Today’s Presentation

• Overview of Content and Services
• Budget
• Statewide Delivery Systems
• Challenges
Educational Resources for All Ages

- Preschool
- Elementary Grades
- Secondary Grades
- Post-Secondary
- Lifelong Learning
Educators and Parents Trust Us

- Teachers Use PBS Content More Than Any Other Source
- Parents Trust PBS More Than Any Other Media Brand
- PBS Kids Is the #1 Educational Media Brand
Preschool Services

- Broadcast Programs
- Online Apps & Games
- Parental Resources Including Progress Tracker
- New 24 x 7 Broadcast & Live Streaming Channel
- Events for Families
- Training for Parents & Caregivers
Elementary Services

• Broadcast Programs
• *Science Trek* Interactive Local Production
• Online Apps & Games
• Scout/PBS Learning Media – 100,000+ Searchable Videos
• Parental Resources Including Progress Tracker
• New 24 x 7 Broadcast & Live Streaming Channel
• Afterschool Activities in Conjunction With Libraries
• Training & Resources for Teachers
Content Delivers Results

• Kids Who Engage With PBS Children’s Programming Outscored Non-Watchers on Standardized Test That Measure Math Skills

• Similar Results With Literacy Skills Tests
Secondary Services

• Broadcast Programs Such As NOVA, American Experience, Idaho Reports
• Scout/PBS Learning Media – 100,000+ Searchable Videos
• Training for Teachers & Parents
• Journey to College Videos, Including Journey to Opportunity Documentary
Post-Secondary Services

- Student Training & Internships
- Broadcast & Online Telecourses
- EPSCoR
- Scout/PBS Learning Media – 100,000+ Searchable Videos
- Journey to College Videos, Including Journey to Opportunity Documentary
Lifelong Learning Services

- 4 Digital Channels Including Learn/Create Channel, World Channel
- Online Content Available Anytime, Anywhere
- Local Productions
- Outreach Events Such As *Last Days of Vietnam*, *Cancer: Emperor of All Maladies*, *Outdoor Idaho: 50 Years of Wilderness*, and *Victoria*
Valued Services to All Idahoans

460,000+ People View Each Week

• More Children & Ethnically Diverse Than Commercial Stations
• #2 in U.S. for Broadcast Only Households

Source: Feb. 2016, Nielsen Media
Online Access via Desktop & Mobile

iOS & Android Apps; Roku, Chromecast, AppleTV Channels
Video Viewing Is Still Mostly on Television

Television: 29.1 Hours per Week

Online: 4.0 Hours per Week

Source: November 2016 Nielsen Company
100,000+ Stream Requests in 2016
Outdoor Idaho
Since 1983

Where the Road Ends
Premieres March 2017
Awards Winning Productions

72 International, National & Regional Awards

Writer – Program
Bruce Reichert

Joan Cartan-Hansen
Idaho Public Television
“Science Trek: Bats - White Nose Syndrome”
Critical Success Factor

• It Is Critical to Donor Funding to Provide Award-Winning Programs and Services

• High Quality = High Donations
Private Giving Exceeds Peers

- Higher Percentage of Donors Per Capita
  - 1.1% versus .5%

- Higher Average Gift Amount
  - $114 versus $62
National Programming
THE VIETNAM WAR
A FILM BY KEN BURNS & LYNN NOVICK
Fall 2017
Statewide Delivery System
• Deliver content to nearly every Idaho household
• Support education
• Emergency communications
• Deliver government (Idaho in Session)

Appropriated Funding FY 2017
$ 9,294,600*

State General Fund
$3,022,100
33%

Dedicated Fund
$6,272,500
67%

Educational Content
• National and Regional Programming
• Local Program Creation
• Online Resources
• Educational Outreach

* Includes One-Time Capital: General - $835,800 and Dedicated - $370,000
## Peer Group Comparison

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<tr>
<th>STATE</th>
<th>FY17 STATE FUNDS</th>
<th>$/PERSON</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>$8,407,250</td>
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<td>Arkansas</td>
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<td>Georgia</td>
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<td>Iowa</td>
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<th>14 State Average</th>
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<tr>
<th>STATE</th>
<th>FY17 STATE FUNDS</th>
<th>$/PERSON</th>
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<tbody>
<tr>
<td>Mississippi</td>
<td>$6,800,000</td>
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<td>Nebraska</td>
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<td>Wisconsin</td>
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<tr>
<td>West Virginia</td>
<td>$4,703,785</td>
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</table>

| Idaho       | $3,022,100      | $1.83    |
Operational Funding Outlook

- Congressional Funding to CPB Flat or Shrinking
- Already Outperform Peers in Private Fundraising – Limited Growth Projected
- Only 13 of 63 FTE Funded With State Funds – CEC Costs Come Out of Operations
- 5 Transmitters
- 47 Repeaters
- Studios in Each Region
Equipment Funding

Critical Equipment & Infrastructure Concerns

• $23 Million in State Assets
• $18 Million (81.2%) Is Depreciated
• Federal Grant Programs Eliminated
• Significant Deferral of Asset Replacement
Spectrum Auction/Repacking

Congress Authorized the FCC to Take Back TV Spectrum & Auction to Broadband Providers

• Already Sold Channels 52+
• Auctioning Channels 38-51 in 2017
• Repacking All Broadcasters Into Channels 2-36 From 2017-2018
Spectrum Auction/Repacking

FCC Will Find New Channels & Pay Costs of Channel Changes for Transmitters but Not Translators

• Coeur d’Alene Transmitter on Channel 45 Will Have to Move – Funded by Auction
Spectrum Auction/Repacking

New Translator Frequencies Not Guaranteed – Transmitter Moves Can Bump Translators

• 15-20 of our 47 Translators Will Be forced to Find New Channels
• May Not Be Enough Channels to Go Around
• Cost Could Exceed $1,000,000
Q & A