



# General Manager's Report

idahoptv.org

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## QUOTE

"I'm really struck most with how complicated [the legislative process] is. There is no aspect of human behavior that [lawmakers] don't have to make decisions about. They have to find the means to be informed about an enormous variety of subjects, and that's an enormous job."

-- Frederick Wiseman, legendary documentary filmmaker -- explaining his film project on the 2004 Idaho legislature that will be aired nationally on PBS in 2005.

## BRIEF, IMPORTANT UPDATES

-As of Wednesday, April 7, DishTV/Spokane Coeur d'Alene market has become available to subscribers in north Idaho and east Washington.

-On Sunday, March 21, IdahoPTV finished its annual sixteen-day Festival on-air pledge campaign raising \$880,267.

-The Federal Communications Commission has given IdahoPTV preliminary notification that we have been awarded a license to operate a television translator in Rexburg, Idaho. IdahoPTV applied for this license in 2000. The IdahoPTV/KISU-TV signal to Rexburg is blocked by Menan Buttes southwest of town. If final FCC authority is granted, IdahoPTV expects to begin service sometime during the summer of 2004.

-The Federal Communications Commission has determined that an application submitted by KTRV-TV, Nampa to operate a digital television transmitter on channel 13 in the Treasure Valley will be approved. IdahoPTV and Oregon Public Broadcasting (OPB) submitted comments in 2000 that such service on channel 13 would cause interference to IdahoPTV's existing analog service in Twin Falls, Idaho and OPB's translator service in Baker, OR. The FCC ruled that KTRV's application would benefit more people than it would potentially impair. KTRV has offered to voluntarily operate the digital 13 transmitter at less than full power, which will reduce the potential adverse effects and at the end of the digital television transition return to service on channel 12, giving up channel 13 service.

-IdahoPTV Recognized:

- BUILDING SUE segment from DIALOGUE FOR KIDS, WorldFest Awards, Houston, Texas, in collaboration with the Museum of Idaho, Idaho Falls.

-PBS is presented with seven Peabody Awards, to be given in May:

- THE NEWS HOUR WITH JIM LEHRER -- Jobless Recovery: Non-Working Numbers (MacNeil/Lehrer Productions, WETA Washington, DC)
- NOVA "The Elegant Universe" (WGBH Boston)
- P.O.V. "Flag Wars" (P.O.V./American Documentary and ITVS)

- P.O.V. "Two Towns of Jasper" (P.O.V./American Documentary and ITVS)
- FRONTLINE "A Dangerous Business" (WGBH Boston)
- GREAT PERFORMANCES "Degas and the Dance" (Thirteen/WNET New York)
- AMERICAN EXPERIENCE "The Murder of Emmett Till" (WGBH Boston)
- HOXIE: THE FIRST STAND
- BILL MOYERS -- For his many contributions to high quality, informative and innovative public affairs television.

-IdahoPTV Production Manager Jeff Tucker has begun his four-week, Rotary Club of Idaho-sponsored trip to Nigeria. Tucker and three other Idahoans will conduct a people to people visit to the primarily Muslim northern Nigeria under the auspices of the Rotary Club International's GSE program. Not to be outdone by his IdahoPTV colleague Marcia Franklin's effort to document her Pew Foundation sponsored trip to Iran last fall, Tucker has taken a digital video camera to capture his impressions for an upcoming NEWSHOUR WITH JIM LEHRER funded local production on Idahoan's views of the Islamic world set to air later this spring.

-IdahoPTV General Manager Peter Morrill, IdahoPTV Director of Marketing and Development Kim Philipps and Friends of IdahoPTV: KISU Board President Chris Stone have begun updating the Friends of Idaho Public Television on the recent seminar on best practices in major giving conducted by the Corporation for Public Broadcasting (CPB) in March. This officially begins our participation in this major eighteen-month initiative by CPB to assist stations to improve practices in major giving.

-IdahoPTV General Manager has continued his participation in the ad hoc group of ten people representing public television's diverse licensee types to consult with the Corporation for Public Broadcasting on system wide issues. The group's work began in December of 2003 with a vision and mission statement for public television recently adopted by the Public Broadcasting Service (PBS) Board of Directors.

-Recent Presentations:

- On March 10, 2003, Marcia Franklin, assisted by Peter Morrill presented on overview of her trip to Iran to the Idaho Senate Resources and Environment Committee.
- On April 6, 2004, Peter Morrill presented to the Jerome Rotary Club.
- On April 14, Marcia Franklin will present an overview of her Pew Center Fellowship trip and resulting IdahoPTV documentary on Iran to students at the Martin Institute and to the University of Idaho Journalism and Mass Media Broadcast News class.

## INEEL SCHOLASTIC TOURNAMENT ON IDAHOPTV

—Aired Saturday, April 3 at 5:00/4:00 p.m. MT/PT

Idaho high school scholars compete for state titles in three divisions large, medium and small in the Idaho National Engineering and Environmental Laboratory Scholastic Tournament.

The championship matches for state titles were taped by Idaho Public Television from the IdahoPTV studios in Boise. A series of regional matches determine the Class A, B and C state competitors.

Students who correctly answer the most questions on academic subjects with an emphasis on math and science, will represent Idaho in the National Science Bowl in Washington, D.C. in May.

Nearly 1,000 students at some 80 schools participate statewide, beginning in December, in the INEEL-sponsored competition. Idaho has more high schools competing in the U.S. Department of Energy-sponsored tournament than in any of the other 66 regional tournaments nationwide. Idaho's competition also covers the largest geographical area.

## ZOOM INTO ACTION IS A STATEWIDE COLLABORATIVE PROJECT

Creating local children's programming that resonates throughout our far flung state is a challenge for Idaho Public Television as a statewide broadcaster. The ZOOM Local/National (ZLN) initiative is a great vehicle for us to address some of these needs. We have molded the initiative into a statewide outreach collaborative — in front of the camera and behind it.

In 2003, ZLN Initiative gave IdahoPTV the opportunity to highlight innovative Idaho youth-based volunteer projects. It also provided hands-on experience to communications students at University of Idaho, Boise State University and the Boise School District. The university students and the high school television production class allowed us to cost-effectively produce the profiles despite Idaho's far-flung reaches. Each partner shot and edited their segments. IdahoPTV staff handled final packaging.

We also used the project to cross-train some of our technical and associate producing staff here at IdahoPTV. Graphics artists learned to edit and part-time studio personnel learned to shoot which makes a stronger staff in the long run. The 20 IdahoPTV-produced ZOOM INTO ACTION segments highlighted Idaho elementary through high school students and their community volunteer projects.

In the 2004 season, we again are working with U of I and BSU communication students. Also, this past June, IdahoPTV's crew shot a segment on Longfellow Elementary School's class effort to collect school supplies for students in Zimbabwe. This unique community project was selected for inclusion in the new national ZOOM series.

Beyond the Friday broadcasts, profiles turned into 70-second modules to use between shows throughout the year and the original video segments can be viewed on demand on the IdahoPTV Web site ([idahoptv.org](http://idahoptv.org)).

## KIDS ZOOM INTO ACTION WITH A CHANCE TO BE ON IDAHO PUBLIC TELEVISION FOR VOLUNTEER PROJECTS

—Segments Begin During ZOOM, April 19 at 4:30/3:30 p.m. MT/PT

Idaho children who make a difference appear statewide on Idaho Public Television as part of ZOOM INTO ACTION, a project of the ZOOM television series.

Local spots produced by students at the University of Idaho and Boise State University, along with IdahoPTV personnel, feature volunteer projects by kids in Idaho communities. The spots air during the ZOOM series (weekdays at 4:30/3:30 p.m. MT/PT) beginning Monday, April 19. ZOOM INTO ACTION airs weekdays through the first week in June.

IdahoPTV selected 12 projects to feature on air. The first segment (April 19) follows Ms. Schoeder's kindergarten class of West Park Elementary School in Moscow, as they help the senior citizens at the Good Samaritan Village. The students assist the senior citizens in making Halloween decorations and pumpkin cut-outs for the building.

In the second episode (April 20), Alora McGavin, of Boise, collects cans from a local hotel for recycling. She turns the aluminum into the recycling center for money. Alora donates the money she makes to the Boise Ronald McDonald House. Tyler Howard, a seven-year-old Meridian resident, spends his free time gathering food donations for the Boise Rescue Mission (April 29). A later episode (May 3) finds third-grade students from Moscow's West Park Elementary gathering precipitation data for the Palouse Clearwater Environmental Institute. Their work helps the institute track the area's water quality.

This year marks IdahoPTV's third in producing ZOOM INTO ACTION. Last year, 17 projects were part of the volunteer initiative. Projects ranged from establishing a community litter pick-up program and organizing drug-free activities for teens to students challenging their peers to collect the most food for a food drive.

Jared Helm, of the Lewiston Youth Volunteer Program, talks about the benefits of volunteering: "The best part about being a volunteer is giving to the community and having that feeling inside that you've done something great and being able to see [your project] in action."

## IDAHOPTV PRODUCER PRESENTED DIALOGUE SPECIAL ON IRAN

—Aired Thursday, March 18 at 8:30 p.m. MT/PT

Idaho Public Television producer Marcia Franklin presented a DIALOGUE special report on Iran, gathered during her six weeks in the pivotal Middle Eastern country last fall. The one-hour program, "From Idaho To Iran: Marcia Franklin Reports," aired Thursday, March 18 at 8:30 p.m. MT/PT as part of FESTIVAL 2004.

President George W. Bush has called the country part of the "Axis of Evil," but few people are familiar with everyday life there. So when Franklin visited Iran as a recipient of a Pew Fellowship in International Journalism, she chose to look at the nascent environmental movement there.

"So much of the news out of Iran is either about political crises or natural disasters like the recent earthquake," Franklin says. "I wanted to see what was happening in a part of civil society that's generally underreported. Because Iran has doubled in population since the revolution in 1979 and has rapidly industrialized, environmental issues are coming to the fore."

Franklin used a digital video camera to record her experiences and interviews, including conversations with environmentalists and Vice President Massoumeh Ebtekar, who is in charge of the country's Department of Environment and was the spokesperson for the hostage-takers in 1979. Her report also includes an interview with Nobel laureate Shirin Ebadi and scenes of Iran's oldest cities, which Franklin toured with Boise resident and Iranian native Azam Houle during her first week in Iran.

"It is rare for an American journalist to be able to go to Iran, much less stay for six weeks," Franklin says. "It was an experience of a lifetime."

Franklin is a founding producer of the DIALOGUE series, now in its 10th season, and producer of the Peabody Award-winning IdahoPTV special HEARTS AND MINDS: TEENS AND MENTAL ILLNESS.

## THREE NEWS MEDIA OBSERVERS EXAMINED IDAHO LEGISLATIVE SESSION ON DIALOGUE

—Aired Thursday, March 25 at 8:30/7:30 p.m. MT/PT

—Repeated Sunday, March 28 at 5:30/4:30 p.m. MT/PT

On DIALOGUE three observers of the legislative process from the press assessed the Idaho legislative session, which adjourned in March.

DIALOGUE host Marcia Franklin talked with Randy Stapilus, writer-publisher, Ridenbaugh Press, Boise; Jim Fisher, editorial page editor, Lewiston Morning Tribune; and Dean Miller, managing editor, Post Register, Idaho Falls.

The trio examined major issues that emerged during the session, new laws and how actions and inaction during the session may affect Idahoans.

## STEPHEN KINZER APPEARED ON DIALOGUE

—Aired Thursday, April 1 at 8:30/7:30 p.m. MT/PT  
—Repeated Sunday, April 4 at 5:30/4:30 p.m. MT/PT

*New York Times* correspondent and author Stephen Kinzer joined host Marcia Franklin on DIALOGUE.

Kinzer discussed his works, specifically his book on Iran, *All the Shah's Men: An American Coup and the Roots of Middle Eastern Terror*. The book recounts the 1953 U.S.-led coup against Iranian prime minister Mohammed Mossadegh. The coup resulted in the dictatorship of the Shah. Franklin, who just returned from Iran, and Kinzer contemplated the effects the coup continues to have on the country. They also considered the potential future of Iran. As this interview was pre-recorded, no viewer calls were taken.

## RETIRING LEGISLATORS LAIRD NOH, KEN ROBISON APPEARED LIVE ON DIALOGUE THIS WEEK

—Aired Thursday, April 8 at 8:30/7:30 p.m. MT/PT  
—Repeated Sunday, April 11 at 5:30/4:30 p.m. MT/PT

Two retiring lawmakers, whose combined service in the Idaho State Legislature totals 44 years, appeared live on DIALOGUE.

Senator Laird Noh (R-Kimberly) and Representative Ken Robison (D-Boise) talked with DIALOGUE host Joan Cartan-Hansen about the stories behind the law books and examined some the biggest political issues of the last 20 years.

Noh, elected to the Idaho Senate in 1981, has been chairman of the Senate Resources and Environment Committee since 1983. He is president of Noh Sheep Company, a fifth generation sheep ranching operation.

Robison served one two-year term in the Idaho Senate (1979-1981). He was elected to the Idaho House of Representatives in 1986 where he served 16 years on the Joint Finance-Appropriations Committee (JFAC) and has been a member of the House Resources and Conservation Committee.

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

The show is also available for later viewing on the IdahoPTV Web site ([idahoptv.org/productions/streaming.cfm](http://idahoptv.org/productions/streaming.cfm)).

## DIALOGUE LOOKS AT ADVERSE CHILDHOOD EXPERIENCES

—Airs Thursday, April 15th, 8:30/7:30 p.m. MT/PAC  
—Repeats April 18th, 5:30/4:30 MT/PAC

Is there a link between childhood trauma and the physical health of adults? How do employers, counselors and insurance companies use that link? What can you learn about improving your children's lives over the long term? Host Joan Cartan-Hansen will speak with Dr. Vincent Felitti, a leading researcher in the effects of adverse childhood experiences.

Dr. Felitti is the co-Principal Investigator of the Adverse Childhood Experience Study, a collaborative research project of Kaiser Permanente and the Centers for Disease Control. His health risk abatement programs have already impacted more than a million individuals. Felitti is in Idaho speaking at the Idaho Children's Trust Fund's annual conference on strengthening families to prevent child abuse and neglect.

## DIALOGUE FOR KIDS EXAMINES BIRDS OF PREY

—Airs Tuesday, April 20, at 2:00 p.m. MT/1:00 p.m. PT

For centuries, Birds of Prey have been a source of inspiration and controversy. We've used them for hunters. We've been amazed by their agility. We've even had to bring them back from the edge of destruction. Viewers will learn more about these magnificent creatures from experts, Barbara Forderhase and John Doremus from the Bureau of Land Management, who join host Joan Cartan Hansen to answer questions from students.

## IN THE PIPELINE

-DIALOGUE SPECIAL: GRANDPARENTS AS PARENTS, this special one-hour program will mix field reports and studio discussion airing on Thursday May 6. It is being produced with special funding from AARP of Idaho.

-MOMENTS IN TIME: LEWIS AND CLARK. For the Bicentennial of Lewis and Clark Expedition, IdahoPTV will create 39 one-minute long segments using entries from Expedition Journals transporting students from St. Louis to the Pacific and back to St. Louis via writings, sights and scenery from the trail. IdahoPTV will air these segments throughout the Bicentennial and distribute them along with LEWIS & CLARK: CROSSING THE CENTURIES to schools and libraries via DVD. Funding for this project is made possible in part by the Laura Moore Cunningham Foundation and the National Center for Outreach. In addition, outreach efforts will include:

- Creation of DVDs with all of the interstitials to be distributed free of charge to Idaho schools and libraries.
- Flyers to teachers outlining the interstitials and curriculum correlations with Idaho Standards.
- Web site with links to the streamed version of the interstitials, ideas for lesson incorporation, resource list for additional information regarding the Expedition.
- Statewide broadcast of companion materials for classrooms including: Ken Burns' Lewis and Clark: The Corps of Discovery; Ken Burns' series The West; IdahoPTV's The Journey of Sacagawea; Echoes of a Bitter Crossing: Lewis and Clark in Idaho; Lewis & Clark: Crossing the Centuries.
- Presenting the interstitials and companion materials at state Social Studies Conference conducted during statewide professional development days for educators.
- Distribution to the PBS system at large for stations to broadcast surrounding potential Lewis and Clark events in their own communities.

-OUTDOOR IDAHO: CAMP RAINBOW GOLD, a heartfelt documentary look at a special camp in central Idaho for kids with cancer, produced by Marcia Franklin airs on May 20 & 23.

## IDAHO STATESMAN'S TIM WOODWARD ON IDAHOPTV'S LEWIS & CLARK: CROSSING THE CENTURIES

Third part in Lewis and Clark series shows trail of change  
George Kennedy narrates TV program that airs on Thursday

By Tim Woodward  
The Idaho Statesman

When Idaho Public Television asked George Kennedy to narrate the third segment of its Lewis and Clark trilogy, he said it was "like giving a saucer of milk to a thirsty cat."

"I was privileged to narrate it," said the Oscar winner who has acted with icons from Audrey Hepburn to Paul Newman. "They've put some extraordinary stuff in, and it's American history. Programs like these show that television isn't just a monumental wasteland."

Kennedy, who has lived in the Boise area since 2002, will be watching with his granddaughter when the film premieres on IPTV at 8:30 p.m. Thursday. "She's studying Lewis and Clark, so I'm her hero now," he said. "I can pronounce Sacajawea all 4,000 ways."

"Lewis and Clark: Crossing the Centuries" is the third in a series that also includes "Echoes of a Bitter Crossing" and last year's "The Journey of Sacagawea." Producer-writer John Crancer hopes its concept will distinguish it from other films made for the Lewis and Clark bicentennial. The film compares the trail's history to what exists today – what's still the same and what's not.

"We're seeing a lot of Lewis and Clark material, but I'm not aware of anything that shows the changes in 200 years," he said.

The film covers the Lewis and Clark Trail from St. Louis to the Pacific. Two of the parts that have changed the least are in Idaho.

"Lolo Pass and the White Cliffs of the Missouri River are almost exactly the same as they were then," Crancer said. "And Idaho's Lemhi Pass. It's another area that's still pristine."

The place that's changed most? "St. Louis. It was a village of 1,000 people then. Now it's 2.5 million. The spot where Lewis and Clark started their journey is almost where the St. Louis (Gateway) Arch is now. The rivers have changed a lot, too, with dams and contouring for navigation. Except for some development, the river that's most like it was then is the Clearwater."

A year in the making, the film uses footage IPTV shot along the trail, as well as film obtained from other public television stations or production companies. Trekking the 200-year-old trail, Crancer and Director-editor Pat Metzler found a new appreciation of Lewis and Clark. High-centered on a Lolo Pass snowbank - not far from where William Clark said he was the coldest and most miserable he'd ever been - they had to call 911 on a cell phone and were rescued by a county sheriff.

"In Missouri, a storm about blew us out of our tent," Metzler said. "That was another Lewis and Clark moment."

"What we learned from this," Crancer added, "can be summed up in one word: perseverance. I had more obstacles on this than any project I've ever worked on, and that's something we can learn from Lewis and Clark, setting goals and persevering."

In addition to the trail then and now, the film includes bicentennial events and brief updates on the Indian tribes Lewis and Clark encountered. Only two, the Mandans and Idaho's Nez Perce, are still living in their ancestral homelands.

"Lewis and Clark: Crossing the Centuries" features some big names - Kennedy and nationally renowned historians Jim Ronda and Gary Moulton - as well as some lesser-known Idahoans. One scene is of the Moscow-based Lewis and Clark Bitterroot Corps, a reenactment group, slogging through the snow on Lolo Pass. Others include members of Idaho's Lemhi Shoshoni Tribe.

Crancer and Metzler have so much film they'll be working until the last minute to edit it down to an hour.

"Look at that!" Kennedy said, pointing to a cabinet brimming with dozens of videos. "That's all for a one-hour program. I'm not kidding. That has to be condensed to an hour. They easily have enough for twice that."

"With all the themes we had, it could have been two hours," Crancer said.

"We thought this was the last of three parts, but we have so much on Lewis and Clark and the Native Americans that we can't begin to use it all on this project. We're already talking about doing an 'Outdoor Idaho' just on that."

## IDAHO STATESMAN'S JULIE HOWARD PROFILES IDAHOPTV'S INEEL SCHOLASTIC TOURNAMENT

Idaho teens show science savvy at scholastic contest  
Nampa Christian team answers its way to the final round

By Julie Howard, The Idaho Statesman

Christa Vandevliert hesitated only slightly before answering this question:

Helvetia was the Roman term for a region in the western part of what country?

The correct answer from the Nampa Christian High School student?

Switzerland.

Whew.

Nampa Christian School had its best-ever showing in the annual INEEL Scholastic Tournament on Wednesday, the only Treasure Valley team to reach the final round in the state competition. The Nampa school fell just a few correct questions short of a trip to the National Science Bowl.

Instead, a team of four students from Kimberly High School near Twin Falls won and will join teams from two other Idaho high schools — in two other size divisions — at the finals in Washington, D.C., later this month. Potlatch High School north of Moscow and Skyline High School from Idaho Falls won in their size divisions and will go to the national competition, where they will face more than 60 teams from around the country.

While there were questions on everything from health to geography to English, most questions in this week's state competition centered on science, math and technology.

It was a day of math story problems and molecules, electrical voltage and planetary revolutions.

In a matter of 60 seconds, team Skyline parried questions ranging from genetics to physics to botany. In the next round, Kimberly High students gave rapid-fire answers to questions ranging from anatomy to humanities to chemistry.

Competition judge Elisa Barney Smith, an electrical and computer engineering professor at Boise State University, admitted she was impressed by the scope and depth of the teens' knowledge.

"I can't answer all those questions," Barney Smith said with a laugh.

She said she enjoys participating in the competition because it promotes academic excellence in areas not often given attention.

"These students have a brilliant future ahead of them," Barney Smith said.

The competition works like a battle-of-the-brains quiz show. Teams sit at tables on either side of a moderator and push a buzzer for the right to give an answer. Correct answers are rewarded with points; incorrect answers cause a deduction in points. Teams have up to 20 seconds to respond.

Winners don't receive money, although they do get an all-expenses-paid trip to the national contest. And perhaps even better, they get bragging rights.

For losers, it can mean abject disappointment and a quiet van ride home.

The angst of being a teenager and missing a critical question was evident on nearly all the contestants' faces at some point in the competition.

Ben Simpson, an 18-year-old senior at Nampa Christian, shrugged off the loss.

"I'm good at astronomy," he said. "We didn't get any astronomy questions. Besides, our best team member was sick."

Elly Garner, an 18-year-old senior from Kimberly High, was elated at the realization she would repeat a trip to the nationals she made two years ago.

"The year I went before, there was one guy on our team who answered all the questions and the rest of us just filled seats," she said. "This year we all earned it."

The competition encourages students to focus on science and technology careers, said Steve Zollinger, director of the tournament and an employee at the Idaho National Engineering and Environmental Laboratory in Idaho Falls.

"It's a real concern nationwide that we get more students working in these areas," said Zollinger, who said about 1,000 students from 80 Idaho schools competed through the year in competitions that culminated in this week's state event. About 270 students competed in the state championships.

Two years ago, students from Skyline High School tied for seventh place in the national competition, the farthest an Idaho team has gone in the contest's 14 years.

To offer story ideas or comments, contact Julie Howard  
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