

Iowa Public Television

Performance Report

Performance Results Achieved for Fiscal
Year 2008

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Introduction

I am pleased to present Iowa Public Television's (IPTV's) performance report for fiscal year 2008 (July 1, 2007 – June 30, 2008). 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.

In February 2008, IPTV's Central Iowa Station KDIN was the number one watched station in the country. KDIN ranked first among public television stations in prime-time gross rating points, diary prime-time cumes, and diary whole week cumes. As seen on page five, IPTV has seen a steady increase in viewers over the last four years. This has occurred while there has been an unparalleled explosion of choice in the commercial marketplace. IPTV has expanded the services provided beyond broadcast by utilizing the Internet as a distribution mechanism. IPTV has changed its measurement tool of Internet usage to better measure individuals' use of IPTV's web pages (page 7).

The Federal Communications Commission (FCC) has mandated that all over-the-air television stations transition from the current analog broadcast system to a new digital broadcast system. Digital television has allowed IPTV to offer new services such as high definition (HDTV), and multicasting. These new services have resulted in enhanced services, and more programming that can be targeted to IPTV's various audiences. For the third year in a row, the number of local production hours broadcast has grown (page 9).

During fiscal year 2008 Iowa Public Television continued focusing on creating and providing locally-produced and locally-focused enlightening and entertaining programming and educational content that appeal to its customers. IPTV met or exceeded its performance target in seven of the ten performance plan measures presented on pages nine through eleven. IPTV's future focus on the high ground of HDTV, multi-and data-cast programming – when commercial providers are seeking the opposite – will increase its importance to the citizens of the State.

Thank you for giving us this opportunity.

Sincerely,

Daniel K. Miller
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: To 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 signal; 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, simultaneous television programming about our legislature, our communities, our 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 viewers' lives; 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 system 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 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 115 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 analog transmitters, eight 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. One building is rented for additional IPTV and Foundation staff.

Budget: IPTV has a \$17,500,000 annual operating budget, of which state appropriations are approximately 50%. An additional \$3,300,000 was received in fiscal year 2008 for capitals and pass through funds.

Key Results

CORE FUNCTION

Name: Public Broadcast and Media Services

Description: Acquisition and scheduling of television programs that educate, inform, enrich and inspire over 1,000,000 viewers a week 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 – 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 week

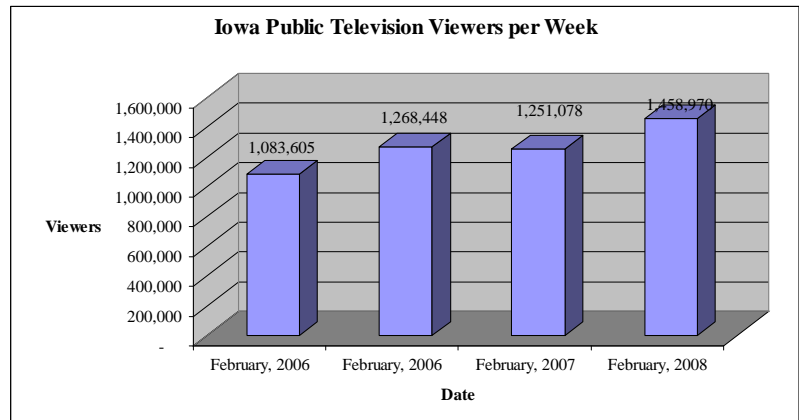
Each individual is counted once – regardless of the number of programs watched or the duration of their viewing.

Performance Target:

1,000,000

Data Sources:

Nielsen ratings for February



Data reliability: Nielsen ratings are the industry standard. There is debate about the accuracy of Nielsen ratings. For example, Niensens 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 unequaled 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 15.02% from fiscal year 2007 to fiscal year 2008, In February, 2008, IPTV's Central Iowa Station, KDIN, was the number one watched station in the country.

Analysis of results: Iowa Public Television viewership has shown a steady increase in viewers over the last four years. Competition is extremely fierce. Increased online use, plus growing cable penetration and expanded channel capacity increase the tuning options in the average household. According to Nielsen Media Research, in 2002, the average home received 102.1 channels, an increase of almost 13 since 2001. In addition, the percentage of homes receiving 100+ channels rose from 25% in 2001 to 32% in 2002, with 42% receiving between 60 and 99 channels. Per TV Technology.com, during the 2002-2003 season, (commercial) broadcast television stations collectively held an average 49 primetime share of U.S. television households, compared to an average 74 share ten years earlier, a 33.8% decrease.

Factors affecting results: Fragmentation of the media industry.

Growth of Tuning Alternatives

of stations/cha

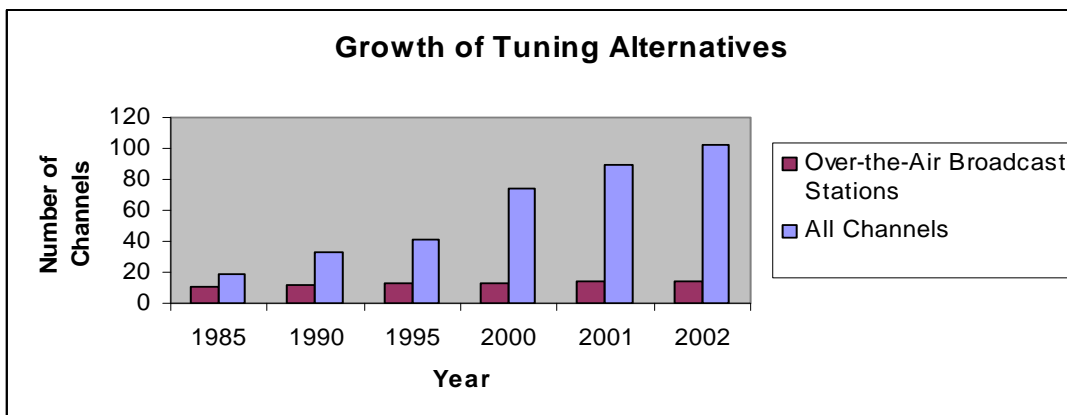
Tuning options continue to grow. The average household now has 102 different channels from which to choose.

	Over-the-Air Broadcast Stations	All Channels*
1950	3.8	N/A
1976	7.7	N/A
1980	9.0	N/A
1985	11.0	18.8
1990	11.7	33.2
1995	13.0	41.1
2000	12.9	74.6
2001	14.6	89.2
2002	14.3	102.1

Sources: *NII Audimeter sample: February 1950-85 and National People Meter sample: September 1990-present.*

Notes: *N/A = not available.*

**Includes broadcast and cable.*



Resources used: These activities are funded with contributions made to the Iowa Public Television

Key Results

SPA

Name: Web Resources

Description: IPTV develops educational and programming resources via the Web. The resources are in most cases 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 limit 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: Iowa Public Television staff did a complete redesign of IPTV's web site. Opportunities to watch video are much more prevalent now. Other design features include snapshots of program schedules from multiple channels, highlighting prime time programs, use of Google's search tool, highlighting upcoming local programs and services, service banners, IPTV news, and opportunities to give to Iowa Public Television. Design features of the home page are carried through to sub-pages so that the look and feel of the web pages is the same throughout the site. To expand the opportunity for communities to access IPTV content, the content is being placed on other sites as well. Individuals may access IPTV content through sites such as YouTube, Flickr, and PBS.

Results

Performance Measure:

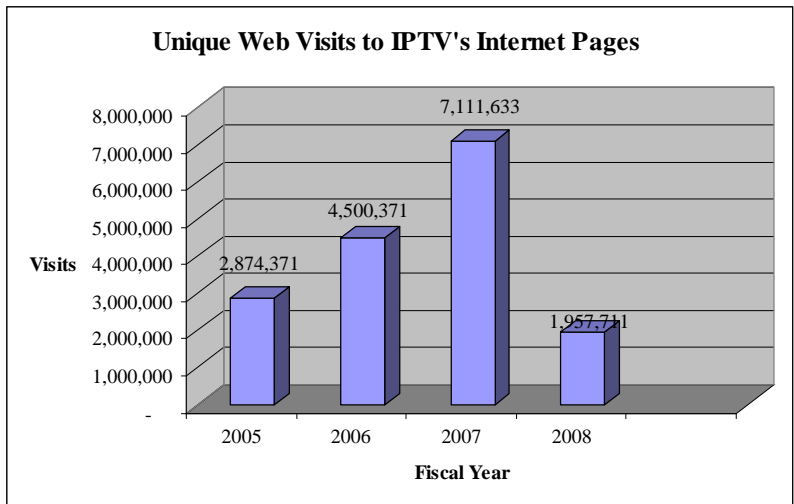
Number of unique Web visits to Iowa Public Television's Internet pages

Performance Target:

1,200,000

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.

What was achieved: The number of web visits to IPTV's web sites declined sharply from fiscal year 2007 to fiscal year 2008 as a result of a change in the measurement tool and what was measured.

Analysis of results: The LiveStats statistical software used in fiscal year 2007 includes visits received from web crawlers in counting the number of web visits to IPTV web sites. According to Wikipedia, "a web crawler is a program or automated script which browses the World Wide Web in a methodical, automated number. Web crawlers are mainly used to create a copy of all the visited pages for later processing by a search engine that will index the downloaded pages to provide fast searches."

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 not included in the reported totals. While the number of web visits reported have declined sharply, the measurement will be a better evaluator of the actual use of the web sites by individuals.

Factors affecting results: Increased use of web crawlers by search engines of the World Wide Web.

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 2008

Name of Network: Iowa Public Television			
Agency Mission: Iowa Public Television provides public television, telecommunications, and other services that educate, inform, and enrich people's lives.			
Core Function: Public Broadcast and Media Services			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
1. Cumulative number of Iowa children ages 2-11 watching Iowa Public Television's daytime programming every day.	225,000	344,358	What Occurred: The number of children ages 2-11 watching IPTV increased by 25% from fiscal year 2007 to fiscal year 2008. Data Source: Nielsen Station Index February 2008, and 2007 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	62,897	What Occurred: There was a decrease in memberships in Friends of IPTV by 1.5% from fiscal year 2007 to fiscal year 2008. Data Source: Foundation audited financial statements
Service, Product or Activity: Programming and Production			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Total local production hours broadcast	300	843	What Occurred: The number of total local production hours broadcast increased by 42% from fiscal year 2007 to fiscal year 2008. Data Source: Iowa Public Television's programming data base.
Service, Product or Activity: Content Distribution, Delivery, and Support			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Percentage of time transmitters are on-air.	95%	99.52%	What Occurred: The percentage of time transmitters were on the air increased by .5% from fiscal year 2007 to fiscal year 2008. Data Source: Incidence Reports

Name of Network: Iowa Public Television			
Agency Mission: Iowa Public Television provides public television, telecommunications, and other services that educate, inform, and enrich people's lives.			
Core Function: Education			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
1. Cumulative Number of teachers and students who use IPTV's educational services.	400,000	393,032	What Occurred: The number of teachers and students reached by IPTV declined by .2% from fiscal year 2007 to fiscal year 2008. According to the survey, Iowa teachers still rank IPTV as their most used video source. Data Source: Market Data Retrieval Survey, January, 2007
Service, Product or Activity: Educational Telecommunications			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Number of students and school staff served by interactive learning sessions through K-12 Connections annually.	50,000	43,035	What Occurred: The number of students served by interactive learning declined by 12% from fiscal year 2007 to fiscal year 2008. Data Source: ICN classroom scheduling software
2. Number of hours broadcast time dedicated annually to K-12 Classrooms and adult literacy hours.	1,100	1,275	What Occurred: The number of hours broadcast time dedicated to K-12 Classrooms and college credit hours increased by 12% from fiscal year 2007 to fiscal year 2008. Data Source: IPTV programming database

Name of Network: Iowa Public Television			
Agency Mission: Iowa Public Television provides public television, telecommunications, and other services that educate, inform, and enrich people's lives.			
Core Function: Resource Management			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
1. Growth rate in net assets, as reported in the audited financial statements	0%	-7.18%	What Occurred: There was a negative growth rate in IPTV net assets in fiscal year 2008. Data Source: IPTV financial statements audited by the Auditor of State.
Service, Product or Activity: Public and Governmental Services			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Total newspaper clips in a year	1,000	1,275	What Occurred: The number of press clips IPTV received increased by 4.2% from fiscal year 2007 to fiscal year 2008. Data Source: Iowa Press Clipping Bureau
Service, Product or Activity: Administration			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Number of audit comments in Iowa Public Television's audited financial statements	0	0	What Occurred: There were no audit comments in the FY 2008 audited financial statements. Data Source: IPTV financial statements audited by the Auditor of State

RESOURCE REALLOCATION

Every year, IPTV examines the use of its services to try to make each one better. This examination takes the form of data-driven research based analysis and more informal, colloquial and anecdotal information collected from users. These examinations serve as the starting point for resource reallocations. Noteworthy among them this year are the decision to absorb *Intelligent Talk Television* into IPTV's operating budget (it had been grant-funded), the expansion of IPTV's digital television and children's outreach through dozens of in-person appearances at seminars and reading sessions at libraries throughout the state, and the expansion of local programming produced on location throughout Iowa (especially in its far corners) with IPTV's mobile production unit.

IPTV has produced a series of Connections to Science online videos in response to identified needs to encourage more females and minority students to pursue advanced course work in math, science and technology and to consider pursuing careers in the STEM (Science, Technology, Engineering, and Mathematics) fields. By reallocating some staff time spent in developing ICN-based sessions to this project in combination with additional funding generated from Iowa-based foundations, IPTV has been able to produce a series of online programs featuring Iowa female and minority science professionals providing hands-on learning activities for students. The project is focused at the upper elementary/middle school level. Teachers completing an online survey have indicated that they plan to use this new online content with their students.

Each one of these decisions was based on meeting identified and in some cases mandated needs. Reallocations and redirection of existing personnel and financial resources - coupled with funds raised from the private sector -- will enable IPTV to embark on these important endeavors.

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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