



General Manager's Report

idahoptv.org

Peter W. Morrill, Idaho Public Television
(208) 373-7220 idptv@idahoptv.org

September 2003

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STATEWIDE PREMIER OF AMBER ALERT

On Tuesday, September 2, 2003, Governor Kempthorne and leaders from the Idaho State Broadcasting Association (ISBA) and the State of Idaho, presided over the first statewide test of the newly implemented Amber Alert service from the Idaho Public Television studios in Boise.

The heart of the Amber Alert system is the Emergency Alert System (EAS) which provides national, regional, and local emergency and weather information via television and radio broadcasts.

This first test was the culmination of more than a year of

collaborative work between state broadcasters and Idaho government leaders. Peter Morrill, General Manager of Idaho Public Television and Connie Searles, Executive Director of the ISBA, co-chaired the sub-committee that led the broadcasters' effort.

Work included successful passage of HB 247, which provided indemnification for participating broadcasters, extensive detailing of logistical issues between state broadcasters, Idaho Bureau of Disaster Services, and Idaho Department of Law Enforcement.

Idaho's statewide Amber Alert service will also include messages that will be matriculated to a state operated website, Idaho Lottery ticket notifications, and state highway electronic roadway signs.

Adding to the complexity of statewide rollout of the Amber Alert service via the EAS system, was that there are four distinct Designated Market Areas (DMA) in two states that Idaho broadcasters serve.

IDAHOPTV RECEIVES GRANTS FOR PROGRAMS, OPERATING COSTS, EQUIPMENT

Idaho Public Television has received four grants totaling \$283,000, which will assist operating expenses, local program production, and equipment acquisition.

The grants come from:

Laura Moore Cunningham Foundation, \$250,000 to continue a partnership that provides educational opportunities and services to communities throughout Idaho. The foundation underwrites IDAHO REPORTS, DIALOGUE, and DIALOGUE FOR KIDS. In addition, this year's grant provides funds for the OUTDOOR IDAHO special "Designing Idaho," a look at Idaho architecture that will air in December. Also, it pro-

vides funds to complete the one hour program "Lewis & Clark, Crossing the Centuries," and related short on-air modules that will be used through the bicentennial celebration. Finally, it will enable IdahoPTV to acquire new video and audio streaming equipment to allow for Windows Media 9 initiatives.

The Idaho Governor's Lewis and Clark Trail Committee has also awarded a grant of \$30,000 for the production of "Lewis & Clark, Crossing the Centuries." This will premier in March 2004.

Deer Creek Foundation gave a grant of \$1,500 to support this year's "Science Trek."

Idaho Community Foundation gave a grant of \$1,500 to support this year's "Science Trek."

"I want to thank the Laura Moore Cunningham Foundation, the Idaho Governor's Lewis and Clark Trail Committee, the Deer Creek Foundation, and the Idaho Community Foundation for their generosity and their ongoing commitment to help provide a statewide educational resource for the people of Idaho," said IdahoPTV General Manager Peter W. Morrill.

MORRILL ELECTED CO-CHAIR OF OSBE, APPOINTED TO CPB PANEL

On September 6, 2003, Peter Morrill was elected Co-Chair of the Organization of State Broadcast Executives (OSBE). His term is for two years.

OSBE represents 26 statewide public broadcasting organizations in the United States. This is the first time that a General Manager from IdahoPTV has held this position.

In addition, Morrill has been appointed to a newly created advisory panel regarding funding issues relating to the Corporation for Public Broadcasting (CPB). In conjunction with reauthorization by the United States Congress, CPB is reviewing all funding issues relating to public television. A small panel representing the diverse licensee types (state, university, school district,

community, etc.) is being impaneled to advise CPB.

The last time CPB reviewed and revised its funding guides in 1995, IdahoPTV lost approximately \$600,000 in annual support. There was no representation from Idaho during that review.

IDAHOPTV ON DIRECTTV, ECHOSTAR/DISH NETWORK

The last several months have seen considerable work to provide regional IdahoPTV television signals to both DirectTV and Echostar/Dish Network home satellite services through the federally mandated "local into local" initiative.

In northern Idaho, including Spokane, we are in the final stages of installing

delivery infrastructure to provide local signals for both DirectTV and Echostar networks. We are anticipating going "live" on both projects in the next 60 days.

In southwest Idaho, both DirectTV and Echostar have recently announced "local into local" service to the Boise area. Both companies are now

evaluating potential local signal aggregation sites. DirectTV is considering IdahoPTV because of our extensive fiber connectivity options. We expect the respective services to begin by late fall of 2003.

DIGITAL CABLE CARRIAGE

CableOne is the primary cable provider for most of Idaho. We have repeatedly inquired about initiating discussions regarding the carriage of our digital sig-

nals for the past two and half years. So far, no formal discussions have started. But with the DBS "local into local" competition heating up, I have hope

that this may create a new opportunity for serious discussion regarding our new digital services.

DIGITAL TELEVISION UPDATE

As previously reported, IdahoPTV completed the initial statewide digital television conversion of our five transmitters and network operations center on April 28, 2003 (a mere three days BEFORE the May 1, 2003 federal deadline) when regular service began on KIPT-DT, Twin Falls.

Funding for KIPT-DT and the statewide network operations center was provided by a grant from the Corporation for Public Broadcasting's Digital Distribution Fund (DDF), administered by the Public Broadcasting Service (PBS), and the State of Idaho.

But IdahoPTV conversion is not complete. We have now set our sights on the conversion of IdahoPTV's statewide network of 34 translators, which serve many of our rural mountain communities, and our vintage 1970/1980's analog studio facilities in Boise, Moscow, Pocatello, and the Idaho Statehouse. Neither the translators nor studio facilities are digital capable and in most cases, the equipment is really old and is not readily maintainable.

This past summer has seen much continued activity.

In late August, IdahoPTV upgraded the first of the translator sites to digital ready at Sandpoint, Idaho. Next up are sites in Burley and Salmon. These three projects were made possible through special legislative intent from the 2003 Legislature.

Initially, these translators will be operated in the analog mode, but the equipment is digital ready at such time as the Federal Communications Commission promulgates rules that allow for regular DTV service to be provided without compromise to the current analog service.

Finally, IdahoPTV has been busy over the last month in the preparation of an application for the newly created United State Department of Agriculture Rural Utility Service (RUS) competi-

tive grant program initiative spear-headed by America's Public Television Stations (APTS). Because of funding guidelines, we are anticipating applying for funds to purchase equipment for

seven rural translator sites originating from KUID-TV/DT, Moscow. The grant application is due on September 16, 2003.

WEB INITIATIVES, SHORT TAKES

IdahoPTV.org now offers users three new services:

- Electronic purchases such as IdahoPTV memberships and video/DVD sales now utilize VeriSign technology. VeriSign provides unparalleled transactional security for online purchases.
- Now viewers who visit our Web site can create their own Personal Schedule for Idaho Public Television programming! In this busy day and age we don't always have time to review an entire week or month's worth of television program schedules. And, yet, many of us truly don't want to miss the quality programs we like on Idaho Public Television. The Personal Schedule is a new opportunity for viewers to individually tailor the

Idaho Public Television program information they receive to fit their needs. Begin by visiting our Web site at www.idahoptv.org and clicking on Personal Schedule in the middle of the home page just above the current running schedule. Register using your name and e-mail address, and then select from a prepared list of actual programs or the genre of programs you enjoy watching on Idaho Public Television. Weekly, each Monday morning, a personal e-mail schedule listing only those programs you have selected will be e-mailed to you.

- Live and archived audio and video streaming are now being offered using Microsoft Windows Media 9 technology. For nearly

five years, IdahoPTV has provided both live and archived audio and video streaming services of many of our local programs and coverage of the Idaho Legislature using Real Media. Beginning this fall, new programming will utilize Windows Media technology. This new service has been made possible through special grants from Idaho Legislative Services, the Laura Moore Cunningham Foundation and Microsoft Corporation, Boise Division. IdahoPTV will continue to provide past programming previously encoded using Real Media for the foreseeable future.

PBS WEB GRANT ALLOWS IDAHOPTV.ORG TO UPDATE LEWIS & CLARK

Thanks to a \$5,000 web grant from the Public Broadcasting Service (PBS), IdahoPTV has updated our extensive Web site examining Lewis and Clark. In addition, a new Web site was created for "The Journey of Sacagawea," the

one hour program produced by IdahoPTV and Idanha Films last March.

The new site can be viewed at:
<http://idahoptv.org/lc/index.html>

The idahoptv.org Web site on Lewis & Clark activities have been among the most popular sections over the last two years.

U.S. SERVICE MEMBERS DISCUSSED EXPERIENCES IN IRAQ ON IDAHOPTV'S DIALOGUE

—Aired Thursday, September 11 at 8:30/7:30 p.m. MT/PT

—Repeated Sunday, September 14 at 5:30/4:30 p.m. MT/PT

Military personnel returning to Idaho from Iraq shared some of their experiences on DIALOGUE.

Host Joan Cartan-Hansen also spoke with Rand Lewis, director of Martin Institute, A Center for Peace Studies and Conflict Resolution at University of Idaho, Moscow.

During the live call-in show on Thursday, Cartan-Hansen and her guests took phone calls from viewers.

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

WALKING THE BIBLE AUTHOR APPEARED ON DIALOGUE

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

Author Bruce Feiler joined host Marcia Franklin on DIALOGUE to talk about his best selling books *Walking the Bible* and *Abraham: A Journey to the Heart of Three Faiths*.

A magazine writer and journalist, Feiler completed a 10,000-mile journey across three continents as a theological tourist in order to visit many of the locations mentioned in the Old Testament of the Bible.

“In the Middle East, the Bible is not some abstraction,” Feiler writes in an essay about his book, *Walking the Bible*. “It’s a living, breathing entity unencumbered by the sterilization of time. That was the Bible I wanted to know, and almost immediately I realized that the only way to find it was to walk along those lines myself.”

Because the show was a pre-taped interview, there were no call-in segments on the Thursday show at 8:30/7:30 p.m. MT/PT or the Sunday repeat at 5:30/4:30 p.m. MT/PT.

Feiler, who also talked with Franklin about conflicts in the Middle East, revisits the figure of Abraham in his current book, written after September 11, 2001. The writer says he finds Abraham both a source of conflict and a potential symbol of reconciliation for the Mideast. Following the book’s publication, Feiler has established Abrahamic Dialogue groups nationwide, in which people from different religious backgrounds discuss the concepts in the book.

RED CROSS NATIONAL EXECUTIVE APPEARED ON IDAHOPTV'S DIALOGUE

—Aired Thursday, August 21 at 8:30/7:30 p.m. MT/PT
 —Repeated Sunday, August 24 at 5:30/4:30 p.m. MT/PT

President and CEO of the American Red Cross Marsha Johnson Evans appeared on DIALOGUE and spoke about the national and local challenges facing the organization.

Evans joined DIALOGUE host Marcia Franklin for a discussion about the American Red Cross Disaster Relief

Fund, now at its lowest level (\$1.2 million) in more than a decade, and nationwide staff cuts. Staff cuts also recently hit the Idaho chapter, which laid off a third of its staff. Evans and Franklin also considered disaster preparedness and response, homeland security, and the safety of the nation’s blood supply.

During the live call-in show on Thursday at 8:30/7:30 p.m. MT/PT, Franklin and her guest took phone calls from viewers on a toll free line.

Evans, who was previously executive director of the Girl Scouts of the USA, assumed her current position a year ago. Prior to Evans’ position with the Girl Scouts, she had a 29-year career with the U.S. Navy, retiring in 1998 as a rear admiral, one of the few women to reach the rank. Her command positions included running the Navy’s recruiting programs and heading up the “Tailhook” investigation.

DIALOGUE SPECIAL FEATURED SALON DISCUSSIONS ON U.S. INVOLVEMENT IN IRAQ AND FAITH AND FOREIGN AFFAIRS

—Aired Thursday, August 7 at 8:30/7:30 p.m. MT/PT
 —Repeated Sunday, August 10 at 5:30/4:30 p.m. MT/PT

A special DIALOGUE featured comments from three salon discussions about faith and foreign affairs, held earlier this year in Caldwell, Lewiston, and Idaho Falls.

The program focused on conversations about U.S. involvement in Iraq. The special presentation was a follow-up to May’s live call-in television conversation about the topic. A few video clips from the salons were seen during the May show.

Idaho Public Television brought together the small groups of people of

different religious backgrounds to talk about international issues. Moderator Denny Clark, professor at Albertson College, Caldwell, facilitated all three discussions. Each participant received a packet of background information on how faith groups have dealt with four international issues: war, global trade, the environment and humanitarian aid/proselytizing. They also watched

videotapes to prompt discussion on how their faith guides their views.

More information is available on the IdahoPTV Web site (idahoptv.org/

bythepeople). "Faith and Foreign Affairs" is a multifaceted project of IdahoPTV, supported in part with a grant from MacNeil/Lehrer Productions, which is producing a series called BY

THE PEOPLE: AMERICA'S ROLE IN THE WORLD.

IDAHOPTV'S MARCIA FRANKLIN HONORED

On August 15, Marcia Franklin was honored with the TV Beat Award from the Association of Capitol Reporters and Editors. This award was for her issue pieces from "Idaho Reports." This is a national distinction. The other

first place winner in television (in public affairs) was *California Connection*, the collaboration program of 5 major PBS stations (including LA and San Francisco and lead by David Brancaccio, Bill Moyers' new cohort).

Very impressive and I was thrilled Idaho and Idaho Public Television were so well represented.

Congrats Marcia. Way to go!!!