Mission Overview

Our mission is to educate, inform, enrich, and inspire Iowans.

Iowa Public Television is Iowa's statewide public broadcasting network. IPTV provides quality, noncommercial programming and educational services 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 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 year, 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, as demonstrated by the increased availability of video and information at www.iptv.org. We demonstrate the value of our local service on the ground through library story times, school visits, participation in community events, and conversations with community groups across the state of Iowa.

More than 2 million viewers a month 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.

Broadcast Programming Overview

The 99 employees of Iowa Public Television – and more than 2 million monthly viewers across the state – know that Iowa Public Television is a unique and important service.

Our programming objectives reflect a wide range of interests for Iowans in all demographic categories. As a service dedicated to quality, IPTV provides the best programs in a variety of genres from a broad cross-section of television’s top producers. Unlike one-genre networks, IPTV doesn’t need to fill our schedule with anything but the best programs available to meet our mission.
Programming for Children and Families
Iowa Public Television takes very seriously our responsibility to provide child-focused and violence-free children’s programs that promote the joy of learning – not products for advertisers. As the steadfast ally of parents and caregivers, programs are produced in close consultation with educators and child-development experts to achieve specific curriculum objectives. Iowa Public Television primarily combines the programs and services of the PBS KIDS brand with local programming to serve Iowa’s children.

More than 260,000 Iowans watch Iowa Public Television’s children’s programming every week, and Iowa families also enjoy the unique opportunities to interact with our service at more than 100 events throughout the state each year.

An important part of our local service to children is centered around the IPTV KIDS Clubhouse host Dan Wardell and his efforts to help kids make healthy choices. On-air Healthy Minutes encourage kids to wash their hands, exercise, pick healthy snacks, and more.

Local Production
IPTV is also proud to broadcast more than 500 hours of local programming each year. Producing programming about who we are, where we live, and what it means to be an Iowan is one of the most important things we do. There is nowhere else in the state where Iowans can see programs that showcase the talent, spirit, and beauty of our state, and where public policy is explained and politicians are called to task.

Iowa Public Television is able to cover the entire state with our digital mobile production unit. The truck has allowed us to provide remote HD coverage of the Iowa State Fair, symphonies, sporting events, and more.

IPTV’s program schedule offers a view of Iowa that is not seen anywhere else.

- Iowa Press is Iowa’s only statewide public affairs television program; now in its 42nd season, featuring political reporters and their guests
- Market to Market covers the $100+ billion business of food, and those issues affecting the 56 million citizens of rural America.
- State Fair Highlights and finals of the State Fair Talent Competition are broadcast nightly for one week during the annual event. Throughout more than three decades it continues to be among IPTV’s most-watched programs
- Iowa’s Simple Pleasures with Dan Kaercher. The founding editor-in-chief of Midwest Living magazine travels Iowa in search of hidden treasures and out-of-the-way places for Iowans to visit and explore.
- High School Coverage. IPTV is proud to showcase the outstanding accomplishments of Iowa high school students by televising their performances. Programs include All-State Music, Terrace Hill Piano Competition, Iowa High School Marching Bands, Iowa Dance and Drill Team Championships

Award-Winning Production
Iowa Public Television was honored with two regional Emmy awards by the Upper Midwest Chapter of the National Television Academy of Arts and Sciences.
Iowans Remember 9/11: 1st place in the Arts/Entertainment division. This one-hour program hosted by Simon Estes commemorates the 10th anniversary of the terrorist attacks in America on September 11, 2001.

Iowa Soldiers Remember Afghanistan: 1st place in the Military Program division. Iowa soldiers recount their experiences and tally the emotional toll – both on the battle field and in coming home.

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**Educational Resources Overview**

“Iowa Public Television has developed creative and innovative methods to help all educators, whether they are in our schools, communities, public libraries or in our homes. They have designed programs and educational games to help us teach our children, because children are always the only future the human race has. We all must teach them well.”

Julie Kwikkel, Principal—Storm Lake Elementary School

Iowa Public Television is recognized as a national leader in the development of educational video and online resources, interactive media, videoconferencing, distance learning and staff development opportunities. According to a recent survey, nearly two-thirds of Iowa teachers take advantage of IPTV’s educational resources.

**Children are Priority One**

Parents know that Iowa Public Television provides the safest and most-trusted children’s programming in Iowa. IPTV provides more than fifteen hours of quality children’s programming each weekday, all of which help teach children a variety of skills including science, reading, and vocabulary. The Kids and Family portion of IPTV’s website brings families access to online videos and new interactives like PBS KIDS Lab, a site built on the belief that every new technology is an opportunity to learn. [http://www.iptv.org/kids/](http://www.iptv.org/kids/)

**Ready To Learn** IPTV conducts activities to help communities effectively use high-quality programs and online PBS resources with low-income children ages two to eight and their families, caregivers, and educators to increase early literacy and mathematics skills. IPTV has installed 52 PBS KIDS Raising Readers Library Corners in public libraries across the state and 43 Ready To Learn Learning Centers in health clinics. An Every Child Reads training module, “Using Educational Media to Reinforce Early Literacy Skills” has been developed and deployed with 80 trainers statewide.

**Classroom Connection**

A significant and growing portion of educational programming is available online through IPTV including educational programs like NOVA, Nature, and History Detectives. Teachers can access videos, lesson plans, and teacher resources through IPTV’s Classroom Connection website. [iptv.org/classroom](http://iptv.org/classroom)

Nearly 1,100 hours of broadcast and/or cable time are dedicated annually to K-12
Classroom series available to Iowa's 42,771 teachers and 507,297 students. Iowa educators rated IPTV as the most trusted source of educational media resources for use in the classroom with 97.9% of survey respondents indicating that they trusted IPTV content in the classroom. http://www.iptv.org/k12catalog/

IPTV provides access to PBS LearningMedia, a digital library that houses thousands of educational resources that include videos designed specifically for the classroom, interactives and lesson plans. Teachers can save the resources, create class pages to share with their students, and find professional development resources to help them improve as educators.

IPTV’s Iowa Pathways website challenges students to explore the people, places, events, and ideas of Iowa history. Students choose topics that interest them as they examine Iowa history, past to present. www.iptv.org/iowapathways

Communications
IPTV shares news and educational resources to more than 2,000 educators through social media channels like Facebook and Twitter. More than 2,200 educators access weekly email newsletters, and 43,000 educators receive quarterly printed newsletters (IPTV Classroom Connection). iptv.org/classroom

Professional Development for Educators
IPTV conducts professional development workshops year-round, in person, and through webinars – each tailored to fit districts' needs. Each year, these sessions help 2,500 educators find high-quality educational resources and effectively use media in the classroom. IPTV also attends conferences and outreach events, which expose over 8,000 educators to IPTV’s educational services. www.iptv.org/education/

PBS TeacherLine
IPTV offers more than 85 PBS TeacherLine courses in areas ranging from reading and language arts, instructional technology, science, mathematics, and instructional strategies. Iowa teachers can earn graduate credit and/or license renewal credit. From 2000-2012, nearly 1,600 educators completed TeacherLine courses and more than 850 childcare providers completed TeacherLine Raising Readers courses. www.iptv.org/teacherline/teacherline.cfm

ICN Sessions
IPTV’s K-12 Connections provides unique opportunities to participate in distance learning and professional development sessions via the Iowa Communications Network (ICN). More than 19,700 educators, school staff and students from 1,038 school buildings used this service the past year. ICN technology allows instructors and learners, physically separated by location, to participate in interactive educational events. www.k12connections.iptv.org

School to Careers
IPTV’s School to Careers connects the worlds of school and work by providing extensive video, Web, and distance learning resources. More than 200 career profiles, a searchable database, interactive discussion board and real workplace challenges for students and teachers are included in the STC website www.careers.iptv.org.
**Adult Learners**

IPTV serves adult learners by airing series that address GED preparation, financial literacy, life skills, and learning English. IPTV also streams *GED Connection* on our Adult Literacy website at [http://www.fastforwardiowa.org/](http://www.fastforwardiowa.org/) for anytime access. And *GED Connection* programs are available free to digital cable customers in Iowa via Mediacom’s on-demand programming. [www.iptv.org/education/adultliteracy](http://www.iptv.org/education/adultliteracy)

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**Community Outreach Overview**

At IPTV, we view our work as something that is more than just television; IPTV is a community resource dedicated to serving everyone through quality television programs, educational services, outreach projects, and involvement in the community. As one of the state’s last locally owned and locally controlled media outlets, we believe it is important to share more about our efforts with an “on-the-ground” movement. IPTV staff travel to each of Iowa’s 99 counties, giving presentations and talking directly with Iowans.

**Total Iowans reached:** 55,750

**IPTV KIDS CLUBHOUSE**

Dan Wardell, popular host of the IPTV KIDS Clubhouse, travels throughout Iowa presenting Reading Road Trip, Storytime, and special events. Dan’s original interactive stories encourage kids to eat healthy foods, read books, use their imaginations and get plenty of exercise. Nearly 37,000 people have attended Dan’s 168 events at local libraries, schools and community centers in 2012.

- **Reading Road Trip:** More than 14,000 children, families, teachers and caregivers have joined Dan Wardell for the Reading Road Trip at 66 Libraries in Iowa during the summer of 2012.
- **Story Time:** Nearly 20,000 children, families, teachers and caregivers have joined Dan Wardell during 94 Story Time events in 2012.
- **Special Events with Dan Wardell:** More than 3,000 Iowans joined Dan as he hosted 13 other special events in 2012.

**IPTV EDUCATIONAL OUTREACH**

IPTV Educational Outreach staff met with nearly 18,000 people at 133 events throughout Iowa in 2012. Subjects included reading/language arts, mathematics, science and technology, social studies, early childhood and preschool education, adult education, and professional development.

**SPEECHES TO CIVIC AND SERVICE GROUPS**

IPTV Communications and Production staff travelled the state telling the story of IPTV, and explaining why public television in Iowa matters more today than ever. We met with 17 local civic or service groups that have regular keynote or educational programs and talked with more than 750 Iowans.