AGENCY PERFORMANCE PLAN

FY 2003

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| **Name of Agency: Iowa Public Television** | | | |
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| **Agency Mission: Iowa Public Television provides public television, telecommunications, and other services that educate, inform, and enrich people’s lives.** | | | |
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| **Core Function** | **Outcome Measure(s)** | **Outcome Target(s)** | **Link to Strategic Plan Goal(s)** |
| **CF: Public Broadcast and Media Services** |  |  |  |
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| **Desired Outcome(s):** |  |  |  |
| **Iowa Public Television provides public interest and educational programs, opportunities, and services for the diverse interests and needs of individuals, families, learners and educators.** | **Cumulative number of households that use IPTV’s broadcast services a week.** | **980,000** | **Goal 1, page 16** |
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| **Public media for the public good.**  **Safe haven for children** | **Cumulative number of Iowa children ages 2-11 watching Iowa Public Television’s daytime programming every day.** | **250,000** | **Goal 1, page 17** |
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| **Public/private partnerships** | **Individuals and families who support IPTV’s service through their membership in Friends of Iowa Public Television.**  **Corporations and foundations that support IPTV with grants and underwriting.** | **75,000**  **150** | **Goal 2, page 18** |
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| **Activities, Services, Products** | **Performance Measures** | **Performance Target(s)** | **`Strategies/Recommended Actions** |
| 1. **Programming and Production**   **Org 2000** | **Time spent viewing public television measured by the full week gross ratings points per market. (GRPs)** | **0 % decrease in GRPs in measured DMAs for which research is available.** |  |
| **A Acquisition, Scheduling, Research** | **Weekly household cumulative audience** | **0% decrease in weekly household cumes for which research is available.** | **Achieve more of a voice in national programming decisions through increased participation in PBS program planning activities. Diverse program schedule addressing needs of broad audience.** |
| **B Local Production** | **Total local production hours broadcast** | **300** | **Institute regular ascertainment and ongoing survey research to determine audience needs.** |
| **C Operations** | **Discrepancies between program schedule and broadcast log.** | **95% event accuracy rate.** | **Research technology that will automate much of these functions as the facilities are converted to digital.** |
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| 1. **Content Distribution, Delivery and Support**   **Org 1000** |  |  |  |
| **A Transmission/Distribution** | **Percentage of time transmitters are on-air.** | **95%** | **Provide routine maintenance at transmitter sites to minimize potential of going off-air.** |
| **B Network Control** | **Discrepancies between broadcast log and broadcast event.** | **95% event accuracy rate** | **Research technology that will automate much of these functions as the facilities are converted to digital.** |
| **C Production Support** | **Discrepancies between budgeted overtime and actual.** | **< than 5% difference between budgeted and actual overtime hours spent on productions.** |  |
| **D Information Technology** | **Number of non-approved entries into system (hacks)** | **Baseline to be established in FY04.** | **Maintain firewall and communicate appropriate procedures to staff.** |
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**3/31/2003**

AGENCY PERFORMANCE PLAN

FY 2003

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| **Agency Mission: Iowa Public Television provides public television, telecommunications, and other services that educate, inform, and enrich people’s lives.** | | | |
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| **Core Function** | **Outcome Measure(s)** | **Outcome Target(s)** | **Link to Strategic Plan Goal(s)** |
| **CF: Education** |  |  |  |
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| **Desired Outcome(s):** |  |  |  |
| **Iowa Public Television fosters the educational use of technologies, programs, services, and telecommunications by ensuring the compatibility and efficiency of these delivery systems and services throughout Iowa** | **Cumulative number of teachers and students who use Iowa Public Television’s educational services.** | **550,000** | **Goals 4 to 6, pages 21 to 23.** |
|  | **Number of educational Web visits to IPTV’s educational Web site.** | **500,000** | **Goals 4 to 6, pages 21 to 23.** |
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| **Activities, Services, Products** | **Performance Measures** | **Performance Target(s)** | **`Strategies/Recommended Actions** |
| 1. **Educational Telecommunications**   **Org 4000** |  |  |  |
| **A K-12 Broadcast Services** | **# of hours broadcast time dedicated annually to K-12 Classrooms.** | **200** | **Ensure that content and educational strategies are validated within regular design and production process.** |
| **B Adult Learning Broadcast Services** | **# of adult learners earning college credit by enrolling in one or more of the telecourses offered by IPTV in collaboration with 10 colleges and universities throughout Iowa.** | **3,500** | **Develop and field test educational programs/content which meet learner needs and are not otherwise available.** |
| **C Interactive K-12 Services** | **Number of students who will be served by interactive learning sessions through K-12 Connections this year.** | **73,000** | **IPTV will develop and adapt content that will more fully utilize the bandwidth and distribution capabilities of digital television.** |
| **D Educational Resources- Web** | **Number of user sessions per year and the average number of pages per user.** | **Baseline to be established in FY04.** | **Ensure that content and educational strategies are validated within regular design and production process.** |
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| 1. **ICN Classroom Support**   **Org 5178** | **# of classrooms discrepancies resolved when assistance is requested by regional technician.** | **100%** |  |
| **A** |  |  |  |
| **B** |  |  |  |
| **C** |  |  |  |
| **D** |  |  |  |
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**3/31/2003**

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| **Core Function** | **Outcome Measure(s)** | **Outcome Target(s)** | **Link to Strategic Plan Goal(s)** |
| **CF: Resource Management** |  |  |  |
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| **Desired Outcome(s):** |  |  |  |
| **To provide appropriate management and stewardship of IPTV assets.** | **Growth rated in net assets, as reported in the audited financial statements.**  **Change in net assets = Net assets as of 6/30/xx – net assets as of 6/30/xx-1 divided by 6/30/xx-1** | **Long term growth rate = 3%**  **Short term growth rate = greater than 0%** |  |
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| **Create culture in which all employees are treated fairly and consistently.** | **Average turnover and average**  **tenure** |  |  |
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| **Activities, Services, Products** | **Performance Measures** | **Performance Target(s)** | **`Strategies/Recommended Actions** |
| 1. **Public and Governmental Services**   **Org 3000** | **Number of social or educational campaigns each year with other educational and non-profit institutions based on IPTV’s programming.** | **Major outreach and promotional efforts conducted quarterly.**  **Ongoing promotional efforts conducted monthly.** | **Develop comprehensive outreach plan that forecasts major outreach activities on a yearly basis, following closely those projects sponsored by the National Center for Outreach.** |
| **A Human Resources** | **Number of performance evaluations completed in a year** | **85%** | **On-going training of supervisors.** |
| **B Legislative Liaison** | **Total contacts at federal level** | **4 contacts with each office** | **Develop strategies on when to contact** |
| **C Public Information & Outreach** | **Total newspaper clips per year** | **1100** | **Develop overall news release strategy** |
| **D Graphics** | **Total completion of Be More** |  | **Continue to stress the importance of our tagline.** |
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| 1. **Administration**   **Org 6000** | **Prepare and submit planning documents required by the AGA on a timely basis.** |  | **With board involvement, develop network policy and foster support for IPTV at the highest levels.** |
| **A Leadership and Planning** | **Overall employee satisfaction rating.** | **Baseline to be established in FY04 (with initial employee survey instrument)** | **Facilitate strategic planning process. Involve staff. Conduct self-assessment based on Baldrige criteria, follow-up with improvement plan and progress reports.** |
| **B General Services** | **Percentage of time headquarters facility is without power.** | **99%** | **Manage generator so power outages are minimal. Train network control engineers on generator usage.** |
| **C Accounting and Budget** | **Percentage of rejects in the Dept. of Revenue and Finance post audit review.** | **Less than or equal to the state-wide average (in percentage)** | **On-going training of business office staff and improved communications between team members.** |
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**3/31/2003**

Iowa Public Television Strategic Plan

June 15, 2003

Prepared for Department of Management

As a component of the Accountable Government Act

Iowa Public Television Mission Statement

Iowa Public Television provides public television, telecommunications, and other services that educate, inform, and enrich people’s lives.

Iowa Public Television Core Efforts

For purposes of reporting, IPTV’s core functions may be grouped into three major core functions.

###### Public Broadcast and Media Services

Provides public television, telecommunications, and other services that educate and enrich peoples’ lives. Activities include programming; video creation; digital educational opportunities; outreach; and other media services.

###### Educational Telecommunications

Impart knowledge or develop skills and competencies through broadcast services or other avenues. Activities may include a formal training academy; in-service training; public awareness efforts; planning, research and evaluation; technical assistance; curriculum development; and fiscal and/or program oversight.

###### Resource Management

Provides all vital infrastructure needs necessary to administer and support agency operations. Key activities include financial and personnel services such as payroll, accounting and budget; media management; information technology enhancement; management and support; staff development; leadership; planning; policy development; maintenance of physical infrastructure and governance system development to achieve results for Iowans. In essence the purpose of resource management is to efficiently and effectively focus resources to support the other agency core functions in achieving the mission.

**Model:**

One of the important responsibilities that Iowa Public Television (IPTV) has is to determine clearly what its core efforts are. Section C (core) of the chart below contains those things that an organization must want to do and do well. Section D (desired) represents those things that the organization wants to do but are outside the main core, and the organization lacks the resources or focus to do them well. In order to do these things well, the organization must find resources outside the organization that do not detract from its main efforts. Section R (required) contains those items that the organization would rather not do but must in order to continue to serve through those items that are in section

C and to have any opportunity of doing what is in D. The arrow is shown driving through section C to represent that this is the organization’s main core function.

**Core, Desired and Required Efforts:**

Iowa Public Television has defined its core, desired and required efforts as shown in the chart below.

The intent within the “core” efforts is to build upon IPTV’s strengths to enhance IPTV’s programs and services. The goal is to enhance the schedule to the greatest extent possible. Other efforts can not take away from this primary core. The efforts within the “desired” category will be pursued if there is need, opportunity and additional funding.

Decisions regarding all efforts shall be based upon research. Our goal is to implement a systematic research process that underpins all efforts of the Network.

Evaluation of IPTV content and services will demonstrate effectiveness for the targeted audience.

Iowa Public Television must tell its story for all efforts undertaken. Information should be distributed to viewers/customers/stakeholders so they know what content and services we provide.

Iowa Public Television Vision Statement

If Iowa Public Television doesn’t do it, who will?

Almost forty years ago, American author and essayist E.B. White had a provocative vision for a public television service that then was little more than an idea. “Non commercial television should address itself to the ideal of excellence, not the idea of acceptability. It should arouse our dreams, satisfy our hunger for beauty, take us on journeys, enable us to participate in events, present great drama and music, explore the sea, the sky and the woods and the hills. It should be our Lyceum, our Chautauqua, our Minsky and our Camelot. It should restate and clarify the social dilemma and the political pickle. Once in a while it does, and you get a quick glimpse of its potential.”

Since it began its service in the years immediately after he wrote those remarks, Iowa Public Television has done its best to realize E.B. White’s dream. It has been what public television is supposed to be – a place of educational, enlightening and entertaining programming free of political influence or commercial consideration. Every day, IPTV opens for Iowans a window to their world, regardless of where they live or what they can afford. It is a neighbor, a teacher, a partner, a friend.

That this statewide network even exists today is a credit to the shared vision and common commitment of participants in an extraordinary three-plus-decade long public-private partnership. At its core, this partnership held a belief in the high public purpose of public service and educational television programming – and it backed that belief with dollars.

If the network is to continue to grow, this partnership will have to be renewed – and the purpose and importance of public television will need to be repeatedly articulated to a world where its services have been for too long taken for granted.

Lofty language, to be sure.

Brought to earth, this is what it means:

In the face of shrinking support from federal and state governments, and at a time of an unparalleled explosion of choice in the media marketplace, Iowa Public Television must undertake a comprehensive campaign to strengthen its relevance. By expanding partnership opportunities, generating broader and deeper public support with its programs, and raising its flag at every opportunity in every corner of the state, IPTV can secure a permanent place on the media landscape.

The campaign can start by knocking down the myth that the digital media environment will render Iowa Public Television’s services obsolete. The fact is that the need for no-commercial public television programming is more important today than when E.B. White penned its praises.

It is true that the world’s electronic environment has changed dramatically since then – becoming a digital bazaar whose myriad offerings allow viewers to interact with their televisions, read books from digital discs, and enjoy the masterpieces of the Louvre in their living rooms.

But the measure of the worth of this new media marketplace cannot lie exclusively in the number of services that it provides. Instead, it must be in their quality. When that standard is applied, public television stands at the top because it is the only place that provides quality programming that is truly in the public’s interest.

That is the truth that needs to be told – loudly and often. It needs to be told to the partners, viewers and funders who make up public television’s current base of support. And it needs to be told to the naysayers in the crowd whose arguments against public support for public broadcasting occasionally find sympathetic ears.

That IPTV’s current base of support is solid is testimony to the value that users place in the programs and services they receive. If this base is to be maintained, the programs and services considered essential by their users must be identified and preserved. And if the base is to be broadened – if what is now good is to be made better – additional resources will need to be devoted to public service and educational programs and their related efforts.

Additional partners will have to be found, too.

IPTV’s educational services have long been built on partnerships with members of the state’s educational community. And part of the network’s digital transition has been assisted by partnerships with commercial broadcasters. These relationships can serve as good models for a new public service partnership initiative that will forge ad hoc arrangements between Iowa Public Television and like-minded organizations throughout the state.

The value of these partnerships will be to extend the reach and enhance the worth of IPTV’s programs and services. The value of the partners will be the expertise, financial assistance or other support that they bring to projects in which they have a stake. This new public service partnership initiative should begin with the state’s libraries, which already have educational and outreach associations with IPTV, and whose educational and public service missions are similar to those of the network. Beyond that, the effort should involve the development of regular relationships with Iowa’s public radio stations, its great cultural organizations, and institutions of higher learning. Beyond their obvious programmatic and budgetary values, there is institutional merit to these relationships as well. These partnerships will help broaden Iowa Public Television’s base and increase the number and strength of the voices advocating for its cause.

The digital environment has in it extraordinary challenge and opportunity beyond the often stated. To be sure, there is great challenge in securing the funding. And of course there is opportunity in the enhanced and additional public services that can be provided. But the environment also provides the challenge – and opportunity – for local public stations to work together, as they never have before. There is the potential, for example, of using fiber optic transmission to share network operations duties among regionally-organized groups of stations, or of one station using Internet 2 to shrink great distances and tap the specialized expertise of another. The upshot? Lower costs, better products, and improved service delivery – all good reasons to gives these digitally driven collaborations serious consideration.

Different partnerships and more of them. Opportunities for organized advocacy. A renewed commitment to maintain essential services and to enhance them whenever possible. An ongoing effort that highlights the public service mission of public television. These are the key components of the campaign to renew public television’s relevance in Iowa – the first steps toward expanding and strengthening the public-private partnership that is the foundation of Iowa Public Television’s service to the state.

This service is needed now more than ever. For the commercialized bifurcation of the media marketplace has driven lower the search for a common audience denominator. It is left to public television, as E.B. White put it, to “address itself to the ideal of excellence, not the idea of acceptability”.

After all, if Iowa Public Television doesn’t do it, who will?

Iowa Public Television Assessment

External assessment

**The following is an executive summary of a 2001 PTV National Image Study conducted for the Corporation for Public Broadcasting and the Public Broadcasting Service.**

Public television continues to fulfill a major role in society and has an extraordinarily strong base from which to build. In today's 100-plus-channel environment, rich with PBS look-alikes, public television sets the standards for quality in television. Its programming is considered unique, balanced, and worthwhile. Time spent with PTV programs is time well spent.

Public television remains the number one station to turn to for symphony/opera/dance and/or good children's programming. It ranks fifth among all television channels as a "first choice of channels to keep," and sixth among all channels as a first, second, or third choice. Its status as a "keeper" is echoed in the fact that more than one-half of viewers (and more than one-half of all PTV recipients) agreed strongly that they would miss their public television station if it were to go away. And, the public continues to recognize public television as an essential community resource.

While public television's share of mind remains strong, its share of market has slipped some. Viewing levels ever, typical, and past-week are down four to six percent since 1990. While a majority of past-week viewers continue to be younger, the age composition of the public television audience has been shifting. Compared with 1990, persons 18 to 34 are less likely to be past-week viewers today; persons 35 to 54 are more likely to be past-week viewers.

Like the viewing population, the giving population is also shifting. Since 1990, public television has experienced an aging of its most likely donors. In 1990, those most likely to contribute fell in the 35 to 49-age category; today; those 65 and older are most likely to give. Additionally, the proportion of current donors has declined while the proportion of respondents who have never given and are not likely to do so has increased.

Increasingly, respondents approach on-air fundraising with indifference, accepting on-air appeals as a fait accompli. Yet more than four in five people familiar with PTV's on-air appeals continue to agree (close to one-half do so strongly) that the appeals are a fair price to pay for the programming they receive.

From 1990 to the present, the proportion of underwriting-aware respondents believing that corporate underwriting announcements are becoming more like commercials increased by over 50 percent. Today, more than one-half of these viewers are bothered by this commercialism, whether perceived or anticipated.

In the context of charitable giving, public television's "share of mind" is minimal. Three percent of persons who give to non-profit organizations reported that they had contributed to a public television station in the last two years.

As in the past, public television's strength continues to be derived from its programming. Programming remains the primary motivator of contributions and audience.

**The following is a summary of a study of major trends in national media conducted by Accenture for the Corporation for Public Broadcasting, the Public Broadcasting Service, and America’s Public Television Stations. According to Accenture, in the next 3 to 5 years the national media environment will be characterized by:**

* Concentration of ownership in both content and distribution platforms,
* Small number of very powerful brands,
* Excess of supply over demand in video programming,
* Television viewing will remain primarily a passive viewer/user experience, but with greater consumer control of content choice
* Subscriptions will grow as primary revenue model, and
* Cable and satellite continue to dominate landscape for digital services to the home.

In the spring of 2002, IPTV conducted a survey via the Internet of Iowa educators. Over 1000 educators responded to the survey. The results are as follows:

IPTV resources (videos, CD-ROMS, K-12 Connections interactive sessions) are reported by teachers to be a prime source of their teaching materials, especially about specific content they teach everyday. The primary way that teachers find out about IPTV resources are through the IPTVisions online newsletter and through their Area Education Agency. Of the 1000 teachers who responded to the survey, the overwhelming majority (over 85%) use IPTV materials to meet core curriculum standards or as an extension to core curriculum. While historically teachers have primarily relied on IPTV for television shows and videotapes of those programs, survey results show a broadening interest in media such as CD-ROMs, DVDs, Web sites and interactive video sessions. They articulate that Iowa specific content (such as Iowa history) is an area that needs more up-to-date content (many of the materials are reported to be outdated). In addition, secondary teachers report that IPTV educational telecommunications should focus on acquiring and developing more content that is focused on older (high school) students.

We received many positive unsolicited comments such as “Keep up the good work. I am proud of IPTV.” Along with the compliments, we heard reality comments such as “I think you have some great resources…with time as a premium, I haven’t pursued your resources for classroom use.” In fact, the one repeated remark we heard from teachers is that they do not have time to review all the viable resources. They favor ready-to-use resources that are at their fingertips (ala online) that can be pulled off the “shelf” and used with their students.

**A report was commissioned by the State Historical Society of Iowa and was conducted for them by Lynn E. Nielsen, Ph.D. from the University of Northern Iowa. The survey was completed in June of 2001.**  
Background info from the report:

1. "Iowa history is a required element of the elementary curriculum, grades K-6."
2. Report was built upon surveys sent to Iowa elementary teachers.
3. When asked "Do we need updated videotapes for teaching Iowa history?" the responses were overwhelmingly "yes." Below are some comments that were included with the "yes" response:
4. "Yes, some of the old ones are almost laughable.
5. "The ones from the Land Between Two Rivers and Iowa history [from IPTV] are good...but I haven't critiqued them to see if updates are needed. They need to be in about 20-25 minutes chunks for elementary."
6. "Again, yes. Talk about boring! I rarely use the tapes any more because the content is way above fourth grade understanding, and the material is extremely tedious."
7. "Yes, and make them more up to date and more interesting to students if possible."
8. "Perhaps, but it only helps if teachers have those tapes available in their buildings and not having to order them from AEAs and then not get them when you need them."
9. "Many of the old Iowa Heritage tapes are excellent no matter how old they are. New tapes are always nice."
10. "Yes, I need them desperately."
11. "I use the IA Heritage series, and I like them."

Recommendations in the report include:

* "Teachers need current and up-to-date instructional materials. AND Teachers are eager for the support of almost any materials related to Iowa history instruction.”
* The only videotapes/non-textbook materials mentioned by teachers in the survey were videos produced by IPTV (Iowa Heritage series was most common followed by Land Between Two Rivers).

Internal Assessment

Statewide in fact and not just in name, Iowa Public Television is one of the last locally-controlled media services in Iowa. Since it began, Iowa Public Television has been what public television is supposed to be -- the place that brought Iowans educational, enlightening and entertaining programs free of political influence or commercial consideration. Its programs open a window to the world, offering Iowans – regardless of where they live or what they can afford to pay -- a chance to learn from the lives of others. It is “Iowa’s Network “ -- a neighbor, a teacher, a partner, a friend.

Iowa Public Television’s programs and services are viewed and used each week by hundreds of thousands of people because they address the many unique and singular needs of Iowans. That’s a key reason why IPTV is consistently ranked among the top rated statewide public television networks in the United States.

Today there is an increased public awareness of the need for early childhood education so IPTV provides many quality programs for this age. Our children's programs focus on goals and values, not guns and violence. And kids love what we do. Well over a quarter of a million children watch IPTV every week, according to a February, 2001, study by A.C. Nielsen. Barney and Big Bird and Arthur and Wishbone are more than children's companions, they are members of their families and partners in their creative quests. Iowa has one of the highest percentages of two income households in the nation so we provide excellent after-school programs for “latch-key kids.”

IPTV is a critical educational enterprise -- an educational powerhouse of video and online resources, interactive media, videoconferencing, distance learning, and staff development opportunities for learners of all ages.

Consider these numbers:

* IPTV's Ready to Learn Preschool Service helps parents and childcare providers use our children's programming in effective and appropriate ways. To date, over 850 workshops--some conducted over the Iowa Communications Network (ICN)-- have helped nearly 10,000 parents, educators, and childcare providers connect viewing with books and activities, and address such issues as pre-reading skills, social skills, media violence, and anger management. Important new collaborations with the Iowa Department of Education further extend the value of Ready to Learn in the areas of nutrition, community empowerment and family literacy. <http://www.iptv.org/lifelong/preschool.cfm>
* Nearly 400 hours of broadcast time are dedicated annually to K-12 Classroom series available to Iowa's 43,000 teachers and 530,000 students. This includes a regularly scheduled daytime presence and statewide duplication licenses so teachers can acquire programming regardless of when they are broadcast. According to our most recent survey, nearly 70% of Iowa's teachers used IPTV's K-12 programming in their classrooms.
* In addition to K-12 programs, IPTV provides printed and online teachers' guides, an online newsletter (IPTVisions), and weekly emails to teachers--all designed to provide educators with information regarding IPTV's programming, events, workshops, and resources in a timely, concise manner. Check out IPTVisions at http://www.iptv.org/iptvisions/default.html
* IPTV's award-winning multimedia initiatives provide innovative educational opportunities for middle school students and teachers. We've developed a CD-ROM that takes students on a virtual field trip through the Loess Hills with Earth Trails: Loess. We completed Earth Trails: Mississippi River, a multidisciplinary educational experience that includes live events, an interactive Web component, an extensive CD-ROM program and staff development resources. Over 6,000 copies of the Mississippi CD-ROM are already in use in Iowa schools. Explore More is IPTV's latest multimedia initiative designed to motivate students to investigate contemporary issues such as alternative energy, genetic engineering, water quality and the Loess Hills. [www.iptv.org/exploremore](http://www.iptv.org/exploremore)
* School to Careers helps teachers and students connect the worlds of school and work by developing extensive video, Web, and distance learning resources. Over 200 career profiles, a searchable database, and real workplace challenges for students and teachers are included in the STC Web site at http://careers.iptv.org/.
* IPTV's K-12 Connections provides Iowa students with real-time "field trips" via the Iowa Communications Network video classrooms. During the 2001-02 school year, we provided over 54,363 students with fully interactive sessions with topics ranging from reptiles to story illustration to genetic engineering to celebrating Arthur's birthday.
* Professional development workshops are conducted year round, in person and over the ICN, and are specially tailored to fit districts' identified needs. Recently, we have partnered with some Area Education Agencies to offer professional development workshops for graduate credit. We always receive great evaluations and return invitations. Check out the latest ZOOM workshop offered over the ICN at www.iptv.org/zoom/.
* IPTV is entering its third year as a PBS TeacherLine pilot station-one of 16 in the country. PBS TeacherLine, funded by a grant from the U.S. Department of Education, is committed to helping our nation's teachers acquire the quality math and technology instruction they need to prepare students for a successful future. Using the latest Internet and video technology, TeacherLine provides online learning opportunities, state and local certificate programs, and access to exemplary resources. http://www.iptv.org/lifelong/teacherline/teacherline.cfm
* IPTV developed and maintains the Iowa Distance Learning Database-- http://www.iptv.org/iowa\_database/. The Web site provides links to Iowa distance learning information, activities and opportunities. Iowa educators may browse a calendar and register online for K-12 opportunities, post an educational "want ad," bring the world of work into the classroom, and access information regarding multimedia resources.
* Each year, over 4,000 adult learners earn college credit by enrolling in one or more of the telecourses offered by IPTV in collaboration with 10 colleges and universities throughout Iowa. Learn more at http://www.iptv.org/lifelong/adult.cfm/. IPTV was one of five sites in the country participating in LiteracyLink®, an initiative funded by the USDE, created to provide video and computer-based resources for pre-GED and GED students and teachers.
* IowaLearns.org provides an online catalog of Iowa college and university courses offered "at a distance" from the main campuses of each college/university. IPTV works in partnership with the higher education community to further develop and maintain this Web site.
* IPTV's This Old Statehouse DVD combined an award-winning documentary with scene selections, photo galleries, timelines, statistics and a special teachers' section in our first venture into this new medium. Students are challenged to tackle the obstacles the original builders of Iowa's capitol encountered. www.iptv.org/statehouse/.

Iowa Public Television’s programs stretch the mind and illuminate the soul. They are a refuge from the distasteful and violent programming found virtually everywhere on the television dial. Many of IPTV’s programs provide excellent role models for today’s youth and thoroughly discuss issues that people of all ages will face. Only those programs that provide quality entertainment, enlightenment, or education service make it into IPTV’s schedule.

For over 30 years, IPTV has been a source of original local programming that serves television viewers in their homes and schools. Each one of these programs is a source of our pride as well as a measure of our standing as Iowa’s primary source of television programming about the state in which we live. We make programs that matter -- about our state, its people, about what it means to be an Iowan.

In addition to television broadcasts, IPTV is also producing material for distribution through developing new media sources like CD-ROM, DVD, the Internet, and the world of digital television. This new form of television broadcasting provides many exciting opportunities for IPTV to create interactive educational initiatives for use in schools throughout our state and to broadcast programs with movie-theater-quality pictures and sound.

Digital television will provide the following opportunities:

* Four channels of public television programming where there is now one. We'll have a Children's Channel, a 24-hour "safe place" that will be filled with pre school and school-aged programming. There will be a channel filled with programming that addresses the unique and specific interests of Iowa's older citizens, often under-served by other media sources. Our Lifelong Learning Channel will provide formal instructional and how-to programs for lifelong learners. And we'll have a place for the public's business -- a channel where citizens can watch, and interact with, their government.
* Pictures so real that viewers will feel a part of them, presented in wide-screen with Dolby stereo sound;
* Interactive teaching tools available on televisions and computers; giving users unlimited learning opportunities in their homes and businesses. This material will reflect the ever-growing need to provide students with the ability to learn what's important in ways in which they can best understand it. Research shows us that learning happens when students’ minds are actively engaged in the content. These tools will also provide lifelong learning opportunities to support Iowa's workforce in maintaining a competitive and vital economic environment in our state.

Telling Iowans about what IPTV produces and how Iowans can use it effectively is just as important as providing substantive, useful programs, so coordinated public information, advertising, event and fundraising activities are critical. Every network division is consulted on how to accomplish the goals of increased awareness and product utilization.

#### Iowa Public Television Guiding Principles

* Iowa Public Television provides public interest and educational programs, opportunities, and services for the diverse interests and needs of individuals, learners, and educators.
* Iowa Public Television manages assets to assure the greatest possible public accessibility of programs and meet the needs of Iowans regardless of where they live or their ability to pay.
* Iowa Public Television fosters the educational use of technologies, programs, services, and telecommunications by ensuring the compatibility and efficiency of these delivery systems and services throughout Iowa.
* Iowa Public Television upholds the highest possible standards of quality and integrity in educational and noncommercial broadcasting.

Iowa Public Television Goals, Measures and Strategies

Goal:

Ensure that Iowa Public Television’s program schedule addresses as many unique and singular needs of Iowans as possible so that its programming is watched each week by hundreds of thousands. The schedule should contain programs that address interests underserved by competitive media.

Measures:

* Weekly cumulative viewing, measured by the cumulative audience per market
* Time spent viewing public television, measured by the full week gross ratings points per market

Strategies:

* Institute regular ascertainment and ongoing survey research to determine audience needs.
* Achieve more of a voice in national programming decisions through increased participation in PBS program planning activities.

Action Steps:

* Create a base of viewing using the following program groups as major schedule components; ongoing, season-long or year-around series; “how-to” programming; children’s programming. Attract more viewers to the schedule with prime-time specials.
* Take advantage of advertising and promotional support for major PBS program events by playing programs on the day of feed, by repeating them strategically, by supporting their telecast extensively with tune-in spots, and by surrounding their broadcast with tune-in spots for affinity related programs.
* Increase the use of audience and promotion friendly theme-based scheduling strategies (like full day broadcast stunts, or prime time strips) to promote additional viewing.
* Develop additional programming strategies as needed to maximize viewer and corporate investment in Iowa Public Television. These strategies will range from special period programming “stunts” to Iowa Public Television’s annual Festival fundraising appeal.

Goal:

Enhance Iowa Public Television’s position as Iowa’s premier provider of

information and entertainment about the state in which we live.

Measures:

* Identifiably increased public sentiment about the importance of IPTV, measured by sustained yearly growth in the levels of funds raised.
* Increased production efficiencies resulting in additional capital to support goal.

Strategies:

* Tie local production schedule more closely with audience research and ascertainment.
* Include institutional needs (education, public service agency) as part of ongoing ascertainment and audience research.

Action Steps:

* Review and critically evaluate IPTV’s existing local production schedule, paying special attention to the number and level of events programs.
* Review and critically evaluate production unit structure and organization, revising as necessary to build synergy between and among production units through creative production assignments.
* Involve outreach and where applicable, educational efforts in all productions.
* Study production and fundraising feasibility of nightly or weekly talk show utilizing ICN for remote interviews.
* Study the feasibility of adding a weekly or nightly news program that would examine the key Iowa news of the week, utilizing the resources of the ICN, and would work in partnership with commercial news organizations, both broadcast and print. The series could be piloted as a summer replacement for Iowa Press.
* Examine practicality of establishing eastern and western Iowa bureaus outfitted with small format video gear. These bureaus could work in concert with staff at Iowa’s regional public radio stations.
* Apply increased economic efficiencies to productions, and recoup production investments through partnerships and/or distribution arrangements.
* Investigate production of public interest programming for commercial broadcast distribution (if commercial broadcasters need to expand public interest programming in return for licenses).

Goal:

Expanded outreach activities enabling public television programs to live longer than their broadcast, creating discernible impacts on people’s lives.

Measures:

* Number of social or educational campaigns each year with other educational and non-profit institutions bases on Iowa Public Television programming.
* Number of events and partnerships created that extend the use of IPTV programming.
* Number of program affinity groups formed.

Strategies:

* Develop comprehensive outreach plan that forecasts major outreach activities on a yearly basis, following closely those projects sponsored by the National Center for Outreach.
* Develop partnerships with various public service institutions and community organizations to extend the reach and increase the value, application, impact and use of Iowa Public Television programs and services among distinct audiences. These efforts will be aimed at producing outcomes from IPTV programs designed to encourage individual or community participation in solutions to national and local concerns.
* Establish an ongoing relationship with Iowa’s libraries.

Action Steps:

* Create and/or secure program-related non-broadcast materials that will promote viewer involvement with, and enhance the use of, IPTV programs and services, and ensuring their distribution to appropriate individuals, institutions and organizations.
* Create partnerships to promote public television, literacy and lifelong learning - with emphasis on children’s and how-to programs - with public libraries and their associations in Iowa’s five largest cities.
* Work with various organizations to create non-broadcast “events” that will extend the value of IPTV programs by providing program related resource materials to aid in viewer understanding of program content.

Goal:

Strengthen the relationships with educational “partners” to ensure that educators can effectively use IPTV content to improve learning opportunities.

Measures:

* Number of teachers (K-12 and higher education) prepared to use IPTV products in their classrooms.
* Number of teachers utilizing IPTV products/content reporting the materials enhanced the learning goals of their building/district.

Strategy:

* Ensure that content and educational strategies are validated within regular design and production process.
* “Best practice” using technology and IPTV content to improve instruction will be modeled and practiced in Iowa classrooms.

Action Steps:

* K-12: Educational telecommunications staffers will work with area education agency personnel to “train the trainers.”
* Higher education: Educational telecommunications staffers will work with teacher training institutions to “train the trainers.”
* Utilize the educational telecommunications Research, Development and Utilization Council (RDUC) to ensure concerted efforts for utilization.

Goal:

Develop specialized educational content to meet the learning needs of four primary audiences:

* Early childhood
* K-12 students/educators
* Higher education students/educators
* Business (in partnership with higher educational institutions)

Measures:

Evaluation of IPTV content and services will demonstrate effectiveness for the targeted audiences. Evaluations will consist of number of users, perceived effectiveness of the products, and feedback that indicates the content meets the needs of the users. Evaluation will also consist of validation from “experts” which demonstrates the products and services support-researched practices.

Strategy:

Develop and field test educational programs/content, which meet learner needs and are not otherwise available.

Action Steps:

* Utilize the educational telecommunications RDUC to advise on current and future technology trends in education.
* Involve educational telecommunications staff in working with other educational partners to determine “best practice”/standards-based education.
* Nurture partnerships with educational partners to ensure that content/programs developed are appropriate to identified needs.

Goal:

Develop new educational content and adaptations to existing content that will best utilize the potential of digital television for learners.

Measures:

IPTV will provide services to educational audiences in ways that are “just in time” and targeted at particular learning needs. Evaluations of users will indicate that the materials/content a) meet their needs; b) are delivered in manner convenient to them; and c) are flexible in their application.

Strategy:

IPTV will develop and adapt content that will more fully utilize the bandwidth and distribution capabilities of digital television. IPTV will grow in its knowledge of the potential of DTV for serving educational needs in a manner not possible through NTSC capabilities.

Action Steps:

* Create partnerships with various groups: DTV manufacturers, learning theorists, statewide educational partners. The combination of partnerships is to enable research and development to occur. This will also create partnerships for content development and “niche” programming which is possible in the DTV environment.
* Fund trial projects of digital television content development and deployment.