

Idaho Public Television

Joint Finance-Appropriations Committee

FY 2015 Budget Presentation

January 24, 2014

Ron Pisaneschi, General Manager

TODAY'S PRESENTATION

- **IdahoPTV Overview**
- **Governor's Budget Recommendation**
- **JFAC Requested Impact Assessment**
- **Q & A**



Idaho Public Television Overview



IDAHO
PUBLIC
TELEVISION
idahoptv.org

EDUCATE · INFORM · INSPIRE

PROGRAM STRUCTURE

Statewide Delivery System

- Equipment Infrastructure
- Only Statewide Broadcast System
- Homeland Security and EAS
- Delivery of Governmental Services

All Regions • All Residents • All Taxpayers

- General Fund -
- Federal Grants -

Educational Content

- National Programming
- Local Program Creation
- Online and Mobile Resources
- Community Outreach & Fundraising

Pre-K • K-12 • Higher Ed • Adult Learning

- Private Donations -
- Corporation for Public Broadcasting -



Content and Services

A VALUED SERVICE TO IDAHOANS

#1 Most-Viewed PBS Station



**IDAHO
PUBLIC
TELEVISION**

Source: Nov. 2012, Feb. 2013 TRAC Media, Total Ratings

AWARD WINNING SERVICES

60 National & Regional Awards in 2013



Emmy Award



*Idaho Geology:
A Convergence of
Wonders*

CRITICAL SUCCESS FACTOR



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

High Quality = High Donations

EXCEED PEERS

- **Higher Percentage of Donors Per Capita**
 - 1.1% versus .5%
- **Higher Average Gift Amount**
 - \$97 versus \$52

CONTENT PARTNERSHIPS

- **Idaho Universities**
 - Student Training and On-Air Courses
- **K-12 Overnight & Learn Channel**
- **12 Hours/Weekday Children's Ed Content**
- **Online Resources for Teachers & Students**
 - 30,000+ Resources Available Free



BROADCAST VS. ONLINE

Video Viewing Is Still Mostly on Television



Broadcast Television

**34.8 Hours
per Week**

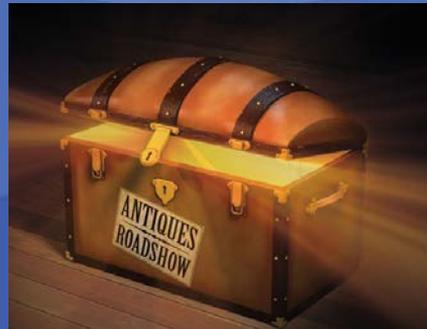
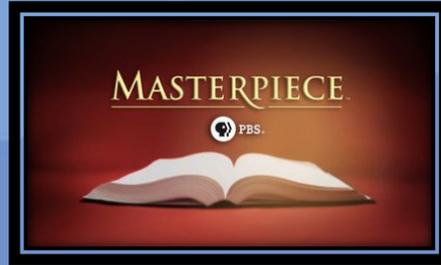


Online

**1.4 Hours
per Week**

Source: 2013 Nielsen Company

NATIONAL PROGRAMMING





ANTIQUES ROADSHOW®

APPLY NOW!

THE 2013 TOUR

JUNE 1 **DETROIT, MI**
JUNE 8 **JACKSONVILLE, FL**
JUNE 22 **ANAHEIM, CA**
JUNE 29 **BOISE, ID**
JULY 13 **KNOXVILLE, TN**
JULY 27 **BATON ROUGE, LA**
AUGUST 10 **KANSAS CITY, MO**
AUGUST 17 **RICHMOND, VA**

- Tape Three, One-Hour Shows
- Broadcast Nationally Jan. 2014

LOCAL PRODUCTIONS



Dialogue



The *Idaho* DEBATES



IDAHO IN SESSION



House



Senate



JFAC



Committee
Audio



Digital TV & Cable



Control Room



Mobile



Web

A partnership with
Legislative Services
& Dept. of Admin.

Operational funding provided by:

- IDAHO PUBLIC TELEVISION
- isba Idaho State Broadcasters Association
- UNION PACIFIC BUILDING AMERICA
- IAC IDAHO ASSOCIATION OF COUNTIES
- ICTA IDAHO PUBLIC TELEVISION Endowment

Additional funding provided by:
Idaho School Board Association

- 2013 Session -
75,887 Stream Requests

IDAHO^{IN}SESSION



- Video Streaming
- Archiving

- Online Tour
- Videoconferenced Tours

Idaho
Commission
for Libraries





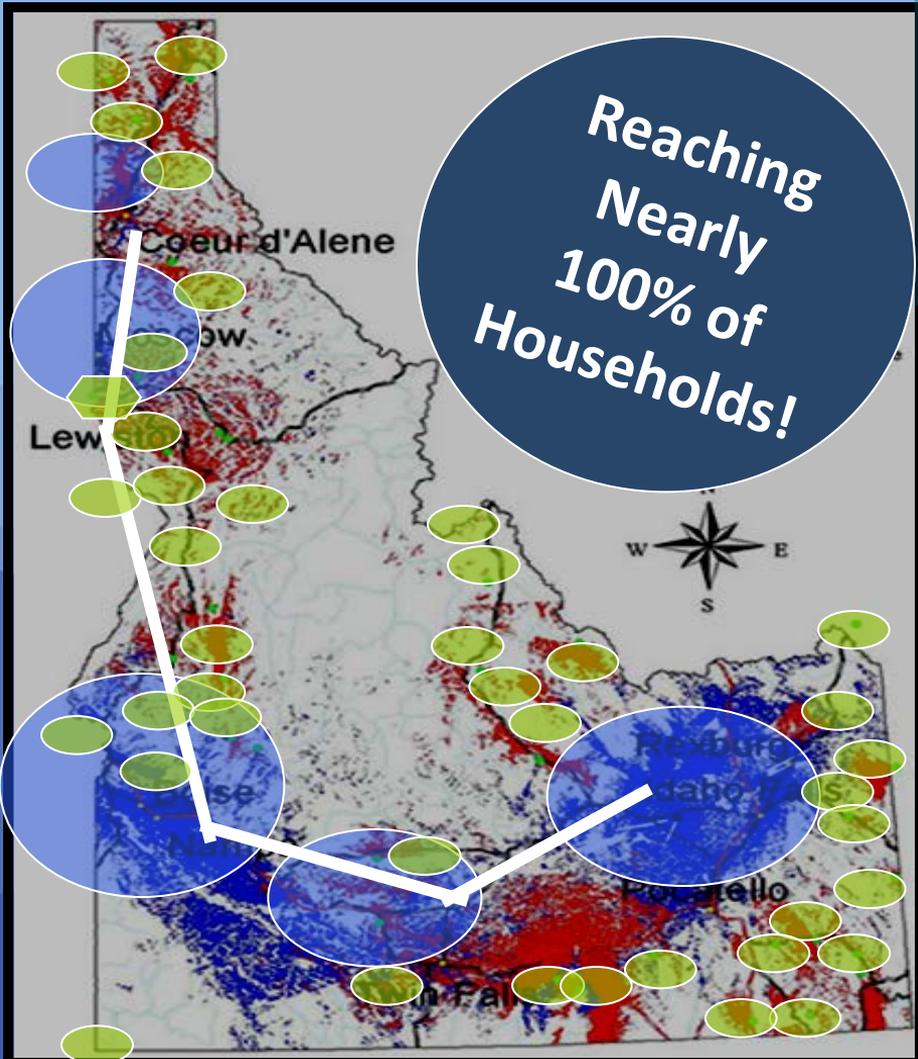
Statewide Delivery System

HIGHLY COMPLEX DELIVERY SYSTEM

- 5 Transmitters
- 49 Repeaters
- Studios in Each Region



Reaching
Nearly
100% of
Households!



EFFICIENT DELIVERY & OPERATIONS

- **Highly Efficient Design and Infrastructure**
- **Business Model Is Lean to Provide High Value**
- **Requires Support From the General Fund to Sustain Rural, Statewide Service**

The background features a stylized mountain range with several peaks of varying heights, rendered in shades of blue. The mountains are layered, with some appearing more prominent than others, creating a sense of depth. The overall color palette is monochromatic, using different tones of blue.

Governor's Budget Recommendation

COMPARISON TO PRIOR YEAR

	Ongoing Costs			One-Time Costs		
	Actual FY 2014	Gov Rec FY 2015	% Change	Actual FY 2014	Gov Rec FY 2015	% Change
General Fund						
Personnel Costs	858,500	877,500	2.2%	0	0	
Operating Expenditures	666,200	681,000	2.2%	0	42,000	
Capital Replacement	0	0		302,100	587,200	94.4%
Total General Fund	1,524,700	1,558,500	2.2%	302,100	629,200	108.3%

- Combined General Fund is \$2,187,700; or a 19.8% increase

COMPARISON TO PRIOR YEAR

	Ongoing Costs			One-Time Costs		
	Actual FY 2014	Gov Rec FY 2015	% Change	Actual FY 2014	Gov Rec FY 2015	% Change
Dedicated Fund						
Personnel Costs	3,048,400	3,211,900	5.4%	0	0	
Operating Expenditures	2,733,000	2,428,600	(11.1%)	0	0	
Capital Replacement	0	0		200,000	148,000	(26.0%)
Total Dedicated Fund	<u>5,781,400</u>	<u>5,640,500</u>	<u>(2.4%)</u>	<u>200,000</u>	<u>148,000</u>	<u>(26.0%)</u>

- Combined Dedicated Fund is \$5,788,500; or a 3.2% decrease

ITEMIZED GENERAL FUND - ONGOING

FY 2014 Appropriation	\$1,524,700	
FY 2015 Governor's Rec.	<u>1,558,500</u>	
Net Increase	\$33,800	2.2%
Itemized Increases		
Health Premiums	\$19,000	1.2%
Contract Inflation	10,900	.7%
State Admin Overhead	1,600	.1%
Idaho Technology Auth (ITA)	<u>2,300</u>	<u>.2%</u>
Total Increases	\$33,800	2.2%

CAPITAL REPLACEMENT ITEMS

General Fund FY 2014

\$302,100

Governor's Rec. FY 2015

\$587,200

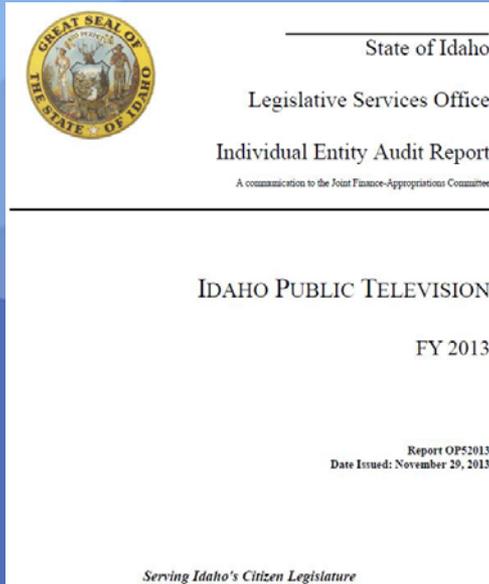
- Program Guide/PSIP Inserter/Loudness Control = \$103,000
- Computer Equipment = \$100,500
- HVAC at Transmitters/NOC = \$181,000
- Exciter/Translator/Microwave Link = \$151,000*
- Monitoring/Receivers/Routers = \$31,700
- Polaris w/Mat Tracks = \$20,000

* Plus \$42,000 in one-time operating expenditures for Lewiston Translator



JFAC Requested Impact Assessment

PUBLIC AUDITS – ALL FUNDS



- All IdahoPTV Funds Are Audited Annually by the Legislative Audit Team and Are Publicly Available
- No Audit Findings for FY 2013

ALTERNATIVE FUNDING SOURCES

- **Cannot Air Commercials**
- **Cannot Charge Cable & Satellite for Programming**
- **Federal Competitive Equipment Programs Defunded**
- **Private Contributions Already Exceed Peers**

AREAS OF RISK

Critical Equipment & Infrastructure Concerns

- \$24 Million in State Assets
- \$17 Million of That Is Depreciated
- 72.3% of Assets Are Depreciated
- \$3 Million in Critical Equipment Identified for Next Three Years



Maintenance Challenges

REGULAR MAINTENANCE CHALLENGES



Broken Drive
Sprocket & Track

Grouse Peak Summit, Challis Elevation 8,243 Feet

AGING COMPUTER SYSTEM



- 7 Years Old
- No More Backup Units
- Disjointed System With Multiple Operating Systems and Manufacturers
- Increases Labor Burden and Cost of Maintenance
- Loss of Employee Productivity

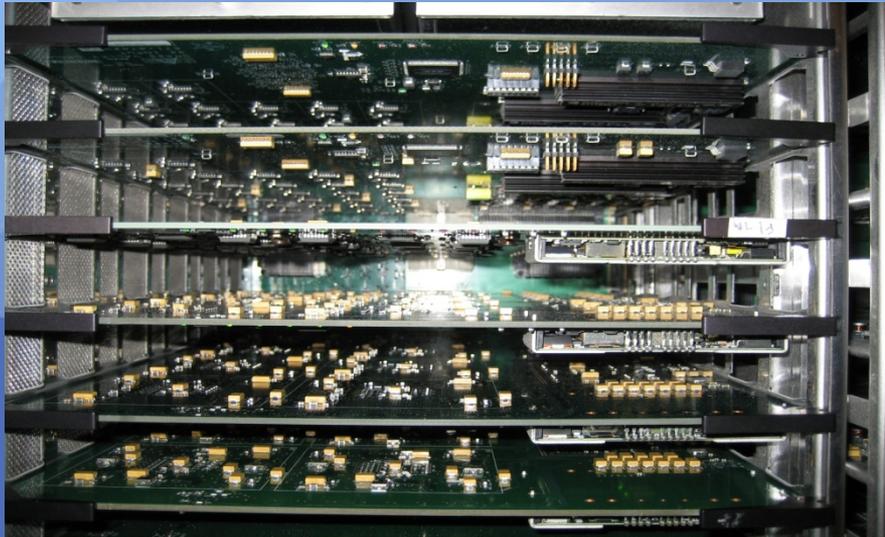
FAILING EQUIPMENT



- Without It TVs Can't Find Our Signal
- Has Failed Several Times This Year Alone
- 13 Years Old
- Manufacturer No Longer Supports It

Program Guide/PSIP Generator – Network Operations Center

FAILING EQUIPMENT



- Moves Signals for 4 Channels Between Pieces of Equipment
- 13 Years Old
- Manufacturer No Longer Has Parts, Won't Support It
- Found Parts on eBay, Otherwise \$70,000 to Replace

Standard Definition Routing Switcher – Network Operations Center

EVEN NEWER EQUIPMENT FAILS



- Microwave Radio Less Than 5 Years Old
- Failed Numerous Times Taking Us Off Air in Region
- Travel to Mountaintop & Tower Climb

Picabo Translator Microwave

CONCLUSION

Statewide Delivery System

- Highly Efficient System and Operation
- Aging Equipment
- Significant Deferred Maintenance

Educational Content

- Maintaining High-Quality Programs and Above-Average Donations
- Exceeding Peers in Stated Metrics

The background of the slide features a series of stylized, layered mountain ranges in various shades of blue, creating a sense of depth and a serene, natural setting. The mountains are rendered as simple, rounded shapes, with the foreground being a darker blue and the background being a lighter blue.

Questions & Answers