traditional and non-traditional. DIALOGUE meets Brady Peterson of Eagle, who is training to become a Mormon missionary in Mexico. Peterson and church officials share their opinions on how missionaries work in an ever-changing world. Catholic church member, Barbara Tomasini of Boise, works as a medical missionary treating Haitians in need of health services.

More information about each of the programs is available on the program’s companion Web site (idahoptv.org/bythepeople and www.by-the-people.org).

The national program, BY THE PEOPLE, centers around discussions between citizens and foreign policy experts in New Jersey, Nebraska and Washington DC.

The broadcast was the second in an ongoing series of events and television specials designed to stimulate discussion among citizens about America’s role in world affairs. BY THE PEOPLE was launched in January 2003 when 350 Americans convened in Philadelphia at a National Issues Convention. A third television special will air in October 2003.

BY THE PEOPLE is funded by the William and Flora Hewlett Foundation, the Public Broadcasting Service and the Corporation for Public Broadcasting. And DIALOGUE “Faith and Foreign Affairs” is funded by a grant from MacNeil-Lehrer Productions and the Laura Moore Cunningham Foundation.

SUMMER CONNECTIONS ON idahoptv.org/learn/connections.cfm

Connect television to books. Connect children to a literary adventure. Visit idahoptv.org/learn/connections.cfm this summer to reach the online newsletter, *Summer Connections*.

The newsletter includes weekly themes such as getting along, games, art, exploring outside and music. Featured programs such as BETWEEN THE LIONS, READING RAINBOW, CYBERCHASE, ARTHUR and CLIFFORD THE BIG RED DOG, promote literacy and explore the joy of reading.

Visit the “Share A Story” page (www.idahoptv.org/kids/shareastory.cfm) to read and view stories by children. A link to the national PBS page provides templates for children to write their own stories, songs and poems, stories, games and other educational information.

Read about “Zoom Into Action,” a national ZOOM effort to encourage students to volunteer in their community. In 2003, IdahoPTV producers, along with communications students from the

University of Idaho and Boise State University, filmed 17 volunteer projects hosted by young students from around the state.

Together, IdahoPTV and your nearest public library help stimulate the mind, create new interests and encourage learning through the summer break.

MARCIA FRANKLIN SELECTED FOR PBS/CPB PRODUCERS WORKSHOP

IdahoPTV's Marcia Franklin has been selected to attend the 2003 PBS/CPB Producer's Workshop at WGBH Boston.

Franklin was one of 15 producers selected out of a field of 100 applicants.

Over a seven-day period, participants in the Producers Workshop will attend an intensive course at WGBH Boston that covers a range of production skills and draws on the expertise that has made PBS a recognized force on the American cultural landscape. The goal

of the Producers Workshop is to encourage a diverse and talented group of producers who will create new and greater programming achievements in public broadcasting.

Two years ago, IdahoPTV's Joan-Cartan Hansen attended the Workshop.

MORE AWARDS!

On May 17, IdahoPTV was awarded two honorable mentions from the Society of Professional Journalist, Pacific Northwest Chapter:

OUTDOOR IDAHO: OUR DOGS
GOLD RUSH DAYS AND GHOST TOWNS

In addition the Society of Professional Journalists, Inland NW Chapter has awarded IdahoPTV three distinctions:

OUTDOOR IDAHO
First Place, Feature Photography, "Our Dogs: Bird Hunting"
Second Place, Documentary, "Our Dogs"

FOCUSWEST: DRAINING THE WEST?
First Place, Public Affairs