

Iowa Public Television

Performance Report

Performance Results Achieved for Fiscal
Year 2009

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Introduction

I am pleased to present Iowa Public Television's (IPTV's) performance report for fiscal year 2009 (July 1, 2008 – June 30, 2009). 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.

The Federal Communications Commission (FCC) 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. The transition to digital happened in February, 2009 for many stations. Iowa Public Television chose to continue to broadcast both an analog signal and a digital signal through June 17, 2009. Due to the transition from analog to digital broadcasting, the Nielsen audience measurement sweeps were not done in February, 2009. The results reported are from May, 2009. So, a year-to-year comparison is not possible. The decrease in viewing for IPTV may be due to a temporary lack of television reception because of the analog shut-off, in addition to the differences in viewing for February and May programming (page 5).

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).

During fiscal year 2009 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 six 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, 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 107 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. One building is rented for additional IPTV and Foundation staff.

Budget: IPTV has a \$16,000,000 annual operating budget, of which state appropriations are approximately 50%. An additional \$3,600,000 was received in fiscal year 2009 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

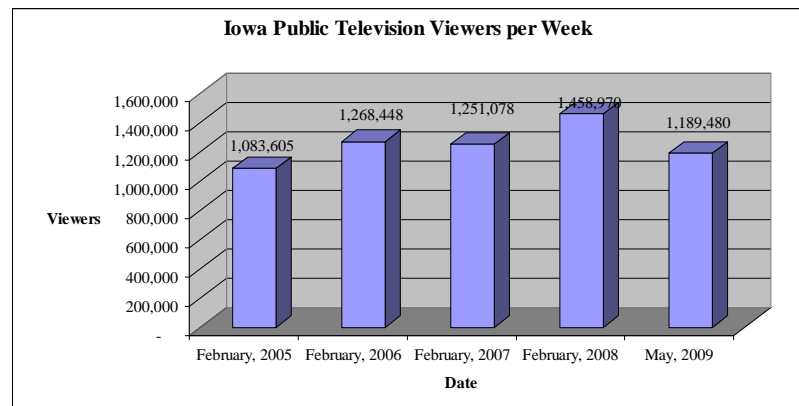
Each individual is counted once – regardless of the number of programs watched or the duration of their viewing.

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.

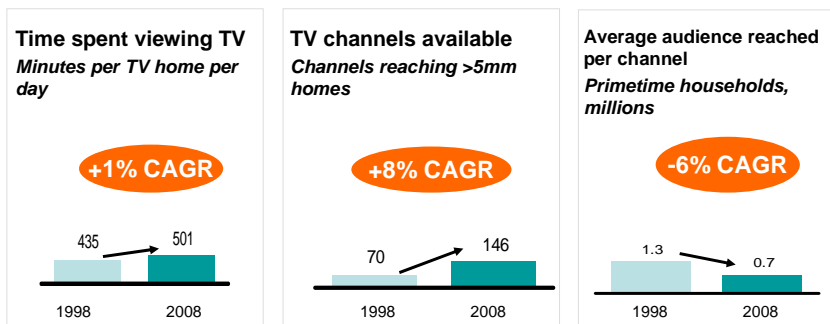
What was achieved: The number of viewers watching IPTV decreased by 21.5% from fiscal year 2008 to fiscal year 2009.

Analysis of results: Iowa Public Television viewership showed a steady increase in viewers from 2005 to 2008. Due to the transition from analog to digital broadcasting, the Nielsen audience measurement sweeps were reported from May 2009, rather than February, 2009. So, a year-to-year comparison is not possible. The decrease in viewing for IPTV may be due to a temporary lack of television reception because of the analog shut-off, in addition to the differences in viewing for February and May programming.

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 2008, the average home received 118.6 channels. In addition, the percentage of homes receiving 100+ channels rose from 25% in 2001 to 58% in 2008, with 26% receiving between 60 and 99 channels.

Factors affecting results: Fragmentation of the media industry.

The most important TV trend remains market fragmentation



“The TV landscape is getting ever more crowded, and viewing is spread across more and more channels.”

SOURCE: McKinsey & Company analysis



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 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:

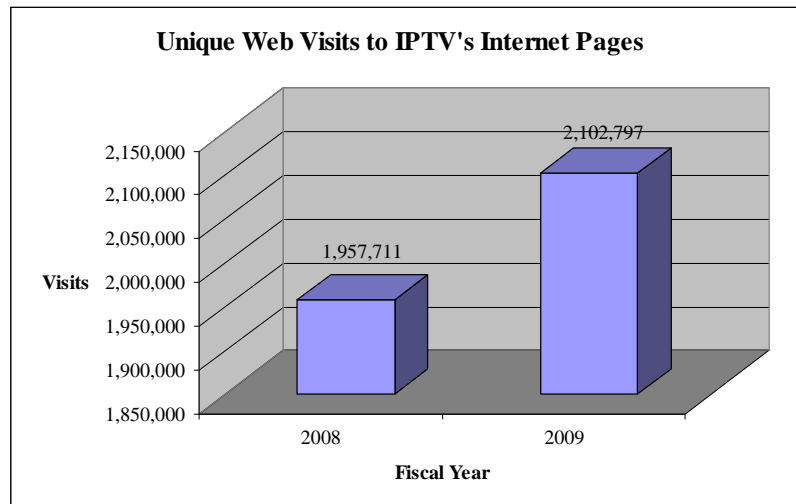
Number of unique Web visits to Iowa Public Television's Internet pages

Performance Target:

1,500,000

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 increased from fiscal year 2008 to fiscal year 2009.

Analysis of results: There are only two years of results shown. 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.

Factors affecting results: Content has been available through more outlets on the Internet, such as YouTube, Flickr, and PBS.

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 2009

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	261,686	What Occurred: The number of children ages 2-11 watching IPTV decreased by 24% from fiscal year 2008 to fiscal year 2009. Data Source: Nielsen Station Index May, 2009, and February 2008 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	54,595	What Occurred: There was a decrease in memberships in Friends of IPTV by 13% from fiscal year 2008 to fiscal year 2009. Data Source: IPTV Foundation membership database
Service, Product or Activity: Programming and Production			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Total local production hours broadcast	300	541	What Occurred: The number of total local production hours broadcast decreased by 35% from fiscal year 2008 to fiscal year 2009. 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%	99.72%	What Occurred: The percentage of time transmitters were on the air increased by .2% from fiscal year 2008 to fiscal year 2009. 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	391,774	What Occurred: The number of teachers and students reached by IPTV declined by .3% from fiscal year 2008 to fiscal year 2009. 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	36,738	What Occurred: The number of students served by interactive learning declined by 14% from fiscal year 2008 to fiscal year 2009. Data Source: ICN classroom scheduling software
2. Number of hours broadcast time dedicated annually to K-12 Classrooms and adult literacy hours.	1,100	1,383	What Occurred: The number of hours broadcast time dedicated to K-12 Classrooms and college credit hours increased by 8% from fiscal year 2008 to fiscal year 2009. 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%	-5.5%	What Occurred: There was a negative growth rate in IPTV net assets in fiscal year 2009. 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	1,845	What Occurred: The number of press clips IPTV received increased by 11% from fiscal year 2008 to fiscal year 2009. 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 2009 audited financial statements. Data Source: IPTV financial statements audited by the Auditor of State

RESOURCE REALLOCATION

The Federal Communications Commission (FCC) mandated that all over-the-air television stations transition from the current analog broadcast system to a new digital broadcast system. The transition to digital occurred in June, 2009. In preparation for the transition, Iowa Public Television reallocated resources in some areas and received a grant to implement a digital television education campaign.

Assistance to Iowans: Iowa Public Television created a help desk to assist viewers with their questions regarding the transition to digital. Viewers talked directly to IPTV staff members to discuss reception issues, installation of converter boxes, channel scanning, coupon information, and general digital details. Localized DTV Answers FAQ sheets and converter box coupon applications were distributed to Iowans who contacted the network. IPTV staff traveled to more than 75 locations to conduct free DTV awareness sessions around the state. Online resources were created to communicate information about the transition. A telephone bank of 16 network and Foundation staff was set up to answer Iowans' questions from June 12 to June 14, 2009. The help desk staff continued to answer telephone calls from June 15 to June 30, 2009.

Consumer Education: Iowa Public Television used its broadcast network to communicate critical facts about the transition, as well as to raise awareness about the transition and what viewers needed to do to act. Iowa Public Television's audience is comprised of a greater proportion of over-the-air viewers than the general viewing audience, ensuring reaching a significant number of OTA viewers on Iowa Public Television's air. Iowa Public Television conducted soft analog shut-off tests. IPTV broadcast several live specials to answer viewers' questions about digital television on Thursday, May 28, 2009. Multiple information spots meeting FCC requirements were created and aired very frequently throughout the schedule. IPTV communicated with audiences through news releases, interviews, and advertising, including on 83 movie screens before each film for 30 days. We also communicated with educators through *Classroom Connections* newsletter, as well as presentations to school technology staff. State employees received messages in their paychecks, and Friends of IPTV members received multiple messages in *Advance*, and in their end-of-year tax letters.

Estimated Numbers of Iowans Impacted:

DTV Sessions:	1,000
Phone Bank Calls:	5,000
Members receiving information:	70,000
State employees receiving information in paychecks:	26,000
Audience seeing movie-screen messages:	180,000

Educators Reached:	50,000
Viewers watching	1,300,000*

**It is difficult to measure the number of viewers watching a particular program. However, since IPTV aired programs about digital television 24 times in the transition period, in addition to the number of informational messages airing throughout the state for a year, it is likely that most of the 1.3 million viewers IPTV reaches every week received messaging about digital television.*

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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