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Quotes

"I have relocated from Boise to Chicago, and I miss the programming that IPT airs. Keep up the good work."

Paul Keister, Chicago

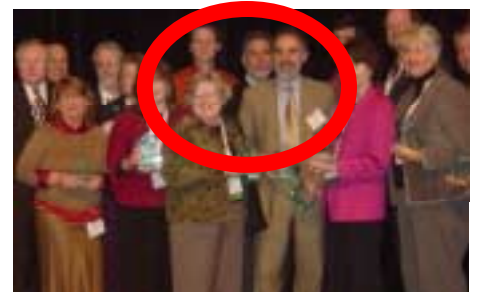
"The Rosalie Sorrels (ROSALIE SORRELS: WAY OUT IN IDAHO) DVD arrived today and I spent a very enjoyable two hours watching this great show! Idaho Public Television should be proud of this wonderful production."

All the best,

Bruce Umminger
 Chapel Hill, NC

IdahoPTV Captures Six NETA Awards!

Idaho Public Television brings home more awards than any other competitor.



(Pictured: IdahoPTV's Anne Peterson and Ron Pisaneschi)

Idaho Public Television brought home six awards from the annual conference of the National Educational Telecommunications Association (NETA) in Norfolk, VA. The awards, presented on Friday, January 26, were among 38 prizes awarded to 23 television stations.

IdahoPTV took home six top awards, the most of any public television station in the country.

In the Instructional Media category, IdahoPTV won an award for THE SOCIAL CODE, a locally produced instructional program. DIALOGUE FOR KIDS won awards for both the monthly series and for its associated teacher resources.

The print design for ROSALIE SORRELS: WAY OUT IN IDAHO and the Web site for IDAHO REPORTS 2006 won awards in the Promotion category.

SILVER VALLEY RISING, a joint production of IdahoPTV's OUTDOOR IDAHO and DIALOGUE series, was recognized in the Program Production category.

The NETA Awards are an annual recognition of member-produced excellence in public television in the United States, a tradition established forty years ago by the pioneering Southern Educational Communications Association.

The next largest award winning organizations were South Carolina ETV, Nashville PBS and UNC-TV (North Carolina) who each won 3 awards.

NETA is a professional association founded in 1997 to serve public television licensees and affiliated educational organizations. The organization has members in 44 states, the District of Columbia, and the Virgin Islands. NETA is headquartered in Columbia, SC.



Coming This Fall

By Bruce Reichert, Executive Producer

IT'S A COLD DECEMBER EVENING IN 1905, AND FRANK STEUNENBERG IS RETURNING HOME.

SIX YEARS HAVE ELAPSED SINCE THEN-GOVERNOR STEUNENBERG DECLARED MARTIAL LAW IN IDAHO'S SILVER MINING DISTRICT.

TONIGHT, THERE IS NOTHING TO SUGGEST THAT THIS EVENING WOULD BE HIS LAST, OR THAT THE EXPLOSION HEARD IN A SMALL FRONTIER TOWN WOULD AWAKEN AN ENTIRE NATION.



So begins our hour-long program on the Steunenberg assassination. It was exactly 100 years ago this year that a "dream team" of famous attorneys gathered in Boise to play their part in the Trial of the Century.

It was a trial replete with colorful characters and dastardly deeds. Idaho's best lawyers, James Hawley and William Borah, matched wits with the brilliance of Chicago's Clarence Darrow and Denver's Edmund Richardson.

Hanging in the balance was the fate of “Big Bill” Haywood, a notorious Colorado labor leader, accused of paying Harry Orchard blood money to kill an Idaho governor.



In the documentary spirit of PBS’s “The American Experience” history series, we will re-create portions of this remarkable trial and the “struggle for the soul of America” that it represented.

We will shoot the trial scenes in the court room of the Borah building in Boise, using some of the region’s most accomplished actors. Authentic costuming, photographs, and attention to the transcript of the trial will ensure a program that is historically accurate.



Our team of on-camera experts – David Grover, author of *Debaters & Dynamiters*; Katherine Aiken, author of *Idaho’s Bunker Hill*; Byron Johnson, former Idaho Supreme Court Justice; and others — will help us explore why the trial mattered, why it still matters, and may even suggest different ways of looking at this pivotal moment in American history.

Assassination: Idaho’s Trial of the Century is set to air statewide in the fall of 2007. A robust website will further illuminate the key players in the drama. We will also distribute DVDs of the program to each of Idaho’s public schools.

Idaho Public Television offers this program as the first of our several productions in **The Idaho Experience** series.

Go to idahoptv.org/productions for a preview segment of *Assassination: Idaho’s Trial of the Century*.

**the
buzz**



— On Friday, January 26, I presented Governor Otter’s Fiscal Year 2008 budget recommendations for Idaho Public Television to the Joint Finance-Appropriations Committee (JFAC).

The presentation was cut short because of a convening of the Idaho Senate. The committee members did not have the opportunity to ask questions, but JFAC Co-Chair Maxine Bell congratulated IdahoPTV on our excellent service to the state.

To recap, Governor Otter’s Fiscal Year 2008 recommendations call for a maintenance of current operation (MCO) budget for Idaho Public Television. No new initiatives were proposed by IdahoPTV and the State Board of Education, and none were recommended by the Governor.

Within the frame of MCO, there are some areas of increases to cover escalating costs. They are as follows:

Power Upgrade, 1 Time (KAID-DT)	\$13,500
Attorney General Fees	\$15,800
Risk Management Fees	\$700
State Controller/Payroll Fees	\$5,000
Treasurer Office Fees	\$400
State Positions Merit Increases (5%)	\$41,100

In addition, the Governor recommended much of the replacement capital for equipment that IdahoPTV has requested. Here is a run-down:

<u>IdahoPTV Request</u>	<u>Governor's Recommendations</u>	<u>Items</u>
\$228,500	\$228,500	5 translator site upgrades
\$908,000	\$908,000	KUID studio equipment upgrade
\$167,985	\$0	KUID building ADA remediation
\$5,000	\$5,000	Tech maintenance item, KUID beacon
\$26,500	\$26,500	Tech maintenance item, 4x4 truck
\$126,700	\$0	PC replacement
\$356,000	\$356,000	NOC replacement (video file server, HD encoder)
\$44,000	\$0	F.A.A. required KUID/KAID tower painting
\$1,862,700	\$1,524,000	Total

As you can see, there are three items that were not recommended in the Governor's Budget: KUID building ADA remediation, agency PC computer replacement (5 years old) and F.A.A. required KUID/KAID tower painting.

I have been encouraged by both the Governor's Office and the Legislative Budget Office to pursue potential funding of the KUID building ADA remediation and the tower painting from the Permanent Building Fund's Deferred Maintenance Fund. Those formal requests are in progress and I'm cautiously optimistic about the outcome. At press time, we are still pursuing a direction for the agency computer replacement item.

— On January 18, 2007, Idaho Public Television received our Fiscal Year 2006 audit from the Legislative Auditor. The audit was unqualified and had no "findings of fiscal fact." My congratulations go to Phillip Kottraba, Director of Fiscal Affairs and his business office team for their excellent work.

— On Monday, January 29, Joan Cartan-Hansen spoke to the Twin Falls Chamber of Commerce Capitol Day Breakfast. She was joined by two members of the press: John Miller, Associated Press and Adam Atchison, KTVB. The topic was an overview of this year's Legislature. Cartan-Hansen also spoke to the group about LEGISLATURE LIVE, gavel-to-gavel video service of the proceedings of the Idaho House and Senate at idahoptv.org and state-wide digital public television.



— IdahoPTV's Jeff Tucker and Ron Pisaneschi were expert panelists at the National Educational Telecommunications Association's National Conference in Norfolk, Virginia, January 25-28, 2007. Tucker, IdahoPTV Production Manager provided insight on video encoding and streaming expertise on a new media panel. Pisaneschi, presented an overview of new

technologies and how they can be used effectively for public television outreach professionals in the session: More Bang for the Buck: Using New Technologies To Do What We Do.

— At the request of the Idaho Capitol Commission, IdahoPTV is exploring options for the installation of a time-lapsed camera system that can capture the worksite progress of the renovation.



In addition, we are also discussing the potential of producing a half-hour program covering the history of the Capitol building and the renovation activities.



— On Thursday, January 11, 2007, Idaho Public Television provided equipment and the technical expertise of Pocatello Chief Engineer Dave Turnmire to the Idaho State University Mass Communications Department webcast of the Bengal men's basketball game.

— IdahoPTV at the Buy Idaho event at the Idaho State Capitol on January 17, 2007. Pictured are IdahoPTV's Phillip Kottraba, Michal Lloyd and a visitor.



Upcoming Presentations and Events During the Idaho Legislature

- Idaho State Broadcasters Association Legislative Reception, January 31, 5:00 p.m.-7:00 p.m., Rose Room, 714 West Idaho Street
- Southwest Boise Rotary Club, Power House, Boise, February 7, Noon-1pm
- Digital Government Day, February 14, 9:00 a.m.-4:00 p.m., Idaho State Capitol
- Senate Education Committee, February 22, 3:00 p.m., Idaho State Capitol

IdahoPTV Reaches Out

Tuesday evening, January 23, marked the first 2007 presentation in a series of INDEPENDENT LENS shows that Independent Television Service (ITVS), in partnership with IdahoPTV and BSU was previewed on campus.

The event was well attended, 82 people--BSU staff actually had to bring in extra chairs, and a number of viewers sat on the floor to watch HIP HOP: BEYOND

BEATS AND RHYMES. Popcorn bags emblazoned with the INDEPENDENT LENS and PBS were everywhere, lending a real "movie" feel to the experience.



A performance by Boise hip-hop artist Kritik before the showing, a door-prize drawing for a copy of IDAHO: AN AERIAL TAPESTRY and a discussion led by BSU students Vivian Sanchez and Kate Neal after the film made for a lively and enjoyable event.

Michael Deeds of The Idaho Statesman mentioned the event in his January 26 column.

Kudos to IdahoPTV's Lynn Allen, who has been coordinating these events at campuses here and at Idaho State University in Pocatello.

Signals and Technology Update



On January 16, 2007, the Federal Communication Commission granted licenses for Kellogg, K49JD; Lava Hot Springs, K14MC; Georgetown, K15GO; and Salmon, K49IC.



IdahoPTV Staff Updates and Transitions



I am very happy to welcome a former IdahoPTV colleague and friend of ours who has returned. Kelly Hagans accepted the position of IdahoPTV's Director of Major Giving. Kelly previously worked here as Director of Telemarketing and Ancillary Sales. He left to be the Western U.S. Development Manager for Kappa Sigma and most recently was the Community Director for the

Idaho Chapter of the March of Dimes. Kelly's first day in his new position was Monday, January 29.



Upcoming Meetings of Idaho Public Television's Friends and Foundation Boards

- The Idaho Public Television Foundation, Inc. Board will meet Monday, February 5 at 3:00 p.m. Mtn./2:00 p.m. Pac.
- The Friends of Idaho Public Television: KUID/KCDT will meet Tuesday, February 6 at noon.
- The Friends of Idaho Public Television: KAID/KIPT will meet Thursday, February 15 at noon.



New Director of Idaho Fish and Game, Cal Groen

- Airs Thursday, February 1, at 8:30/7:30 p.m. MT/PT
- Repeats Sunday, February 4, at 5:30/4:30 p.m. MT/PT

On this edition of IdahoPTV's DIALOGUE, host Marcia Franklin talks with Cal Groen, the newly appointed director of Idaho's Department of Fish and Game.



The Idaho Fish and Game Commission chose Groen to replace former Director Steve Hufaker, who retired after leading the agency for nearly five years. Groen, a 17-year veteran of the agency, has held several prominent positions within the department. He was most recently the supervisor of the Clearwater region, a post he held for nine years.

During the live call-in show on Thursday, Franklin and Director Groen will take calls from viewers on a toll-free line. (No call-ins will be accepted on the high-definition [HD] TV airing at 9:30/8:30 p.m. MT/PT Thursday or the Sunday repeat at 5:30/4:30 p.m.)

The program is also available on the radio. In Southwest Idaho, it airs on KBSU/NPR 91 at 11:30 a.m. on Sunday (February 4) and in Eastern Idaho, on KISU FM at 6:30 p.m. on Monday (February 5).

DIALOGUE, produced by IdahoPTV, is Idaho's only weekly statewide public affairs program. The program is funded by the Laura Moore Cunningham Foundation. Individual DIALOGUE programs are archived on the IdahoPTV Web site at idahoptv.org/dialogue and can be Web streamed for later viewing.

View or listen to DIALOGUE episodes in a variety of formats:

- Traditional analog over-the-air broadcast airs Thursdays at 8:30/7:30 p.m. MT/PT, with repeats Sundays at 5:30/4:30 p.m. MT/PT, on channels 35-KUID/26-KCDT, 4-KAID/13-KIPT, and 10-KISU. Analog is also available through cable and satellite; consult local suppliers for channel numbers.
- High-definition over-the-air broadcast airs Thursdays at 9:30/8:30 p.m. MT/PT, with repeats Sundays 8:30/7:30 p.m. MT/PT, on channels KUID-12, KCDT-45, KAID-21, KIPT-22 and KISU-17. The high-definition broadcast is also available through some cable companies; consult local suppliers.
- Standard-definition over-the-air broadcast airs between 7:00/6:00 a.m. and 3:00/2:00 p.m. on Citizen-4 digital channel. The frequency, days and times may vary. The standard-definition broadcast is also available through some cable companies; consult local suppliers.
- Video streaming from idahoptv.org/dialogue is available in high-bandwidth or low-bandwidth format. Windows Media Player is required; a free download is available.
- Video download from idahoptv.org/dialogue; ultra-high bandwidth required.
- Podcasts (MP3, audio-only; and MP4, audio-video for video iPods) are available for download from idahoptv.org/dialogue.
- NPR News 91 audio-only airs in Southwest Idaho. Sundays at 11:30 a.m. MT.
- KISU FM audio-only airs in Eastern Idaho. Mondays at 6:30 p.m. MT.

Idaho's Chief Justice Gerald Schroeder

- Aired Thursday, January 25, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, January 27, at 5:30/4:30 p.m. MT/PT



IdahoPTV host Joan Cartan-Hansen and the chief justice explored the Supreme Court's changing role in Idahoans' lives, the challenges facing this third branch of government and Schroeder's major accomplishments.

Chief Justice Schroeder recently announced his plans to step down in summer 2007.

During the live call-in show on Thursday, Cartan-Hansen and Chief Justice Schroeder took calls from viewers.

Idaho History; First Show Focuses on Boise

- Aired Thursday, January 18, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, January 21, at 5:30/4:30 p.m. MT/PT

On this episode of DIALOGUE, host Joan Cartan-Hansen began an occasional series exploring the history of the state of Idaho. She began by looking at the early history of Idaho's capital city, Boise.



Cartan-Hansen was joined by historian Carol Lynn MacGregor, the author of *Boise, Idaho 1882-1910: Prosperity in Isolation*.

During the live call-in show on Thursday at 8:30/7:30 p.m. MT/PT, Cartan-Hansen and MacGregor took calls from viewers.



Water-Rights Issue

- Aired Thursday, January 11, at 8:30/7:30 p.m. MT/PT
- Repeated Sunday, January 14, at 5:30/4:30 p.m. MT/PT

IdahoPTV host Joan Cartan-Hansen joined experts who offered insight to water-rights issues that will affect agriculture, business and the economy across Idaho.

Rocky Barker of The Idaho Statesman, State Senator Charles Coiner (R-Twin Falls) and Barabara Cosens, associate professor at the University of Idaho Law School were Cartan-Hansen's guests. They discussed a case before the Idaho Supreme Court that pits surface- and spring-water users in the Magic Valley against water users upstream who pump out of the Snake Plain Aquifer.

If the high court upholds a district court ruling, farming, municipal water supplies and economic development could be curtailed. If justices overturn the ruling, it could change the primary legal doctrine for water law in the state, principles that are older than the state itself.

During the live call-in show on Thursday at 8:30/7:30 p.m. MT/PT, Cartan-Hansen and her guests took calls from viewers.



Hearing!

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

When you make a sound, you are creating energy. But how does your brain turn that energy into music, language or noise? What is the connection between your ears and being able to stand upright? How do you communicate if you can't hear?

Do you have other questions about hearing? This month's guest scientists are Gerene Hamilton-Norton, Associate Professor, Department of Communication Sciences, Idaho State University and Erika Blanchard, Idaho Elks Rehabilitation Hospital.

Students can send questions through e-mail to 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. Check out the details!

Watch D4K: Hearing, Tuesday, February 20th at 2:00/1:00 p.m. MT/PT, or check it out on the Web! Watch the D4KWeb Only feature, available after the live broadcast.



Forests, Wetlands, Deserts

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

Idaho has many different biomes, including forests, wetlands and deserts. Why are these different biomes important to the plants and animals in the state? Why are they different? How are they the same? Do you have questions about forests, wetlands or deserts? Do you have other questions about forests, wetlands and deserts? Check out the links that appear on the D4K Web page, watch one of our videos, or send in a question for our experts to answer on our broadcast show.

This month's guest scientists are Vicky Runnie, Conservation Education Supervisor with the Idaho Department of Fish and Game and Jerome Hansen, Regional Wildlife Habitat Manager with the Idaho Department of Fish and Game.

Students can send questions through e-mail to D4K@idahoptv.org, fax them in before the show to (208) 373-7245 or call in live during the program to (800) 973-9800.



— On Monday, January 22, IdahoPTV served as a western United States video web stream origination point for the NEWSHOUR WITH JIM LEHRER's coverage of President Bush's STATE OF THE UNION speech to the joint membership of Congress.

— "Hello. I'm a H.S. Government teacher and really enjoyed using the debates featured on your website in my class. I'd like to do the same with Gov. Otter's State of the State speech. Will you have that available via internet within the next few days? Thanks for your service to Idaho." Erik Dodd, Ririe Schools

Reply from Rick Penticoff, IdahoPTV Web Master:

You can find archived video of all our legislative coverage at our IDAHO REPORTS site, specifically this page: <http://idahoptv.org/idreports/irthisweek.cfm>

Plus, we have additional resources -- like news stories and editorials from around the state -- elsewhere in the site. <http://idahoptv.org/idreports/>

I'm glad you and your students are finding it useful!

Public Television in the News



Idaho Statesman, January 10, 2007





Friday January 19, 2007
People In Government
Watching the debate
Corey Taule, Idaho Post Register

Idaho Falls is a long way from the capital city -- 276 miles by my odometer -- which inevitably leads to a feeling of isolation from that which occurs daily in the Statehouse when the Legislature is in session.

But the good people at Idaho Public Television have come up with a way to take you into the debates on the House and Senate floor.

IPTV has placed several cameras on the House and Senate floor, allowing viewers to follow the debate in a personal way.

For instance, the Senate on Thursday debated the appointment of Pocatello resident Randy Budge to the Idaho Fish and Game Commission.

Senate President Pro Tem Robert Geddes of Soda Springs introduced the resolution containing the appointment. Cameras focused on Geddes and identified him with a graphic on the screen.

It did the same when Pocatello Democrat Diane Bilyeu spoke on Budge's behalf.

Things are mostly quiet on the House and Senate floor right now, which is always the case early in a legislative session.

But in coming weeks, the House and Senate will debate bills of interest to this region: elk farms; a substance abuse and mental health treatment center in Bonneville County; a new state park in Bingham County; a statewide community college system; public school funding; and a grocery tax credit that will affect every person reading this column, some good and some bad.

A 600-word newspaper article takes in about 2 percent of what is said during a contentious floor debate. If 20 lawmakers speak for five minutes each, a newspaper story may quote five of them. That's simply the reality of time and space.

But IPTV's live feed lets you decide how much of a debate you want. And then, hopefully, your morning newspaper will put the debate into perspective for you.

Here's how you tune in:

Go to the Idaho Legislature's Web site: www.legislature.idaho.gov

On the right side of this page, you'll see what time the House and Senate convene. Today, the House goes in at 8 a.m. and the Senate at 11:30 a.m.

Click on audio and video streaming.

Then choose either "House live," "Senate live" or "JFAC live." JFAC is the Legislature's budget-writing committee, which meets at 8 a.m. every day. The meetings usually run until 11 a.m. or so. IPTV doesn't have cameras in that room but provides an audio feed.

Government reporter Corey Taule can be reached at 542-6754.



Dianne Ronayne Column
Idaho Statesman
Edition Date: 01/28/07

State loses 'touchstone for the arts': Aldrich 'Drich' Bowler left a legacy in the arts

The passing of Aldrich "Drich" Bowler on Jan. 16 was a loss for Idaho. During his long life, which began in Shoshone, Drich was a touchstone for the arts and creativity, working from an aerie overlooking the Snake River near Bliss for the last 60 of his 91 years.

Many will remember Drich as the host of Idaho Public Television's "Proceeding On Through a Beautiful Country, A History of Idaho," the informative Centennial Celebration series that aired in 1990.

"It was one of his proudest achievements, being able to tell Idahoans about their beautiful state," executive producer Bruce Reichert recalls. "He was a real thespian, always playing to the back of the house even when the mic was on his lapel, which made it almost impossible for cameraman Jeff Tucker to mic him properly. He was also an excellent potter. Driving through Riggins, Drich would lecture producer Peter Morrill about the quality of the clay in that region. He knew Idaho in ways most of us never will."

Stan and Marilu Burns use a set of cups made by Drich and his first wife, Di, at their studio, Snake River Pottery.

"We wanted eight but Drich gave us 12," Marilu told me at the Frank Church Symposium luncheon. "He said we'd break four of them and he was right."

When Drich studied acting in New York City, Stan said, he lived in a tiny apartment with Marlon Brando. "The guys started cleaning it one night and then someone brought over a jug of wine. That mop and broom stayed in the same spot until they moved out seven months later."

As co-founder and lead actor of the Antique Festival Theatre, Drich brought live theater to small towns in the 1960s. I met Drich and Di in the '70s at their studio and visited again in the '80s, when Drich showed me Idaho's first electric car, a VW bug he had re-engineered to run on about a ton of batteries.

“Di and Drich founded their studio with deep heart and a humble vision of creating functional works from local clays,” potter Molly Leach told me. “Not only was it a place of great creativity, but also of deep peace.”

This Renaissance man will be missed by students, audiences, family and friends.



Michael Deeds Column
Idaho Statesman
Edition Date: 01/26/07

Thought-provoking film at BSU explores hip-hop and men

Hip-hop is a vibrant, vital form of music ensnared in a self-destructive culture of violence and misogyny.

That's the hard message of “Beyond Beats and Rhymes: A Hip-Hop Head Weighs in on Manhood in Hip-Hop Culture.”

The provocative documentary, which premiered at last year's Sundance Film Festival, played for a packed room Tuesday at the Boise State Student Union. A group discussion followed. The film will encore from 10 to 11:30 a.m. Saturday at BSU-West in Nampa, then be televised Feb. 20 on PBS.

Few, if any, established local hip-hop artists attended. The exception was Kritik, who performed an incendiary song to introduce the screening. Maybe area male rappers couldn't handle the competition?

Directed by hip-hop fan and former Northeastern University quarterback Byron Hurt, “Beyond Beats and Rhymes” offers a bleak but thoughtful analysis of how hip-hop influences men, particularly young black males.

“I sometimes feel bad for criticizing hip-hop,” Hurt admits during a “Playa Hata Disclaimer.” Then, methodically, in the style of Michael Moore, he confronts hip-hop trendsetters with uncomfortable questions: Why do hip-hop lyrics focus on dominance and violence? Why does hip-hop sexually commodify women?

Stephen Hill, top executive at Black Entertainment Television, passes the buck and walks away. Rap mogul Russell Simmons stammers and sidesteps. Hip-hop duo Clipse stand uncomfortably, refusing even to look Hurt in the eye.

At a spring break party in Florida, frustrated women get groped as Hurt explores the troubling “sistas” and “bitches” dichotomy. He visits Spelman College to talk to students about philanthropist Nelly, who swipes a credit card through a scantily clad female's derriere in his “Tip Drill” video.

The film points out that hip-hop culture isn't the only place where women are objectified. It's just that in hip-hop, it's often the only way they are depicted. Men are equally one-dimensional as bling-flaunting thugs. It's a disturbing power cycle.

Hurt's film sometimes comes up short. His documentary suggests that gangsta rap is controlled by white men in suits, yet Hurt never interviews them. He cites compelling statistics that would be strengthened with attribution. After highlighting hip-hop's flaws with jaw-dropping clarity, he fails to offer many solutions.

Yet this is a must-see. Chuck D and Fat Joe offer great insight. And Hurt, a black man, possesses a lifetime understanding of hip-hop culture that someone like Michael Moore could not. It's difficult to imagine hip-hop insiders speaking candidly to a white, middle-aged guy in a cap.

What's disturbing is how many wouldn't speak openly to Hurt, either. It's as if everyone knows something is wrong with mainstream hip-hop but refuses to admit the secret, which is buried under piles of money.

In hip-hop's hyper-masculine paradigm, the film asserts, the only "true men" will be those who challenge the status quo through conscious hip-hop and positive change. But as the too-short film ends, Hurt drives away listening to 50 Cent's "The Massacre" — which, by the way, the film argues has a homo-erotic CD cover — pondering the long road ahead.

Michael Deeds co-hosts "The Other Studio" at 9 p.m. Sundays on 94.9 FM "The River."
E-mail mdeeds@idahostatesman.com.