

# Iowa Public Television

## Performance Report

Performance Results Achieved for Fiscal  
Year 2011

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# Introduction

I am pleased to present Iowa Public Television's (IPTV's) performance report for fiscal year 2011 (July 1, 2010 – June 30, 2011). This report contains information about the services Iowa Public Television and its partners provided for Iowans during the past fiscal year. The report is prepared in accordance with the Accountable Government Act to improve decision-making and increase accountability to stakeholders and citizens.

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

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

For the past two years, this mission has been best exemplified by our work to serve Iowans on the air, online, and on the ground. **On the air** work involves continuing to improve and expand programming options to fully utilize the potential of digital television within ever-tightening budget constraints. Our **online** efforts recognize the growing importance of on-demand video online, as demonstrated by the increased availability of video and information at [www.iptv.org](http://www.iptv.org). We demonstrate the value of our local service **on the ground** through DTV education talks, library story times, school visits, participation in community events, and conversations with community groups across the state of Iowa.

More than 1.5 million viewers a week turn to IPTV for programming that reflects a range of interests for Iowans in all demographic categories. This programming is provided to Iowans via three programming channels – IPTV (.1), IPTV LEARNS (.2), and IPTV WORLD (.3). Iowa Public Television stations distributing these channels to Iowans include: Channel 11, Des Moines; Channel 12, Iowa City; Channel 21, Fort Dodge; Channel 24, Mason City; Channel 27, Sioux City; Channel 32, Waterloo; Channel 32, Council Bluffs; Channel 36, Davenport; Channel 36, Red Oak (page 6).

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

During fiscal year 2011 Iowa Public Television continued focusing on creating and providing locally-produced and locally-focused enlightening and entertaining programming and educational content that appeals to its customers. IPTV met or exceeded its performance target in six of the ten performance plan measures presented on pages ten through twelve. IPTV's

future focus on meeting viewers where they are – on the air, online, and on the ground – will increase the value of its services to the citizens of the State.

Thank you for giving us this opportunity.

Sincerely,

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:** Iowa Public Television joins the power of television, online, and other forms of public service media with personal advocacy and engagement to educate, inform, enrich, and inspire with noncommercial, unique, and trusted programs and activities that serve individuals and communities across Iowa.

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

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

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

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

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

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

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

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

- The people who make public television and the people who watch it will be treated with dignity and respect.

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

1. With public broadcast and media services, IPTV provides public television, telecommunications, and other services that educate and enrich people’s lives. Activities include programming, video creation, educational opportunities, outreach, and other media services.
2. With educational telecommunications services, IPTV imparts knowledge by developing skills and competencies through broadcast services or other avenues. Activities may include programming, professional development, public awareness efforts, planning, research and evaluation, technical assistance, curriculum development, and fiscal and/or program oversight.

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

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

**Customers and Stakeholders:** IPTV’s three key customers 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 99 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 \$15,000,000 annual operating budget, of which state appropriations are approximately 48%.

# Key Results

## CORE FUNCTION

**Name:** Public Broadcast and Media Services

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

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

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

## Results

### *Performance Measure:*

Viewers per month

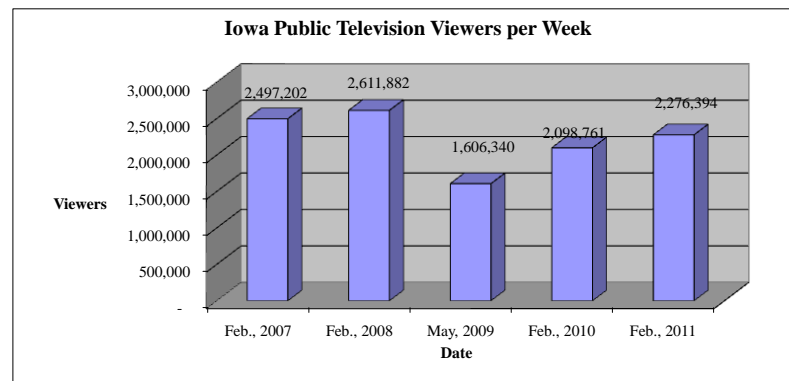
Each individual is counted once – regardless of the number of programs watched or the duration of their viewing.

### *Performance Target:*

2,250,000

### *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 8.5% from fiscal year 2010 to fiscal year 2011.

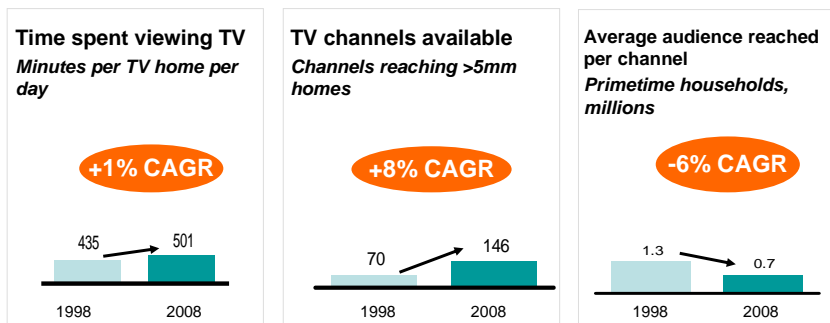
**Analysis of results:** The whole week cume+ for IPTV's central Iowa station KDIN was up 15% from February, 2010 to February 2011. The station average of those public broadcasting stations monitored by TRAC Media, a public television audience research firm, was down 6%. Iowans are responding to the programming offered by Iowa Public Television.

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:**

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

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

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

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

### Results

**Performance Measure:**

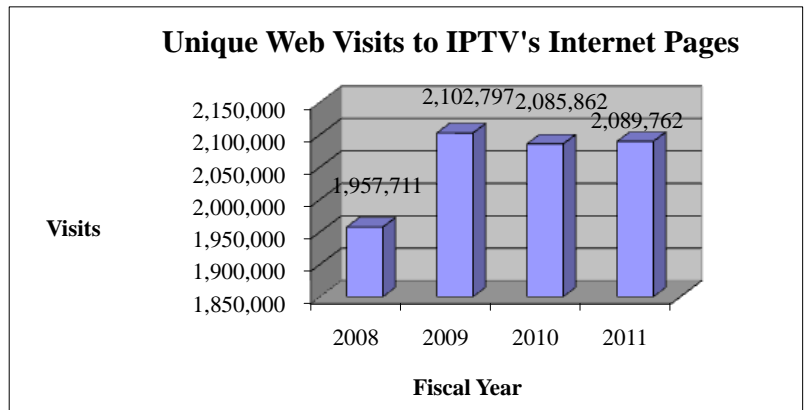
Number of total Web visits to Iowa Public Television's Internet pages

**Performance Target:**

1,800,000

**Data Sources:**

Google Analytics



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

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

**What was achieved:** The number of web visits to IPTV's web sites reached 2,089,762 in fiscal year 2011. This was a slight increase (.19%) from fiscal year 2010 to fiscal year 2011.

**Analysis of results:** IPTV is a member of a consortium of 78 public TV and radio stations who share their

web traffic information, called Public Media Metrics (PMM). This project gives us important comparison data for other stations. Data from this project shows that other public TV stations have seen similar declines in overall online audience this year. Although our overall online audience has seen a modest decline, the portion of our online audience from Iowa is growing each year.

When comparing site visitors (number of individual people visiting the site) for the month of August, 2010, IPTV is 13<sup>th</sup> out of the 78 PMM participating stations of all media types (includes radio and joint licenses). IPTV is 21<sup>st</sup> of the 78 when comparing total site visits.

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

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

# NETWORK PERFORMANCE PLAN RESULTS FY 2011

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Public Broadcast and Media Services</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Cumulative number of Iowa children ages 2-11 watching Iowa Public Television's daytime programming every day.	250,000	224,066	<b>What Occurred:</b> The number of children ages 2-11 watching IPTV decreased by 14% from fiscal year 2010 to fiscal year 2011.  <b>Data Source:</b> Nielsen Station Index February, 2011, and February, 2010 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	54,519	<b>What Occurred:</b> There was a slight decrease in membership in Friends of IPTV of 2% from fiscal year 2010 to fiscal year 2011.  <b>Data Source:</b> IPTV Foundation membership database
<b>Service, Product or Activity: Programming and Production</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Total local production hours broadcast	450	527	<b>What Occurred:</b> The number of total local production hours broadcast exceeded the goal. The number of total local production hours broadcast decreased slightly by .16% from fiscal year 2010 to fiscal year 2011.  <b>Data Source:</b> Iowa Public Television's programming data base.
<b>Service, Product or Activity: Content Distribution, Delivery, and Support</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Percentage of time transmitters are on-air.	98%	99.93%	<b>What Occurred:</b> The percentage of time transmitters were on the air increased by .1% from fiscal year 2010 to fiscal year 2011.  <b>Data Source:</b> Incidence Reports

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Education</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Cumulative Number of teachers and students who use IPTV's educational services.	385,000	386,845	<p><b>What Occurred:</b> The number of teachers and students reached by IPTV declined slightly by .6% from fiscal year 2010 to fiscal year 2011. According to the survey, Iowa teachers rank IPTV as their most used video source.</p> <p><b>Data Source:</b> Market Data Retrieval Survey, January, 2007</p>
<b>Service, Product or Activity: Educational Telecommunications</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Number of students and school staff served by interactive learning sessions through K-12 Connections annually.	25,000	22,830	<p><b>What Occurred:</b> The number of students served by interactive learning declined by 28% from fiscal year 2010 to fiscal year 2011.</p> <p><b>Data Source:</b> ICN classroom scheduling software</p>
2. Number of K-12 and adult literacy hours distributed in a given year,	1,100	1,965	<p><b>What Occurred:</b> The number of K-12 and adult literacy hours distributed in a given year increased by 28% from fiscal year 2010 to fiscal year 2011.</p> <p><b>Data Source:</b> IPTV programming database</p>

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Resource Management</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Growth rate in net assets, as reported in the audited financial statements	0%	-9%	<b>What Occurred:</b> There was a negative growth rate in IPTV net assets in fiscal year 2011 due to an increase in accumulated depreciation.  <b>Data Source:</b> IPTV financial statements audited by the Auditor of State.
<b>Service, Product or Activity: Public and Governmental Services</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Total newspaper clips in a year	1,800	1,965	<b>What Occurred:</b> The number of press clips IPTV received increased by 7% from fiscal year 2010 to fiscal year 2011.  <b>Data Source:</b> Iowa Press Clipping Bureau
<b>Service, Product or Activity: Administration</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Number of audit comments in Iowa Public Television's audited financial statements	0	0	<b>What Occurred:</b> There were no audit comments in the FY 2011 audited financial statements.  <b>Data Source:</b> IPTV financial statements audited by the Auditor of State

# RESOURCE REALLOCATION

**Strategic Planning:** One of the strategies of the FY 2011 – FY 2014 strategic plan is to increase efforts “on the ground”. Per the strategic plan “Beyond broadcast programming, Iowa Public Television needs to be physically present among the audiences we serve. Whether through coverage of a local symphony, a story time for kids in a small-town library, or a literacy camp for disadvantaged students, our on-the-ground efforts demonstrate our commitment to Iowa and help stand us apart from cable clones and other media wannabes who seek to wear the mantle of public service broadcasting without earning it. This unique local presence is something few others have and is critical to our success.”

**Reallocation of Resources:**

We demonstrate the value of our local service on the ground through library story times, school based workshops, educational conference presentations, participation in community events, and conversations with community groups across the state of Iowa.

IPTV has reached 34,065 people with our “On the Ground” efforts since we began tracking in October, 2010. Dan Wardell’s presentations to children are by far the largest impact with Storytime, and 15,465 attending this summer’s Reading Road Trip at 65 Iowa Libraries alone. Speeches and presentations to community groups continue.

Iowa Public Television Educational Services staff reached an additional 13,566 educators through an extensive series of school-based workshops, educational conference presentations, and other events and activities during FY 2011.

## **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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