

# Iowa Public Television

## Performance Report

Performance Results Achieved for Fiscal  
Year 2013

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# Introduction

I am pleased to present Iowa Public Television's (IPTV's) performance report for fiscal year 2013 (July 1, 2012 to June 30, 2013). This report contains information about the services Iowa Public Television and its partners provided for Iowans during the past fiscal year. The report is prepared in accordance with the Accountable Government Act to improve decision-making and increase accountability to stakeholders and citizens.

This report contains performance information on how well Iowa Public Television is achieving its strategic plan goals. The report also contains performance information on IPTV's primary activities, services, and products.

Iowa Public Television is Iowa's statewide public broadcasting network. IPTV provides quality, noncommercial programming to make a difference in the lives of Iowans. As one of the last locally-controlled media enterprises in the state, IPTV is committed to telling Iowa's stories like no one else can. Our mission is to educate, inform, enrich, and inspire Iowans enables IPTV to present an unequalled array of programs of lasting value to Iowans regardless of where they live or what they can afford.

KDIN, Des Moines is the most-watched public television station in the nation, ranking first in diary whole week cumes. According to TRAC Media, using Nielsen data, the **national cume** trend is **down 3%** from a year ago, while **KDIN is up 3%** as compared to February 2012.

Leading the nation in the percentage of the population that views us is nothing new. KDIN Des Moines has ranked #1 in three of the past 5 sweeps periods: February and May 2012 and in the most recent measurement February, 2013. KDIN was #2 in July and #5 in November, 2012.

Feb 2012	#1
May 2012	#1
July 2012	#2
Nov 2012	#5
Feb 2013	#1

More than 2 million viewers monthly turn to IPTV for programming that reflects a range of interests for Iowans in all demographic categories. This programming is provided to Iowans via three programming channels to IPTV (.1), IPTV LEARNS (.2), and IPTV WORLD (.3). Iowa Public Television stations distributing these channels to Iowans include: Channel 11, Des Moines; Channel 12, Iowa City; Channel 21, Fort Dodge; Channel 24, Mason City; Channel 27, Sioux City; Channel 32, Waterloo; Channel 32, Council Bluffs; Channel 36, Davenport; Channel 36, Red Oak (page 6).

IPTV has expanded its services beyond broadcast by utilizing the Internet as a distribution mechanism. Viewers can not only find information regarding our schedules and programs, but also hours of video from IPTV and PBS programming, activities for children, and timely, relevant, educational resources from IPTV and PBS for our teachers (page 8).

During fiscal year 2013 Iowa Public Television continued focusing on creating and providing locally-produced and locally-focused enlightening and entertaining programming and educational content that appeals to its customers. IPTV met or exceeded its performance target in five of the ten performance plan measures presented on pages ten through twelve. IPTV's future focus on meeting viewers where they are – on the air, online, and on the ground – will increase the value of its services to the citizens of the State.

Thank you for giving us this opportunity.

Sincerely,

Molly Phillips  
Executive Director and General Manager  
Iowa Public Television

# Network Overview

**Purpose:** Television programming, in all its forms, is the most powerful media of our time. As a part of our lives each day, it provides a lens through which we see our world. At its best, it gives us insight and inspiration, companionship, comfort, fulfillment and growth. On behalf of all Iowans, Iowa Public Television uses the power of this and other forms of public service media to educate, inform, enrich, and inspire with non-commercial, unique, and trusted programs and services that engage individuals and communities across Iowa.

**Mission:** At Iowa Public Television, we are dedicated to providing quality innovative media and services that educate, inform, enrich and inspire Iowans.

**Vision:** Iowa is at the heart of Iowa Public Television.

We will be a vital and important part of the lives of Iowans of all backgrounds, all generations, and all walks of life. We reach all of Iowa with our broadcast and online signals; similarly, our programs and services are aimed at all those who live here.

Iowa's youngest residents and their parents and teachers, grandparents and caregivers will view us as a key part of their learning lives. We will provide them with trusted quality children's services that educate and entertain them, encouraging them to be part of a broader community.

We will engage learners with interactive educational tools through their early childhood programs, schools, and teachers, taking them on trips that enhance learning.

Iowans will turn to Iowa Public Television as their preferred source for information about the state we call home. Through interactive Internet and ICN-based virtual field trips to Iowa landmarks, television programming about our government, our communities, our student-athletes, and our musicians, and through educational opportunities that go beyond our broadcast, Iowans will look to us as their partner in their quest for community and lifelong learning.

We will be a key source of information about Iowa, a hub for civic discourse, a center for community engagement, and a leader in Iowa's future.

**Guiding Principles:** The people who work at Iowa Public Television—staff and volunteer—share the following beliefs. We believe:

- As broadcasters and educators, we hold a public trust with the people of Iowa.
- Television can be a force for good, and we will exercise its use with integrity.
- Public television should be available to everyone in the state.
- Our programs impact the lives of those who view them; and their worth is determined by their use, their quality and the service they provide to their viewers.
- The people who make public television and the people who watch it will be treated with dignity and respect.

**Core Functions and Key Services:** Iowa Public Television (IPTV) is Iowa's statewide public broadcasting network. IPTV has two core functions.

1. With public broadcast and media services, IPTV provides public television, telecommunications, and other services that educate and enrich people's lives. Activities include programming, video creation, educational opportunities, outreach, and other media services.

2. With educational telecommunications services, IPTV imparts knowledge by developing skills and competencies through broadcast services or other avenues. Activities may include programming, professional development, public awareness efforts, planning, research and evaluation, technical assistance, curriculum development, and fiscal and/or program oversight.

IPTV staff is focused on creating and providing entertaining programming and educational content that appeal to its customers. Support staff and the IPTV Foundation staff contribute to the creative process by making available a structure that provides cutting edge technology, necessary administrative services, and funding.

As a professional broadcast organization, IPTV is protective of its First Amendment rights and responsibilities to exercise independent journalistic and editorial judgments. Decisions are continuously scrutinized to ensure that programming and educational content are free of political influence or commercial consideration. IPTV also has the ability to build collaboration among partners, thereby extending the value of products and services.

**Customers and Stakeholders:** IPTV's three key customer groups are viewers, educators, and funders. Viewers want to be able to receive IPTV's stations, have a clear clean signal, availability of good content, and have consistent and quality programming.

Educators expect quality programming and services that fit their core curriculum. While educators expect outreach tools such as study guides and workshops, viewers see outreach more as a bonus than an expectation. When choosing technology based curriculum materials, the two most important criteria for teachers are relevance to the curriculum and age/grade appropriateness.

Funders such as government agencies and foundations expect mission critical work to be completed and delivered within the funding cycle. Underwriters expect on-air credit around programs that deliver a targeted audience. IPTV Foundation members want strong customer service and recognition for donations and gifts.

**Delivery Mechanisms:** Programming is delivered to viewers by over-the-air broadcast, cable, and digital broadcast satellite providers. Services to educational customers are provided through broadcast airwaves, the Iowa Area Education Agencies, the Internet, and the Iowa Communications Network.

**Organizational Structure:** The Iowa Public Broadcasting Board, the broadcast licensee, governs IPTV, approves its budget and sets general programming objectives and policy guidelines. IPTV is an autonomous agency under the umbrella of the Iowa Department of Education.

The Iowa Public Broadcasting Board elects the 24-member Board of Directors of the IPTV Foundation representing seven geographic areas of Iowa. The nonprofit IPTV Foundation serves as the fundraising arm for IPTV.

The Iowa Public Broadcasting Board hires the Executive Director/ General Manager of IPTV.

**Staff:** IPTV employs 95 full-time staff. An additional staff of 15 is employed by the IPTV Foundation. Talent, contractors, and intermittent employees are hired as needed for productions and other network activities.

**Locations:** IPTV operates nine high-power digital transmitters and eight translators across Iowa. The 62,000 square foot headquarters in Johnston houses two production studios, master control, edit suites, scene shop, Iowa Communications Network video classrooms, and field production equipment. A satellite farm is also located on the seven and one-half acres of ground in Johnston. IPTV owns a second building in Johnston for additional IPTV and Foundation staff.

**Budget:** IPTV had a \$14,000,000 annual operating budget in FY 2013, of which state appropriations were approximately 49%.

# Key Results

## CORE FUNCTION

**Name:** Public Broadcast and Media Services

**Description:** Acquisition and scheduling of television programs that educate, inform, enrich and inspire over 2,000,000 viewers a month across the State. Production of 150 hours of local content a year covering Iowa issues and events

**Why we are doing this:** IPTV is Iowa's network of community, education, enlightenment, and civic engagement ó distinguished from all other media sources by local ownership and control, and by its commitment of service to Iowans. IPTV concentrates on presenting an unequaled array of programs of lasting value to Iowans and not on delivering audiences to advertisers.

**What we're doing to achieve results:** Iowa Public Television listens to its viewers. IPTV is continuing an on-going viewer engagement project that includes dialogues with viewers across the state. IPTV is working with the national organizations PBS and the Corporation for Public Broadcasting (CPB) to utilize their national research on the local level and to provide local feedback into the national schedule. IPTV is also increasing its promotions and marketing efforts to guarantee its place in a 500 channel environment.

### Results

**Performance Measure:**

Viewers per month  
Each individual is counted once ó regardless of the number of programs watched or the duration of their viewing.

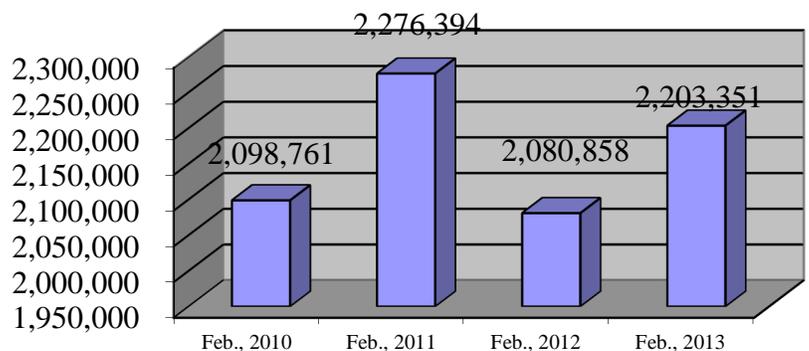
**Performance Target:**

2,000,000

**Data Sources:**

Nielsen ratings for February

**Iowa Public Television Viewers per Month**



**Data reliability:** Nielsen ratings are the industry standard. There is debate about the accuracy of Nielsen ratings. For example, Nielsens do not measure the television usage in institutions such as preschools, daycares, and K-12 schools. This theoretically results in lower ratings for IPTV. However, at this point in time, Nielsen ratings are the only options for objective measurement of television viewing.

**Why we are using this measure:** IPTV's noncommercial, public-service mission enables the organization

to concentrate on presenting an unequalled array of programs of lasting value to Iowans regardless of where they live or what they can afford. While, concentrating on the quality and variety of services, Nielsen ratings provide IPTV with an objective measure of how audiences are responding to the broadcast schedule. **What was achieved:** The number of viewers watching IPTV increased by 5.4% from fiscal year 2012 to fiscal year 2013.

**Analysis of results:** Iowa Public Television's KDIN (channel 11) in the Des Moines-Ames market is the most-watched public television station in the country, according to Nielsen Media Research and TRAC Media Services (February 2013). KDIN ranked first among public television stations nationwide in diary whole-week cums. Due to budget constraints, Iowa Public Television only measures audience numbers in the network's largest viewing area, the Des Moines-Ames market. Iowa Public Television analyses have shown that the results for KDIN are typically similar statewide.

**Factors affecting results:** Additional digital services (IPTV Learns and IPTV World) offered to viewers. The quality of programming available on IPTV as compared to other sources of viewing. Locally produced programming and locally-focused programming.

**Resources used:** These activities are funded with contributions made to the Iowa Public Television Foundation and with state appropriations.

# Key Results

## SPA

**Name:** Web Resources

**Description:** IPTV develops educational and programming resources for distribution online. The resources in most cases are tied to the broadcast services provided to preschoolers, K-12 students, adult learners, and the general audience. There are also Internet resources developed solely for the Internet without direct ties to our broadcast services.

**Why we are doing this:** The accessibility of broadband technology has made the Internet an important tool for consumers to access content, regardless of the demands of their personal schedule. The Internet allows content providers to provide information beyond the limits of the broadcast. Educators have found Internet resources to be an effective tool for students and appreciate its ease of use and availability.

**What we're doing to achieve results:** We are maintaining our commitments to schedule and local programming information. To increase the time spent viewing online content, we are integrating online video content from PBS and streaming as many full-length programs as possible online.

### Results

**Performance Measure:**

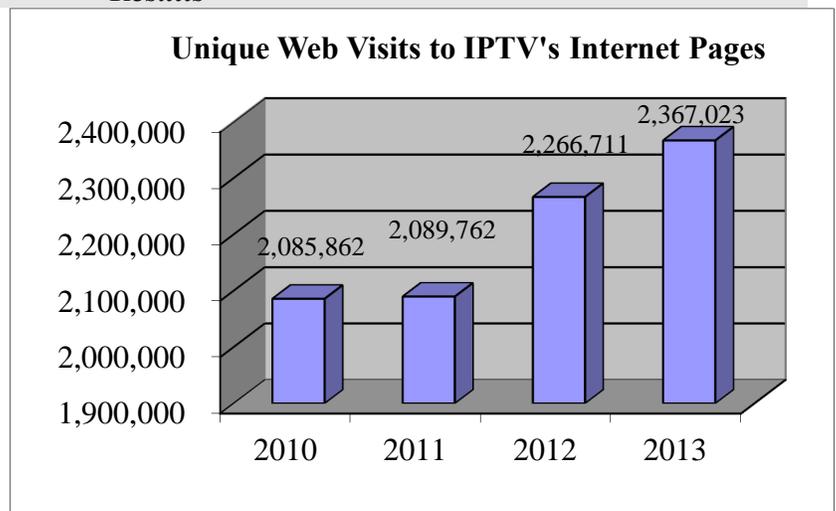
Number of total Web visits to Iowa Public Television's Internet pages

**Performance Target:**

2,000,000

**Data Sources:**

Google Analytics



**Data reliability:** The software utilized was developed to track the information reported.

**Why we are using this measure:** This measure is an indicator of the interest/need for Internet based resources. IPTV began using Google Analytics to measure total web site visits in fiscal year 2008. Google Analytics uses a first-party cookie and JavaScript code to collect information about visitors. Therefore, IPTV is now reporting the number of individuals actually visiting IPTV web sites. Visits from large automated programs are no longer included in the reported totals.

**What was achieved:** The number of web visits to IPTV's web sites reached 2,367,023 in fiscal year 2013. This was an increase of 4.8% from fiscal year 2012 to fiscal year 2013.

**Analysis of results:** IPTV is a member of a consortium of public TV and radio stations who share their web traffic information, called Public Media Metrics (PMM). This project gives us important comparison data for other stations. During the April 1, 2013 to June 30, 2013 quarter mobile device traffic accounted for 22% of overall visits, an increase of 97% over last year. IPTV's YouTube channel surpassed four million cumulative video views in March, 2013. The average Iowa visitor was on the site 3:24 minutes and viewed 4.32 pages per visit. IPTV's Facebook page surpassed 6,000 "Likes" in the period.

**Factors affecting results:** Content has been available through more outlets on the Internet, such as YouTube, Flickr, and PBS. Various social media tools such as Facebook and Twitter are also being used.

**Resources used:** Web team staff are funded with state appropriations, the Community Services Grant from the Corporation for Public Broadcasting, and with educational grants.

# NETWORK PERFORMANCE PLAN RESULTS FY 2013

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Public Broadcast and Media Services</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Cumulative number of Iowa children ages 2-11 watching Iowa Public Television's daytime programming every day.	250,000	289,660	<b>What Occurred:</b> The number of children ages 2-11 watching IPTV increased by 37% from fiscal year 2011 to fiscal year 2013.  <b>Data Source:</b> Nielsen Station Index February, 2013, and February, 2012 Average Daily Total Statewide viewing Demographic projections by half-hour Monday-Friday Daytime
2. Individuals and families who support IPTV's service through their membership in Friends of IPTV	60,000	52,928	<b>What Occurred:</b> Membership remained steady from FY 2012 to FY 2013 with just a 2% decrease.  <b>Data Source:</b> IPTV Foundation membership database
<b>Service, Product or Activity: Programming and Production</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Total local production hours broadcast	450	419	<b>What Occurred:</b> The number of total local production hours broadcast decreased by 13% from the previous fiscal year. <b>Data Source:</b> Iowa Public Television's programming data base.
<b>Service, Product or Activity: Content Distribution, Delivery, and Support</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Percentage of time transmitters are on-air.	98%	99.9%	<b>What Occurred:</b> The percentage of time transmitters were on the air exceeded the goal.  <b>Data Source:</b> Incidence Reports

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Education</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Cumulative Number of teachers and students who use IPTV's educational services.	385,000	343,687	<p><b>What Occurred:</b> The number of teachers and students reached by IPTV declined by 6% from fiscal year 2012 to fiscal year 2013. Still, Iowa teachers rank IPTV as their most used video source.</p> <p><b>Data Source:</b> FY 2012 survey of teachers and FY 2011 Condition of Education Report</p>
<b>Service, Product or Activity: Educational Telecommunications</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Number of students and school staff served by interactive learning sessions through K-12 Connections annually.	20,000	13,469	<p><b>What Occurred:</b> The number of students served by interactive learning declined by 35% from fiscal year 2012 to fiscal year 2013.</p> <p><b>Data Source:</b> ICN classroom scheduling software</p>
2. Number of K-12 and adult literacy hours distributed in a given year,	1,700	1,925	<p><b>What Occurred:</b> The number of K-12 and adult literacy hours distributed increased by 6% from fiscal year 2012 to fiscal year 2013.</p> <p><b>Data Source:</b> IPTV programming database</p>

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Resource Management</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Growth rate in net assets, as reported in the audited financial statements	0%	-4.4%	<b>What Occurred:</b> There was a negative growth rate in IPTV net assets in fiscal year 2013 due to an increase in accumulated depreciation.  <b>Data Source:</b> IPTV financial statements audited by the Auditor of State.
<b>Service, Product or Activity: Public and Governmental Services</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Total newspaper clips in a year	1,800	1980	<b>What Occurred:</b> The number of press clips IPTV received exceeded goal.  <b>Data Source:</b> Iowa Press Clipping Bureau
<b>Service, Product or Activity: Administration</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Number of audit comments in Iowa Public Television's audited financial statements	0	0	<b>What Occurred:</b> There were no audit comments in the FY 2013 audited financial statements.  <b>Data Source:</b> IPTV financial statements audited by the Auditor of State

# RESOURCE REALLOCATION

To best take advantage of the opportunity now before us, and to prepare for those yet to come, Iowa Public Television is focusing on the following areas:

1. **Partnerships.** To expand content and share resources, Iowa Public Television will continue to seek mutually beneficial partnerships with other agencies within government, with appropriate nonprofit organizations, and with outside producers. Iowa Public Television will, of course, maintain editorial control of all content that airs. Partnership opportunities also exist with regard to the distribution of IPTV's existing content, and with funding organizations. For example, we will continue to seek new partnerships with colleges and universities to showcase the talented musicians and performers working on their campuses.
2. **Engagement.** Since Iowans are increasingly using IPTV programs and services in non-traditional venues (i.e. on mobile devices, laptops, on-demand video, and DVDs) we will continue to find new ways to reach viewers in nontraditional ways. We will look to develop new ways to reach viewers online, and will engage viewers in critical conversations about Iowa's future. We will also invite viewers to participate in screening events, showcasing the excellent work offered by national broadcast partners, and providing localized additional information on these programs. We will seek to build our presence in the state as a provider of content, convening thought-leaders around the state to discuss issues of importance to Iowans, not always for broadcast but sometimes for general community engagement.
3. **Awareness.** Iowa Public Television will build upon a coordinated, well-established programming schedule as a way to continue to build Iowa Public Television's brand and to demonstrate Iowa Public Television's value. The network will also work to communicate Iowa Public Television's importance through on-air messaging, online communications, and speeches, presentations, and other on-the-ground initiatives.

In short, Iowa Public Television will continue to do what we have always done (provide excellent programming and services to all Iowans, regardless of where they live or what they can afford to pay). Rather than resting on our laurels, however, the network will continue to provide these important things in new ways that provide more content to more people more efficiently.

## **NETWORK CONTACTS**

Copies of Iowa Public Television's Performance Report are available on the IPTV Web site at <http://www.iptv.org/about.cfm>. Copies of Iowa Public Television's Performance Report can also be obtained by contacting Kris Houston at 515-242-3152.

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