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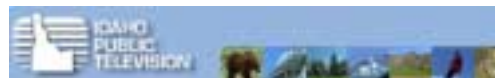
### Quotes



"I have recently become a regular viewer of Idaho Reports (it's been a long

snowy winter up here) and find myself looking forward to Friday evening because of it! (I know, maybe I should get a life...) Anyway, I sometimes feel a little out-of-the-loop about the issues, but thanks to this website & the preceding page on The Panelists, I've discovered the Idaho Legislature page of The Statesman, and Betsy's blog. Yay!...Now this is the kind of "reality tv" that I can really enjoy!! Keep up the great work!"

Carla Noonan, Coeur d'Alene



"I would like to give you some positive feedback on your great programming. I have lived all

over the world and have recently relocated to the Teton Valley area. PBS has always been a big part of my world, even to the extent of volunteering on several projects with KPBS in San Diego. Your programming and IdahoPTV have exceeded all other PBS stations I've been exposed to and have created the perfect outlet for culture, news, entertainment and the amazing state of Idaho. My partner and I would like to thank you for your superb programming and for making our move to Idaho all the more enjoyable. Thanks again for your response and I will be sure to be a strong member, advocate and contributor to IdahoPTV."

Eric Wride, Teton Valley area

"Our cable company doesn't have a huge selection of HD channels to choose from, but Idaho PTV is one of them. Nature looks great in HD! Please continue to show as much HD programming as possible."



Peter & Melinda Cebull – Idaho Falls



"We just wanted to express our appreciation to Jeff Tucker (IdahoPTV Production Manager) for providing a copy of the President's Day Legislature streaming to us so quickly. You guys do a great job, and we appreciate your work."

Senator Bart Davis, Idaho Senate Majority Leader



## Unification of IdahoPTV Non-Profit Boards Is Complete

On Thursday, March 27, 2008, attorney Ken Howell filed with the Idaho Secretary of State the Plan and Statement of Merger and the Restated Articles of Incorporation for the Friends of Idaho Public Television, Inc. This was the last major piece of the merger of IdahoPTV's four non-profit groups into one.

The next meeting of the Friends of Idaho Public Television, Inc. will be on Friday, April 18. Major topics for the meeting will include committee assignments and the approval of a recommendation from the Endowment Committee for a payout from the Endowment to IdahoPTV for fiscal year 2009. Also, I will give an overview of our state appropriations for fiscal year 2009 and a new Zero Based Budgeting review process that Governor Otter is implementing. IdahoPTV will be among the first agencies to participate in this process.



### New OUTDOOR IDAHO "Powered by Nature"

- Airs Thursday, May 8, at 8:00/7:00 p.m. MT/PT
- Repeats Sunday, May 11, at 7:00 p.m. MT/PT

For most of our state's history, our electricity has come from the force of falling water. Time and again we have turned to the Snake River, the Nile of Idaho, to satisfy our growing energy needs.

We have built high dams and diversion dams, wherever it was feasible. But today we are a net importer of energy, forced to look outside our borders for electricity created by fossil fuel power plants.

As pressure mounts to curb carbon dioxide emissions, many argue that now is the time to emphasize renewable energy: wind, solar, and geothermal.

Outdoor Idaho explores the challenges and the opportunities of being powered by nature.



### Astronaut Barbara Morgan Takes Kids' Questions Live, Via Satellite, on D4K

- Airs Tuesday, April 15, at 2:00/1:00 p.m. MT/PT

Students will have the chance to ask NASA mission specialist Barbara Morgan questions about the experience of space travel when she is a guest on D4K this month. She will answer questions on-air via satellite during this special hour-long presentation.

Host Joan Cartan-Hansen will connect with Morgan through a remote feed, and will help her address students' questions that come in during the show. Cartan-Hansen will also ask Morgan questions that are received in advance of the show. Although the program airtime has been expanded to a full hour, students are encouraged to get their question in early, in writing, because IdahoPTV expects telephone lines to be full during the call-in portion of the show.

Questions are invited from students statewide. Students can send questions through e-mail to [D4K@idahoptv.org](mailto:D4K@idahoptv.org), fax them in before the show to 208-373-7245 or call in live during the program to 1-800-973-9800.

Additional information about the topic and links to related Web sites are available at the D4K Web site: [idahoptv.org/dialogue4kids/](http://idahoptv.org/dialogue4kids/). This year, a Web-only show in which the guests answer questions not addressed on-air is available on the Web site. In addition, the on-air program is available in the D4K Web site archives for viewing online.

D4K, 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. Funding for D4K is provided by the Laura Moore Cunningham Foundation.

## the buzz



— On Sunday, March 16, we exceeded our Festival 2008 fund raising goal of \$975,000. When everything was tabulated on Wednesday, we raised \$978,500! In these challenging economic times, I want to commend your efforts to get us to the goal!



Coming up in May: The Idaho Debates, Continuing a Proud Tradition

— Preparations have begun in earnest for that biennial exercise in good government known as The Idaho Debates, the one chance for Idahoans to watch their candidates answer the tough questions on a statewide stage with other office seekers.

The moderator will be Jim Peck, award-winning host of our legislative program, Idaho Reports. Jim has promised to bring some new elements to this wonderful Idaho tradition.

The Idaho Debates is jointly sponsored by The League of Women Voters, The Idaho Press Club, and Idaho Public Television.

This year there are potentially seven debates, an unusually large number for an election cycle without candidates for state offices.

There are challengers in both the Republican and Democrat columns for US Senate, First Congressional District, and Second Congressional District. There is also the possibility of a State Supreme Court judicial debate.

Here are the tentative dates of the debates:

Wednesday, May 14th at 7:00 p.m. MT/PT — 2nd District Democrats

Thursday, May 15th at 8:00 p.m. MT/7:00 p.m. PT — 1st District Democrats

Friday, May 16th 9:30 p.m. MT/PT — Supreme Court Candidates

Sunday, May 18th at 5:00 p.m. MT/4:00 p.m. PT — 2nd District GOP

Sunday, May 18th 7:00 p.m. MT/PT — 1st District GOP

Wednesday, May 21st at 7:00 p.m. MT/PT — US Senate Democrats

Thursday, May 22nd at 8:00 p.m. MT/7:00 p.m. PT — US Senate GOP



— In March, Idaho Public Television was honored with six Telly awards, sponsored by the National Television Programmers Association.

They awarded two Silver Tellys (their highest honor) to Outdoor Idaho: Idaho Getaways (Travel and Tourism) and the Making of Assassination (General category).

In addition, they awarded four Bronze Tellys to Assassination: Idaho's Trial of the Century (Documentary), Outdoor Idaho: A Middle Fork Journey (Nature and Wildlife), The Idaho Homefront: Of Camps and Combat (Documentary) and Dialogue: Barbara Morgan (Education).

I'd like to congratulate our very talented and creative staff for their great accomplishments.



— On Thursday, March 18, 2008, Governor Otter signed our fiscal year 2009 state appropriations bill, S1466. It designates operating funds for the maintenance and administration of the statewide system totaling \$1.7 million (a maintenance of current operation budget), with an additional \$1.7 million for designed equipment replacement funds. We are very pleased with this appropriation.

The signing of the bill concluded a process that saw legislative action in the Idaho Senate and House. On Monday, March 10, the IdahoPTV appropriations bill S1215, sponsored by Senator Keough, passed the Idaho Senate on a 34-0-1 vote. On Thursday, March 13, the same bill Sponsored by Representative McGeachin passed the Idaho House on a 59-9-2 vote.



— As you may be aware, Governor Otter announced two months ago, that his administration was going to undertake a zero based budgeting (ZBB) process with all state agencies over the next several years. Upon hearing this, I “volunteered” Idaho Public Television to be among the first agencies to be ZBB’d. Well, they accepted my offer, and on April 8, I will be meeting with Wayne Hammon, Director, Division of Financial Management to begin that process. It will be followed two days later with a large association of people including Mr. Hammon, Lloyd Knight (DFM Financial Analyst Senior), David Hahn (DFM Financial Analyst Senior and ZZB Leader) and Paul Headlee (Legislative Budget Office), Phillip Kottraba (IdahoPTV) and me. Details on this new process are scarce, but I’ll keep you updated as I learn more. There are approximately 22 agencies who will be ZBB’d intended for the fiscal year 2010 budgeting purposes.

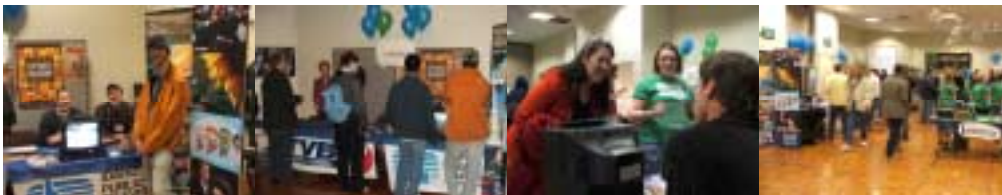
## Morrill Presents at Senator Crapo’s Hearings on DTV Education Forum



— Public hearings sponsored by U.S. Senator Mike Crapo continued around Idaho in March. On March 11 and 12, gatherings were held in Idaho Falls and Twin Falls respectively to give members of the public and press the opportunity to learn more about the mandated conversion to digital television. Speakers included Roger Goldbate, Federal Communications Commission (F.C.C.); Brian Danza, U.S. Department of Commerce/National Telecommunication and Information Agency (NTIA); and me. Senator Crapo was represented by Bob Ford.

These hearings were a continuation of an effort, which began in February, that included hearings in Boise and the production of a DIALOGUE program on the digital conversion. For more information about this checkout: <http://idahoptv.org/dtv/>

— On, Thursday, April 3, hosted a table at the Idaho State University Tech Show held in Holt Arena. The information and demonstrations on our table covered both local production (OUTDOOR IDAHO was a big hit) and the federally mandated conversion to digital television.



— On Monday, April 7, 2008, IdahoPTV producers John Crancer and Bruce Reichert hosted a table at Boise State University’s School of Communications’ Job Fair discussing career opportunities in the media and the federally mandated conversion to digital television.

— IdahoPTV Director/Videographer Alberto Moreno was profiled in the April 2, 2008 edition of Boise Weekly. Please refer to the News section below.



## Science Trek™ 2008

*Building Bridges into Your Future*

— This year's Science Trek is slated for Friday, April 11 at the Idaho Museum of Natural History. 150 children from 3rd through 5th grades will explore the frontiers of science with practicing scientists. The "Trekbers" will spend the night with a practicing scientist investigating their favorite science. They will be exploring the mysteries of physics, engineering, nursing, geology, chemistry, biology and more. The youngsters will spend the night right in the museum amongst dinosaurs, saber-tooth cats, the International Space Station, volcanoes, Bison latifrons and the Columbian Mammoth! This provides our future scientists a unique opportunity for hands-on experience in the specialty of their choice and a very unusual chance to spend the night in that setting!

This popular event was totally filled to the museum capacity of 150 children (with a waiting list too) nearly a week before the registration deadline. This limited number assures small groups for each specialty and the opportunity for all the future scientists to have a hands-on learning experience.



## Reading Rainbow Contest is Underway!

— Statewide, Idaho Public Television received 887 entries into the Young Writers and Illustrators Contest this year from children in grades K-3. It is now up to the independent panel of judges to evaluate the entries - looking at originality, creative expression, storytelling and the integration of text and pictures. The judges will then select regional first, second and third place winners from each grade level in each of our viewing areas: KAID, KISU and KUID. First place winners will have the honor of competing at the national level. All entries will receive a certificate from Reading Rainbow to recognize and celebrate their efforts. The Reading Rainbow Contest in part, is made possible from the generous support of the J.A. & Kathryn Albertson Foundation Education Fund in the Idaho Community Foundation and through other donors who support the education of Idaho's children.



## KUID Student of the Semester

— Jennifer Castro has been nominated and selected as the student of the Semester for Spring, 2008 at KUID for all of her efforts in the production of Mostly Moscow this semester. Production ran smoothly and professionally! Hats off to Jennifer for a job well done! Jennifer will be awarded with a certificate and recognized before her peers April 14, 2008.



## KUID Studio Upgrade Project and ADA Building Remediation

— Besides the normal hustle and bustle that normally accompanies the last few weeks of the semester, KUID has experienced additional excitement with the remodeling of the studio and bathrooms in the Radio/TV Center Building! In an effort to make KUID facilities accessible for all, a ramp is being added to access the studio, the production and director's booths are being moved from a second story area to the main floor of the studio, and ADA restrooms are in the process of being constructed. In addition to making our facility ADA compliant, we are excited to have new state of the art broadcast equipment installed later this spring to complete KUID's upgrade to digital. This project was funded by the State of Idaho. When students return this fall, the new equipment they will work with and the new working space will ensure that they are ready to meet industry standards upon graduation.

## KISU Studio Upgrade and Move Project

— IdahoPTV learned today (April 8, 2008) that needed building upgrade work in the Liberal Arts Building for the new studio and administrative offices for KISU will begin as early as mid-May. The building upgrade project is part of Idaho State University's contribution (funded through the Permanent Building Fund) to the upgrade of our eastern Idaho facility. Once the Liberal Arts facility upgrades are finished, IdahoPTV will install the new studio production equipment funded by the state in 2007, and move our offices from the Education Building. As these two projects proceed, we'll keep you posted.



## IdahoPTV Airs CARING FOR YOUR PARENTS

— Aired Wednesday, April 2, at 9:00 p.m. MT/PT

Idaho Public Television aired the two-hour special CARING FOR YOUR PARENTS on Wednesday, April 2, at 9:00 p.m. MT/PT. The first 90 minutes of the documentary, which was written and produced by award-winning television journalist Michael Kirk, a former Idahoan, looked at the complexity of shifting caregiver roles.

In the final 30 minutes of the show, medical correspondent Dr. Art Ulene led a panel discussion that offered concrete advice and guidance on how to start the conversation about eldercare — often the most difficult step in caregiving.

Local experts on aging and trained AARP volunteers took viewer calls throughout the two-hour program. These Idaho residents were familiar with in-state resources and how to meet caregiving challenges. IdahoPTV provided 16 phone lines to accept calls. Viewers called toll-free for confidential advice, offered free of charge.



## IdahoPTV Mail Bag

“Thank you for your programming. We watch public television most all the time.”

Preston Haley, Rexburg

“Even though I love my home in the mountains of Washington, I truly love Outdoor Idaho too! Plus, I like your Festival hosts. They're not as stuffy as others I've known.”

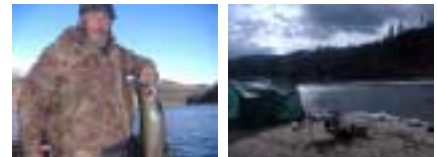
Gabriel Belden, Colville, WA

“We especially like the McNeal/Lehrer Newshour program and Nova, Wild Things, Frontline, and really, just about everything else except we only have so much time for TV. Actually, other than news and sports, we do not watch the other channels. You guys are it! Keep up the great programming! Thank you for keeping a couple of retired people current with today's changing world. Thank you.”

Member from Parma

“I liked the Outdoor Idaho 25<sup>th</sup> Anniversary show last night, look forward to the new episodes this year. I was late calling in with my pledge last night, so it came in during the Martina McBride show, but I told them I wanted the Outdoor Idaho hat and to count it towards your show. I had DVR'd the show, hard to watch real time with two little boys, so my call came in after your show was already over. I will have to invest in an HD system now, that will be great to see all of your great camera work in HD. Here are a couple photos from our Steelhead Camp on the Clearwater between Kamiah and Greer last weekend.”

Thanks, Robert Millage, March 7, 2008



“This may sound kinda weird, but I was watching your Anniversary Show the other night and I started thinking about how unfulfilling my job has been and I think most of the people I work with feel the same way. When I was watching your show, listening to the people involved with it, talking and realizing that they had one of the best jobs in the world! I was in total agreement with them. I started thinking, when do I feel the most joy and happiness in my life? It's when I'm in the great Idaho Outdoors! I would like to find out how to become a part of Outdoor Idaho in any capacity. If there is any information you could give I would greatly appreciate it.”

Thanks, Curt Henson, Boise

Curt,

Hey I loved your email! We obviously didn't do a very good job of portraying the boredom of spending about 5 weeks in the edit bay working on each half hour show!

But thanks for the compliment. Where do you live and how do you think you might be able to help us?

Go to our website at <http://idahoptv.org/outdoors/shows/twentyfifth/> and check it out, then get back to me. There are some state regulations about insurance, etc., which may prevent us from bringing people on-board to help us on occasion, even in a volunteer capacity, but who knows, it might be fun to see what can come of this.

Thanks again, Bruce Reichert

"My 7 year old daughter has been extremely frustrated with your fund-raising interruptions of morning (children's) programming. I was very upset and disgusted yesterday to hear adults asking children to shill for them - "go and ask your mom or dad to send money to support your favorite shows!"

Honestly, this is just as bad, if not worse, than McDonald's and junk food manufacturers marketing to children - "ask your parents!" PBS is supposed to be about educating and entertaining children, not using them to drum up more money.

Our family has not subscribed to cable service in 10 years. PBS Kids is the only programming my girls watch. But each time your fund-raising interrupts their shows - for days on end - they just flip off the TV in anger. I sure don't mind having them turn off the TV, but I understand their anger.

My husband & I have been financial contributors to PBS, as we enjoy documentaries and appreciate quality shows for children. I'm ready to stop sending in money, however. Your practices are slimy, and you have no business trying to fund-raise by using my children."

Katie Bandhauer

Dear Katie:

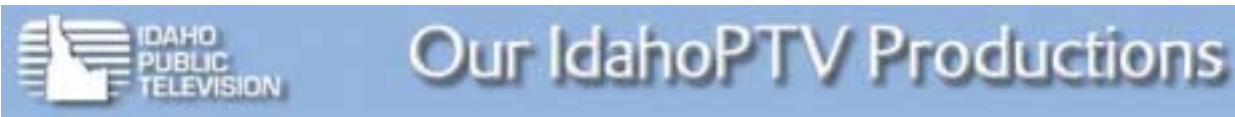
Thanks for your note. I'm sorry you find our fund-raising around children's programming to be upsetting. We are careful not to ask children to do anything except ask their parents to come to the TV so we can ask the parents to contribute to the station. Unlike other PBS stations, we do not have plush toys or other thank you gifts that might cause children to pressure their parents into giving. We instead offer educational books in keeping with our educational mission.

We also interrupt our programming fewer days than nearly any other PBS station in the country. However, it is necessary for us to raise a great deal of funds in order to purchase and present the full lineup of programming we offer, including the 12+ hours of children's programming each week-day.

We know many parents appreciate the quality children's programming that we present each week-day and are willing to help us financially to make that service possible. Many of them are not regular viewers of our evening programming so the time to reach them is during the weekday.

I hope this information is helpful. I also hope that you will once again consider becoming a contributor to the station.

Best wishes,  
Ron Pisaneschi, Director of Broadcasting



## Behind the Stories



By Bruce Reichert, Executive Producer  
**25th Anniversary Show a Hit with Viewers**  
 March 17, 2008

The show aired. The phones rang, and the balloons popped. Another Pledge Drive has ended. OUTDOOR IDAHO's contribution this year was a 90-minute program, celebrating 25 years of service to the citizens of Idaho. It was a show that really seemed to connect with viewers.

"A great show. I love you guys. You make Idaho come alive," emailed John Freemuth.

Chris Harris wrote us: "I love Outdoor Idaho. Thank you from the bottom of my heart."



"What a great show! AND y'all obviously had fun putting it together," emailed Diane Ronayne. "Thanks for going through everything you had to go through to make that show happen. It's truly valuable in so many ways, and the documentary footage of both people and places will become even more valuable over time. P.S. The hat piece was priceless!"

"I don't know the composers or the artists that sing these songs on Outdoor Idaho," wrote Jim Weaver, "but they are the most beautiful songs I've heard. And, I dearly love Outdoor Idaho! It gets better every year."



Jim Weatherby wrote, "Dana and I really enjoyed your Outdoor Idaho special. What a rich and rewarding career doing those extraordinary shows. Congratulations and best wishes for the next 25!"

"When I was watching your show," wrote Curt Henson, "I started thinking, when do I feel the most joy and happiness in my life? It's when I'm in the great Idaho Outdoors! I would like to find out how to become a part of Outdoor Idaho in any capacity."

John Bertram wrote, "Idaho thanks you for 25 years of discovery and adventure. Thanks for giving Idahoans a lifetime of places to seek out and hopefully provide stewardship."

"Enjoyed it very much!! especially the scene with the nibbling horse!!!" emailed Beth Pederson, of the musical duo Beth & Cinde.

Ann Couch emailed, "This is SUCH a BEAUTIFULLY done program - you are the best! Have watched the 25th anniversary show twice."

Marty Peterson sent this note: "So Barb and I had settled in to watch the 25 years special on our new 42" HDTV and when you came on the screen, I said "You know, Swisher hates Bruce's hats" before anything was mentioned about your hats. And sometime later the Swisher video appears. Funniest moment of the week at our place."

And one more.

Musician Curtis Stigers, who wrote a song for our 25th show, sent us this note. “We were glued to every frame, every moment of the show. It was funny, charming, interesting, entertaining, and, most of all, emotionally moving. I must cop to having been moved to tears at least 5 times and choked up quite a few more. The editing, the new interviews and commentaries, the blasts from the past: all wonderful. My favorites: your hats and Jeff Tucker as a bright-eyed teenager.



“What a terrific show. I couldn’t be more proud to be part of it. Thank you so much for asking me to contribute my music. I consider myself very lucky to be a part of the anniversary of a show that is such an important part of Idaho. Vive le Outdoor Idaho! Here’s to 25 more years! I hope you’ll include me in the 50th anniversary.”



## 2008 INL Scholastic Tournament

— Aired Saturday, March 22 at 4:00 p.m. MT/PT

On Saturday, March 22, Idaho Public Television broadcast statewide the 2007 INL Scholastic Tournament, hosted by tournament director Steve Zollinger. The program can also be viewed on-line at: <http://idahoptv.org/productions/streaming.cfm>

The Scholastic Tournament is a quiz bowl competition matching math and science wits between Idaho high school students. The INL takes the tournament on the road, holding regional meets in the Panhandle, the Treasure Valley and eastern Idaho. The tournament is divided into three divisions reflecting school size, Class A, Class B, and Class C. Winners of the regional meets advance to the state championships in Boise to compete for their respective state titles. Each of the three championship matches were broadcast statewide on Idaho Public Television.

### INL Scholastic Tournament 2008:

Idaho Falls	140	
Post Falls	105	Class “A”
Soda Springs	120	
New Plymouth	55	Class “B”
Cole Valley	140	
CDA Charter	110	Class “C”

The three winning Idaho state champion teams advance to the DOE sponsored National Science Bowl held each May in Washington, D.C. The five-day trip enables students to compete against 65 other regional-winning high schools throughout the U.S. The National Science Bowl focuses on math

and science, while INL uses approximately 75 percent math and science with the source of the remaining questions coming from other disciplines.

The tournament season begins in November and December with teams competing weekly in league-play competition, preparing for the regional meets in February and March. The competitions are held at the University of Idaho, Boise State University and Idaho State University-University Place in Idaho Falls.

The INL Scholastic Tournament began as Scholastic Tournament in the late 60s.



## Tracing the Roots of Violence

— Airs Thursday, April 10th, 8:30/7:30 pm  
 — Repeats Sunday, April 13th 5:30/4:30pm

Why do children kill? Research shows the foundation for a propensity for violence may start in infancy. Author Robin Karr-Morse believes violent behavior is fundamentally linked to abuse and neglect in the first two years of life.

Host Joan Cartan-Hansen will talk with Karr-Morse about how the predisposition to violent behavior is “hardwired” into the brain. Karr-Morse is the co-author of the book *Ghosts from the Nursery* and was the first executive director of the Oregon Children’s Trust Fund. She is in Idaho speaking at the Idaho Children’s Trust Fund annual conference. Because this is a taped interview, no phone calls will be taken.

## Climate Change

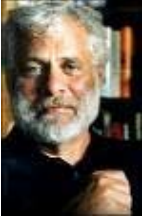
— Aired Thursday, March 13, at 8:30 p.m. MT/PT



Perhaps no other scientific issue has received more debate in the past decade than global climate change. On this edition of DIALOGUE, Marcia Franklin talked about the phenomenon with two experts, and also discussed changing human perceptions about the issue. Both guests were in Boise for the annual conference of the American Society for Environmental History.

One of Franklin’s guests was Stephen Schneider, PhD, from the Department of Biological Sciences at Stanford University. Schneider was one of the lead authors of the Intergovernmental Panel on Climate Change, which was awarded a Nobel Peace Prize in 2007. He was the recipient of a MacArthur “genius” Fellowship in 1992, and is the author of numerous books on climate change.

The other guest was Stephen Pyne, PhD, from the School of Life Sciences at Arizona State University. Pyne is considered one of the world’s experts in fire ecology, and has written more than ten books on the subject, including *Fire: A Brief History*. He has received a MacArthur Fellowship and two National Endowment for the Humanities Fellowships.



## Best-Selling Author Mark Kurlansky

- Aired Thursday, March 27, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, March 30, at 5:30/4:30 p.m. MT/PT

On this edition of DIALOGUE, host Marcia Franklin talked with New York Times bestselling author Mark Kurlansky. The author, who is known for his “microhistories” of objects and events we often take for granted, discussed some of his works, including *Salt: A World History*; *Cod, A Biography of the Fish that Changed the World*; *1968: The Year that Rocked the World*; *The Basque History of the World* and *Non-Violence: 25 Lessons from the History of a Dangerous Idea*.

Kurlansky was in Boise as a guest of the Idaho Humanities Council. He gave a public lecture at the Basque Center in which he talked about the history and people of the Basque region. He and Franklin also pursued that topic.



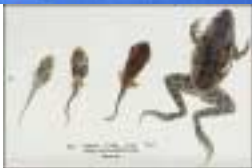
## Director of the Idaho Department of Environmental Quality

- Aired Thursday, April 3, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, April 6, at 5:30/4:30 p.m. MT/PT

Idaho Public Television host Marcia Franklin sat down with Toni Hardesty, director of the Idaho Department of Environmental Quality on this edition of IdahoPTV's DIALOGUE. They discussed the department's challenges and accomplishments, and the impact of new legislation.

Hardesty, who started her environmental career as an intern for DEQ in the 1980s, now oversees an agency with a \$63 million budget and 380 employees. DEQ is responsible for protecting Idaho's air, water and land resources. The department must develop new protocols to handle edicts and regulatory changes resulting from 2008 legislative actions.

Among other topics, Franklin and Hardesty discussed new legislation that would expand auto emissions testing programs in Idaho, new rules and regulations for field burning, a U.S. Court of Appeals decision regarding nuclear waste shipments from the Idaho National Laboratory, and concerns over pharmaceuticals in drinking water.



## Amphibians

- Aired Tuesday, March 18, at 2:00/1:00 p.m. MT/PT

On the March edition of D4K, students learned about the many amphibians that make Idaho their home. Amphibians were the first animals with vertebrae (spine bones) to live on land. They once dominated the earth, but now make up the smallest class (category) of animals.

Host Joan Cartan-Hansen welcomed two experts from the Idaho Department of Fish and Game, biologist Eric Leitzinger and education specialist Adare Evans.

Additional information about the topic and links to related Web sites are available at the D4K Web site: [idahoptv.org/dialogue4kids/](http://idahoptv.org/dialogue4kids/). This year, a Web-only show in which the guests answer questions not addressed on-air is available on the Web site. In addition, the on-air program is available in the D4K Web site archives for viewing online.



## Geology and Gems

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

Idaho's nickname is the Gem State. Geologists know that Idaho is a treasure-trove for rock and mineral lovers. Why? How did many different kinds of rocks and mineral form here? What are the rock cycle and the hardness scale?

Host Joan Cartan-Hansen and her guest scientists, Scott Hughes, head of the Department of Geosciences at Idaho State University and Virginia Gillerman, a geologist with Idaho Geological Survey, will answer your questions about rocks and minerals.

Students can send their questions through e-mail to [D4K@idahoptv.org](mailto:D4K@idahoptv.org) <<mailto:d4k@idahoptv.org>>, fax them in before the show to (208) 373-7245 or call in live during the program to (800) 973-9800. Students who send in a question are eligible to win a DVD player and DVDs for their classroom.

The D4K Web site offers facts, links, reading lists, a glossary, pod casts of programs and special D4K web exclusive programming.

## Public Television in the News



Boise Weekly  
April 2, 2008



### Sound Bites: How Alberto Moreno makes noise for the small screen

By Kelly Lynae Robinson, Boise Weekly

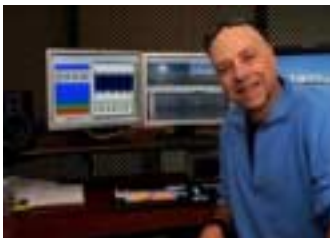


Photo by Francis Delapena

In his 14 years at Idaho Public Television, Alberto Moreno has honed the skill of using sound and music editing to enhance the programs he directs. In an endless struggle to innovate, Moreno has become, in the opinion of his colleagues, one of the best sound editors in Idaho.

Moreno is a director and videographer for IPTV, most often for the multiple Emmy Award-winning show *Outdoor Idaho*. With each new project, Moreno feels the pressure to engage an audience that has been lulled into snobbery by multimillion-dollar TV shows and 30 second commercials with

big budgets. In order to get the audience's attention, Moreno says he must not only compete on the same level of quality, but defy traditional expectations of sound effects and music.

One project Moreno edited unconventionally was the documentary *Picturing Idaho*, a profile of accomplished Idaho photographers like Steve Bly, Mark Lisk and Leland Howard. From the outset, Moreno promised himself that he would not use a certain sound unless it was really happening in the footage. Many documentaries would impose effects like a shutter click before showing a featured photograph. By refusing to do this, Moreno had to re-envision ways to punctuate and drive the show.

"I didn't want to do what was typical," said Moreno. "I knew if I gave myself a protocol, I would stick to it."

Moreno has been developing sensitivity to sound and music since childhood. Born in Buenos Aires, Argentina, and raised in Burbank, Calif., Moreno grew up with a mother who practiced piano eight hours a day. He learned to play guitar and by the age of 16, Moreno was playing in bands around Los Angeles.

At the bidding of a band manager, he changed his name to Alan Austin, which he stuck with legally and professionally until last year.

In 1994, Moreno abandoned the life of a troubadour and turned to an education in communication and film to find another profession in which to settle down. He said that Boise appealed to him because of the "blue skies" and "puffy white clouds," and that the transition from music to television was not as hard as one might think.

"A show develops in the same way a song develops," said Moreno. "I wanted to use other tools of imagery and communication besides music."

Since joining the staff of IPTV, Moreno has gone from work on *Idaho Reports*, a news show, to hanging off of the edges of the Tetons to get the perfect shot. Sometimes he spends up to 12 hours straight mixing sound and adjusting colors. His tenacity and commitment to finding that ineffable mix of image and sound has earned the respect of award-winning colleagues, directors and writers Bruce Reichert and Jim Peck.

Reichert and Peck have worked with Moreno on *Outdoor Idaho* and documentaries such as *West of the Basque* and *The Idaho Homefront: WWII and its follow-up, The Idaho Homefront: Of Camps and Combat*. They admire his energy and his willingness to push back against their ideas and vision, bringing a perspective of his own. It is this perspective that Moreno happily passes on to interns and students, also offering them his golden rules of sound editing:

Rule No. 1: "Feel the sound." Though Moreno knows every technical principle of sound editing, he emphasizes that students need to understand not only the numbers and decibels of sound, but how to listen intuitively. Two hundred decibels feels like a car's rumble. Three thousand sounds like a baby's cry. There are frequencies that help people relax and others that will make an audience uncomfortable.

"There's a pulse to life, and I try to tap into that subconsciously," Moreno said.

In the documentary *Idaho Homefront: of Camps and Combat*, a history of the internment camp near Twin Falls and the Japanese-Americans who were imprisoned there, Moreno ended on an open chord with hollow wind pounding in the ears of the listeners. The sound leaves the viewer feeling cold and the music is suspended and unresolved. Moreno said that there was no happy ending to a story about people who were imprisoned and the music reflected the mood of an unsettling story.

Rule No. 2: "The most important thing is the final mix."

Sometimes it means blending several different scores to get the right music. At times, Moreno scraps the real sound from a shot and re-builds it, but with the right tempo and sonic balance to

compliment the narration. Moreno used all local music in the documentary *West of the Basque* to the serene bucolic landscapes of the Basque country. When the viewer sees the city of Gernika on the screen, music native to that area plays.

“He keeps the tone going from start to finish,” said Peck. “There has to be a consistency to it-not just on the technical side, decibels and levels-but from a feel.”

Rule No. 3: “Know when to leave it alone.”

The law of diminishing returns applies to sound mixing, too. Is the deadline a friend or enemy? “The deadline is my friend.” Moreno said that the deadline keeps him from ruining a good mix with too much tweaking and adjusting.

“Once I hand the show over, it is done,” said Moreno. “It’ll take an act of God for me to change it.”



Senate panel: Otter should make Idaho Board of Ed changes  
By JOHN MILLER - Associated Press Writer

Edition Date: 03/28/08

BOISE, Idaho — The Senate Education Committee wants Gov. C.L. “Butch” Otter to strip some power from the state Board of Education and give it to the Department of Education, according to a letter made public Friday.

The recommendations, including giving Otter more power to fire the president of the Board of Education trustees, are meant to help remedy problems that arose last year at the agency that oversees Idaho public schools, including a financial meltdown and allegations of open-meetings law violations.

There’s also a separate letter to trustees urging them to make additional changes, including annually reviewing open meetings laws and spending procedures.

The letters, likely the Senate Education Committee’s final action on a matter that dominated several of its hearings in the 2008 Legislature, underscore its members’ contention that the board in recent years has overstepped its constitutional mandate and needs to be reined in. Last year, the agency flubbed an \$18 million federal grant, nearly losing it, then violated state accounting standards to pay for test contracts that saddled it with a \$1.4 million deficit.

“We don’t believe operational administration of programs should be with the state board,” said Sen. Gary Schroeder, R-Moscow and a frequent critic of the Board of Education. “The state board, as the constitution says, should have general supervision of education.”

The letter asks Otter to appoint a transition team to shift administrative duties, including oversight of federal grants, back to the Department of Education. It also asks Otter to review agencies now overseen by the board, including the Idaho State Historical Society, Idaho Public Television and the Charter School Commission, to determine whether changes in their leadership are needed.

The committee also wants Otter to consider an arrangement in which the governor would appoint the president of the board’s trustees. While trustees are currently appointed by the governor, the trustees themselves choose a president for a one-year term.

“It is the feeling of the Education Committee that the effectiveness and accountability of the board would improve if the chief executive could remove a president,” the Senate Education Committee wrote.

The committee failed to agree whether responsibility for testing, such as the federally mandated Idaho Standards Achievement Test, should be returned from the Board of Education to the Department of Education.

Otter aides didn't immediately say what, if anything, the governor plans to do with the committee recommendations. He has already indicated he will make unspecified changes at the agency.

Otter has yet to appoint somebody to the trustee post that was held until March 1 by Laird Stone, a Twin Falls lawyer. Stone, whose term expired, has said he's interested in being reappointed.

In the separate letter to board trustees, the Senate panel urged them to plan an annual review to make sure they don't violate state laws and policies. Attorney General Lawrence Wasden in February opted not to fine trustees, but concluded they may have violated the state's open meeting law by going into an allegedly illegal executive session.

Schroeder believes the trustees haven't followed the open meeting law in the past.

“All of a sudden they go into executive session, and they come back and make a decision,” he said. “There's no one in the room who believes they didn't discuss the matter in executive session, make a decision and go out and do it.”

The Education Committee also told trustees it wants them to set a minimum attendance standard for members at meetings, and enforce it.

That recommendation appeared directed, at least in part, at trustee Blake Hall, who conceded at a Feb. 28 hearing held to review last year's problems that he missed several meetings in 2007 and wasn't completely aware of the magnitude of the crisis until December, when the agency was forced to cancel testing for some students to save money.

Hall didn't immediately return a phone call seeking comment.



Guest opinion: Be prepared for 21st-century TV changes  
U.S. Sen. Mike Crapo

We've certainly come a long way from the television pioneering days of Philo T. Farnsworth, one of Idaho's finest inventors. Eighty years ago the young inventor developed the theory that resulted in the first electric TV. That unit and its contemporaries present a stark contrast to today's TVs.

Early TVs had notoriously large electronic tubes and devices supporting very small screens; today's TVs are almost all screen, driven by tiny microchips.

TV mechanics and the science of broadcasting have undergone the same mammoth changes as other technology in recent years, and we're on the cusp of another revolution. As many of you know, full-

power broadcasters will cease analog broadcasts Feb. 17, 2009, and begin broadcasting TV signals in a digital format. This change will free up critical analog bandwidth for public safety communications and for wireless services.

This represents a significant change for many, but especially elderly consumers, minorities, individuals with disabilities and those in rural areas. As many as 400,000 Idahoans could be affected by this change.

In February and early March, together with the Federal Communications Commission, the National Telecommunications and Information Administration and Idaho's television broadcasters, I hosted a series of informational meetings around Idaho to help educate consumers about the upcoming change to digital television and the assistance that the federal government will be providing.

To broadcast over mountainous terrain, Idaho makes regular use of devices called translators, which receive signal from major full power stations and repeat or "translate" them to a targeted broadcast area. These translator stations are not mandated to change to digital by the 2009 date.

Many translator stations are being prepared for the transition by converting to digital only. Thus, many will also begin broadcasting in digital Feb. 18, 2009. Others may be equipped with a converter that will receive digital signal and translate it to analog. As a result, some viewers who are served by certain translator stations may continue to receive analog, over-the-air signals after the transition.

If you receive your signal through a translator, please contact your local translator district to determine its plan for the digital transition.

The transition to digital TV is a positive step. A digital signal is clearer and carries better sound quality.

To receive digital signals, consumers who do not subscribe to cable or satellite will need to either purchase a TV with a digital tuner or purchase a digital-to-analog converter box.

To assist consumers with the financial cost of this transition, Congress has established the Digital-to-Analog Converter Box Program, which provides households with two \$40 coupons to help offset the cost of the converter boxes.

Idahoans, like many other Americans, rely on their TVs for news, entertainment, weather and emergency information. Given the fact that the percentage of Idahoans who receive their TV signals over the air rather than through cable companies is higher in Idaho than in many states, it's critical that recipients have access to the latest information about how this digital transition will affect them.

Like any major transition, this has its set of challenges, but they are far from insurmountable. There are local, state and federal information sources available to help.

If you would like more information about the upcoming analog to digital television transition, please call my offices or visit my Web site: <http://crapo.senate.gov>. You will find a list of frequently asked questions and links to coupons at the site.



KPVI 6, Pocatello

## Senator Crapo's Hearings Educate Public on Digital TV Conversion

Reporter: Andrew Del Greco

Posted: March 11, 2008 10:24 PM

Many Idahoans have had questions about the digital television transition that is mandated by the federal government to take place February 17, 2009.

That's why Idaho Senator Mike Crapo has organized four statewide hearings to better inform citizens of the conversion. Tuesday night's hearing was in Idaho Falls.

Members of the F.C.C., the National Telecommunications and Information Administration, and Idaho Public Television addressed the crowd. They say the switch from analog to digital TV frees up frequencies for emergency responders, allows for more TV channels, and provides better picture and sound quality.

The switch to digital television will mostly affect those with older televisions who use antennas to receive signals.

Peter Morrill, Idaho Public Television: "I think there's a lot of confusion first of all, sometimes people are unsettled by having to change out equipment, but the government is helping by offering \$40 dollar coupons that can be used to purchase a digital converter box."

Digital converter boxes are already available for purchase, but will be widely available in the coming months. To apply for a government coupon, you can log on to [www.mydtv2009.gov](http://www.mydtv2009.gov) <<http://www.mydtv2009.gov/>> , or call 1-888-DTV-2009.



PAULA KERGER

Inform Viewers About Digital-TV Changeover

Paula Kerger: Old TVs using antennas may be converted.  
Monday, March 10, 2008; Page D03

America is only a year away from a fundamental change in television, and too many in our nation are unprepared for it. Federal law requires that on Feb. 17, 2009, all full-power television stations stop broadcasting in analog format and begin broadcasting only in digital.

That means that all TV sets not equipped with digital tuners will no longer receive over-the-air programming through antennas. Viewers who receive television via cable or satellite will not be affected, but an estimated 21 million TV households that rely on free over-the-air service as their sole source of television will have to take action.

National consumer research tells us there is more concern than clarity about the readiness of viewers for this change. Surveys by the National Association of Broadcasters and the nonprofit Consumers Union indicate that a majority of Americans need more information and guidance to prepare for the switch-over.

The Consumers Union survey in January revealed that even among consumers who are aware of the transition, 58 percent believe all TVs will need a digital converter box to function. And 73 percent of those surveyed were unaware of the government coupon program created to offset the cost of purchasing a digital converter.

By conducting focus groups, PBS learned that many over-the-air viewers are not interested in acquiring cable or satellite service as a means of coping with the transition. People told us they wanted straightforward information and guidance about the transition without being pressured to buy a new product or a new service.

Many well-intentioned organizations are becoming engaged in this endeavor. As the changeover draws closer, many partnerships and coalitions are working toward a successful transition, including the National Telecommunications and Information Administration, an arm of the Commerce Department that is offering up to two \$40 coupons per household toward purchase of converter boxes that cost \$40 to \$70 each. But there is much more that can and should be done in the next few months, including addressing potential inequities and shortcomings in the coupon system.

Television remains our society's great equalizer. Not every home has a computer, but almost every American home has a television.

In the weeks and months to come, information and recommendations about digital television will come from many directions -- from the private sector, the federal government, a range of broadcast entities and interest groups.

The issue is fundamental for PBS. Our programming is available to 99 percent of America's TV households and we want to make certain that is the case a year from now, when the transition is complete.

This is especially important for the many households that depend on us as their sole source of television and for the minority, older and rural populations that will be disproportionately affected, according to NTIA research.

PBS has already begun airing TV spots featuring personalities from "This Old House" who will offer information and guidance about the transition and about what those viewers with over-the-air television need to do. We also offer information on our Web site (<http://www.pbs.org/digitaltv>).

At the same time, many of the more than 350 PBS stations around the country are beginning campaigns to inform viewers about what must be done to navigate the transition from analog to digital. Some stations, for example, will hold converter-box demonstrations at their facilities and provide tips in program guides and at community events.

It will take a consistent, coordinated and well-funded grass-roots effort. America's television viewers are entitled to nothing less.

Paula A. Kerger is president and chief executive of Arlington-based Public Broadcasting Service, which serves about 350 noncommercial television stations in the United States.

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Public broadcasting can fend for itself

Ken McIntyre, Syndicated Columnist

March 7, 2008

Taxpayer-funded public broadcasting has been around almost as long as “60 Minutes.” No wonder it seems like part of the family.

Unfortunately, the family member public broadcasting most resembles is the live-in brother-in-law who refuses to earn enough to move out of your basement and into his own apartment. For 40 years, taxpayers have covered the rent.

The rationale for subsidizing the Public Broadcasting Service and National Public Radio is outdated. If PBS and NPR do good work – and they often do – they ought to be able to go it alone in the marketplace.

Also, the need for a publicly funded network isn't what it used to be. When Congress passed the law creating the Corporation for Public Broadcasting (with a \$5 million budget in 1968), three commercial networks dominated America's television market. The original mission – to provide a variety of quality educational, cultural and public affairs programs – is now the province of dozens of specialty networks, from the Discovery Channel and the History Channel to HGTV and A&E.

Common sense says public broadcasting should be a prime target for budget savings. Hundreds of millions of dollars devoted to this diminished mission could go to problems that have worsened over the years – to provide tax relief, reduce the debt, strengthen national security or fix Social Security.

The Corporation for Public Broadcasting recently asked Congress to invest \$483 million in its television, radio and other operations in fiscal 2011 – up from \$400 million. Today's taxpayer “contribution,” by the way, is double what it was 20 years ago.

In an annual ritual, President Bush proposes to cut half of the \$400 million already appropriated, cut an additional \$220 million slated for the next year and disallow the entire \$483 million “advance” for 2011.

Public broadcasting and its politically connected protectors have sprung into action. They're deploying sympathetic commentators and TV writers. They're marshalling Big Bird, Bert and Ernie, and the usual children's choir to the Capitol steps to pressure lawmakers into chiding the president and handing over the usual big bucks.

As if “Sesame Street” and other superior programs wouldn't find a commercial-free TV home elsewhere in a New York minute.

Conservatives last mounted a vigorous fight to privatize public broadcasting in 1996, well before the high-tech explosion in media diversity that lets folks “tune in” shows from any era, using everything from laptop computers to iPods and cell phones.

Why shouldn't PBS and NPR have to compete in this fast-changing market alongside MSNBC? Why shouldn't they have to tighten belts and rein in production and payroll costs?

Liberals and conservatives alike should bristle at the thought of Congress and political hacks looking over the shoulders of TV and radio broadcasters, wielding the heavy stick of funding threats.

Just ask acclaimed filmmaker and PBS darling Ken Burns, certainly no conservative. Burns bowed to pressure from Congress and special-interest groups to “correct” his vision in last fall’s celebrated World War II documentary, “The War,” by adding material about Hispanic-Americans.

PBS and NPR supply programming and services to 355 television stations and 860 radio stations, respectively. Federal funding makes up about 16 percent of the stations’ revenues. The rest comes from local and state governments, colleges and universities, foundations, businesses and – the biggest chunk at 26 percent – donations from viewers or listeners.

Taxpayers will win if PBS and NPR have to kick the federal budget habit and find ways to fund their operations fully. They would need to streamline, scrub low-performing programs and become less self-indulgent and more responsive to audiences.

These “noncommercial” outfits already air low-key commercials by sponsors and underwriters. Their upscale gift shops sell everything from niche-market CDs and DVDs to stuffed animals and designer clothes.

PBS betrays a knack for marketing whenever it loads up music specials and “premiums” for boomers during pledge week. Let it learn more from the Learning Channel.

NPR is a thriving, cutting-edge media operation at a time when not many others can make the claim. That brand, despite its curbed enthusiasm for conservative viewpoints, could attract investors like Air America never will.

If government were really out of the picture, millions of “free riders” (who feel guilty but don’t pledge) would be glad to chip in. It’s what family does.



## TV station changes help JAMM majors

Written by Lianna Shepard - Argonaut

Thursday, 20 March 2008

From the moment she heard the news senior Olivia Hodges was excited.

A journalism major with an emphasis in broadcast, Hodges will be one of the students able to use the renovated television station next fall.

“It’s hands on equipment with some of the latest stuff,” she said. “You get that kind of stuff in California, having it here will make sure we can compete.”

The FCC has mandated that starting February 2009, the 1,760 full-power broadcast stations in the United States must go entirely digital, eliminating the analogue signals picked up by antennas.

Broadcast teacher Denise Bennett said that teaching students to use HD technology doesn’t change the basic rules of broadcast, but it does require students to approach their shots differently.

“Everything from the size of the screen to the makeup has to be considered. The resolution is great so that if you do something to close up you can see every pore in their face,” she said.

“The most important thing is the person behind the camera, not the camera itself. You can teach a monkey to type Hamlet, but that won’t make him Shakespeare.”

In compliance with the regulation the television station has cleared out its old video equipment, some that was more than 40 years old, for digital.

“We’ve been transmitting digital for the past four or five years, but we’ve also been transmitting analogue,” said Ken Segota, the chief engineer for KUID. “In February, we won’t have the analogue that means if you don’t have a digital television you won’t receive our transmission.”

For televisions that do not offer high definition reception, owners will have the option of buying a new television or a converter box.

“At the beginning of next year millions of people that have antenna TV’s will be eligible for two coupons worth \$40 to buy a converter,” Segota said.

However, of the 42 coupon eligible converter boxes, only four allow owners to watch analogue and digital stations without having to install an antenna switch, something that KUID station manager Kris Freeland worries the average television watcher won’t know how to do.

“Most people sit in front of the TV and they watch it, they don’t think about where the signals coming from, they just know they’re watching it or they’re not,” Freeland said.

Along with the change in technology the station is going under a renovation to make the studio and bathrooms AOA compliant.

“Right now someone with a wheel chair can get into the building, but unless we lift them from the chair we have no way of getting them into the studio, the bathrooms or the directors booth,” Freeland said. “In short, they can’t use the facilities.”

Only two weeks into construction, the studio has been completely gutted and the framework for the new layout has been set. Freeland says that though the progress seems fast, the prep work for this project has taken a great deal of effort.

“This is a University of Idaho building, the public television station has partnered with them over the years, but it’s still there building,” she said. “When we went to Idaho Public Television about funding, they sent us to deferred maintenance.”

Overall, the project will cost around \$1 million, but Freeland says the studio will be up and running for fall semester’s JAMM students.

**BroadcastEngineering.** Community Broadcasters Association  
petitions court to order DTV converter halt

Mar 28, 2008 8:06 AM  
Broadcast Engineering Magazine

The Community Broadcasters Association (CBA) Wednesday asked the U.S. Court of Appeals for the D.C. Circuit to order the FCC to halt the distribution and marketing of digital television (DTV) converter boxes without the ability to let viewers watch analog TV.

In filing its petition, the CBA asked the court to order the FCC to enforce the All Channel Receiver Act (ACRA), which it said requires DTV converter boxes to be able to receive “all frequencies allocated by the FCC to television broadcasting.”

While the nation’s full-power TV stations are required under law to cease analog operation and commence digital transmission in February 2009, low-power television (LPTV), Class A and TV translator stations will continue to transmit in analog. Without the ability to receive analog over-the-air (OTA) signals, the converter boxes will effectively cut the stations off from viewers — especially because few LPTV stations are not carried by cable systems, satellite operators or telcos.

The association’s petition comes after months of meetings and correspondence with DTV stakeholders, the FCC and the NTIA. In the petition, the CBA noted that when the FCC ordered all TV sets and other TV receiving devices to include digital tuners, it “emphatically acknowledged the importance of displaying all programming,...[and] held that the ACRA requirement entails not only that all channels be received but also that all formats, including analog and digital, also be received. The FCC said that “[t]he ACRA was intended to ensure that the viewing public has access to receivers which are capable of receiving all broadcast signals. Thus, to suggest that the statutory requirements are somehow satisfied simply where a receiver picks up the frequency but is incapable of displaying the signal in a viewable format strikes us as an absurd reading of the ACRA.”

Despite its “best efforts,” distribution of converter boxes without analog capability has begun, said Greg Herman, CBA VP. “It is unfortunate that in spite of our best efforts, those who simply want to keep pushing illegal converter boxes on the American public have ignored our many warnings and shown contempt and disregard for the over-the-air viewing audience,” he said.

Following the CBA’s court filing, the Consumer Electronics Association (CEA) issued a denunciation of the move. “This is an irresponsible lawsuit, as was CBA’s advertising calling the government program a ‘scam,’” said CEA president and CEO Gary Shapiro.

“CBA should act in the national interest and either shift to digital or promote the several converter box models with analog pass-through that already provide the solution CBA seeks. Instead, CBA would block the DTV transition, threaten \$20 billion in analog auction revenue, waste billions of dollars in sunk investment and force consumers to spend much more to buy converter boxes,” he said.

Responding to Shapiro’s remarks, Herman expressed regret that the CEA chief’s words were “so combative.”

“There is no way that the converter box debacle is CBA’s fault, and it is grossly unfair to say otherwise,” Herman said. “CBA was not silent; it pointed out the analog problem to NTIA (the National Telecommunications and Information Administration, the federal agency responsible for administering the DTV converter box coupon program) in its comments in the converter box rule making on Sept. 25, 2006, long before any boxes were designed or certified for coupon eligibility.

“It is CEA’s members who are responsible for understanding the laws that apply to their products,” he said.