

# 2017 Local Content and Service Report To the Community

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## Mission Overview

*Iowa Public Television educates, informs, enriches and inspires 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 provide quality innovative media and services that educate, inform, enrich and inspire 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 power of digital television. This expansion includes launching IPTV KIDS .2 - a new, additional program channel in high definition. Our digital growth through online services at Iptv.org has been tremendous as our viewers access content on all platforms. We demonstrate the value of our local service on the ground providing educational resources and teacher professional development, through library story times, participation in community events and conversations with community groups across the state of Iowa.

Each day, IPTV broadcasts 76 hours of quality content statewide, across 4 channels. Nearly two million people watch IPTV's broadcast each month for programming that reflects a range of interests for Iowans in all demographic categories. This programming is provided via four programming channels - IPTV (.1), IPTV KIDS (.2), IPTV WORLD (.3) and IPTV Create .4. 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, and Channel 36, Red Oak.

## Broadcast Programming Overview

*The 100 employees of Iowa Public Television – and nearly two 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 and digital content creators.*

### 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.

There is no question that Iowa Public Television's children's programs are of significant value to Iowa families. More than 300,000 children ages two to eleven watch Iowa Public Television's primary channel each month and more than 68,000 kids are now watching us online. IPTV added IPTV KIDS .2 in 2017, devoted entirely to educational children's programming. Iowa families also enjoy the unique opportunities to interact with our service. More than 40,000 Iowans benefited from IPTV's educational resources and services this year.

An important part of our local service to children is centered around the IPTV KIDS Clubhouse hosts. More than 143,000 people have attended Dan Wardell's Reading Road Trip in the last 11 years.

### Local Production

IPTV is also proud to broadcast more than 750 hours of locally produced 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, operas, sporting events and more.

IPTV's programs on air and online offer a view of Iowa that is not seen anywhere else.

- ***Greetings From Iowa*** is a digital first program that features personal, first hand stories of the colorful people, places and experience that make Iowa great.

- **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* and *Iowa State Dance Team Championships and Teen Spotlight*.
  - Iowa Public Television is also proud to be the home for Iowa Girls High School Athletic Union Championships. Live on-air and online coverage included championship Volleyball, Softball, Soccer and Basketball.
- **Iowa Ingredient** explores the farms, restaurants, and ingredients that make Iowa food uniquely Iowan. Host Charity Nebbe takes viewers on a journey to discover flavorful Iowa ingredients. From apples and spinach to rhubarb and herbs, each episode features a single Iowa ingredient and treats viewers to a spectacular trip from the farm to the table.
- **Iowa Outdoors**, produced in partnership with the Iowa Department of Natural Resources, highlights outdoor recreation, environmental issues, conservation initiatives and Iowa's outdoor natural resources.
- **Iowa Press** is Iowa's only statewide public affairs television program. Now in its 46<sup>th</sup> season, it features political reporters and a host of public officials discussing the issues affecting the lives of Iowans.
- **IPTV KIDS Clubhouse** is dedicated to children aged 3 to 11. This weekly series is rooted in education and inspires kids to go outside and play, use their imaginations, read good books and eat healthy foods.
- **Market to Market**, now in its 44<sup>th</sup> season, 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. For more than four decades it continues to be among IPTV's most-watched programs.

### Award-Winning Production

Iowa Public Television was honored with two regional Emmy® awards from the Upper Midwest Chapter of the National Television Academy of Arts and Sciences in 2017:

- **Des Moines Metro Opera Presents Manon** (Arts/Entertainment)
- **Iowa Ingredient: Zucchini** (Lifestyle—Program/Special/Series)

The following were also nominated for regional Emmy® awards in 2017:

- **Greetings From Iowa: The Bobblehead Guy** (Arts/Entertainment—Single Story)
- **IPTV KIDS Clubhouse: Construction Episode** (Children/Teen)
- **Pocahontas Indians & Ellie Ruffridge—2017 Girls Basketball** (Sports—Program Story Outside of News)
- **The Eagles of Decorah** (Documentary—Cultural)
- **Greetings From Iowa—Season 1** (Magazine)

- ***Iowa Outdoors: Abandoned Mines & Council Bluffs Photographer***  
(Lifestyle—Program/Special/Series)
- ***Greetings From Iowa Series Promo 1—Fresh Eyes*** (Promotion:  
Program—Single Spot)
- ***IPTV Show Opens Composite*** (Graphic Arts—Graphics)

Iowa Public Television was honored in 2017 for work in three large market television award categories from the Iowa Broadcast News Association:

Farm and Agribusiness

- Loan Repayment Helps Rural Veterinarians Put Down Roots—1st Place
- Palmer Amaranth Spread to Midwest in CRP Seed—3rd Place

Overall Best Use of Online Media

- Timeless Tractors: The Collectors***—1st Place

Sports Play-By-Play (Over-the-Air)

- 7th Inning Comeback, Pleasant Valley/Johnston Softball—1st Place

## Educational Resources Overview

*“ Continue your work in rural areas of Iowa as it is so beneficial for all of us.”*  
— Storm Lake Elementary Principal

### IPTV Education

It is no surprise that our children are being exposed to technology and digital media at a younger age, therefore we have made it our mission to provide families and educators with content-rich, age appropriate resources and media to make these encounters welcomed learning opportunities.

Iowa Public Television’s Educational Services staff works in communities throughout the state providing educational resources as well as teacher professional development from kindergarten through grade 12. It is our belief that the research-based programs we provide engage children and enhance their learning.

IPTV Education provides free trainings statewide. We work with educators and families to identify the best free resources to meet their needs. We also support STEM festivals, literacy nights, family nights and more by providing sessions or booths.

- More than 14,500 Iowa teachers have registered for IPTV’s PBS LearningMedia digital service connecting students to online PBS video clips and interactive learning experiences.
- IPTV has shared 275 published resources in PBS LearningMedia.
- Iowa Pathways reached nearly 179,000 users through nearly 222,000 website sessions between December 2016 and November 2017. Visitors spent on average 5 minutes on the site per session.
- More than 40,000 Iowans benefited from IPTV’s educational resources and services this year.
- 104 communities in Iowa receive selected services through the Ready for School initiative.

### PBS LEARNINGMEDIA

*“PBS Learning Media is a go-to for lesson planning resources.”*  
— Southeast Valley Middle School Teacher

### For Educators

PBS LearningMedia provides high-quality, trusted digital content and solutions that

inspire students and transform learning. It engages educators and learners at all levels. PBS LearningMedia offers teachers more than 120,000 videos, images, interactives, lesson plans and articles drawn from critically acclaimed PBS programs. Productivity tools enable deeper engagement with content. Every resource we create showcases the subject, grade level and alignment to national and Common Core standards, and is presented within the hierarchies of commonly taught topical areas.

### **For Students**

PBS LearningMedia for Students is a teacher-managed environment that allows students of any age to create their own learning experiences by engaging directly with innovative, curriculum-targeted content. It invites a unique opportunity for students to take control of their own learning. Students can create their own storyboards to demonstrate their mastery of curriculum concepts, bringing their digital projects to life through video, images and text. Self-paced lessons allow students to pause, ask questions and interact with content at their own pace.

### **Professional Development**

Educators can explore an area of interest or meet professional development requirements in a supportive online environment. PBS TeacherLine offers paid, facilitated courses throughout the year in a variety of subjects, self-paced courses to enhance classroom instruction and a variety of training tools to help improve 21st century teaching skills.

### **EARLY CHILDHOOD RESOURCES Birth to Age 8**

Iowa Public Television's Early Childhood site provides information and resources supporting the development of young children. With articles addressing children's development, and support for those caring for young children, IPTV provides access to high-quality educational media resources to those caring for and teaching young children, as well as training to support the use of those resources.

### **READY TO LEARN**

Ready to Learn is an effective children's media program targeted toward America's most at-risk kids, but made available to all families and children. Ready to Learn's high-quality transmedia content is unparalleled in its impact, value and necessity. The math- and literacy-based educational programming created by Ready to Learn provides families with effective, non-commercial content that helps prepare kids for success in school.

### **SCHOOL-AGE RESOURCES**

*"The Water Moves was an excellent program! Lots of learning, not only creativity but working together and problem solving. The staff was WONDERFUL!!"*

— Homeschool Coordinator

Collections of multimedia activities based on particular themes target math, technology, social and emotional learning, engineering and much more. These out-of-school programs deepen children's understanding of content using combinations of online games, video segments, mobile content and hands-on activities.

PBS LearningMedia provides a central destination for educators to access current and relevant content from more than 200 respected public media partners and it offers over 120,000 PreK-12 digital resources.

- Iowa Public Television's Iowa Pathways is an online learning environment that challenges students to create their own story of the state as they explore the people, places, events and ideas of Iowa. This award-winning website helps students choose topics that interest them as they examine relationships among Iowa concepts—past to present.
- **Nature** Online is the award-winning web companion to the broadcast series and is spearheading Nature's distribution to new media platforms. Visitors can stream full episodes of Nature programs, watch behind-the-scenes video exclusives with filmmakers and producers, view program excerpts and find fun interactives and online features.
- **Market to Market** Classroom connects learners with stories about the science, technology, culture and business of agriculture from the nation's longest-running agribusiness television program. Explore the stories and gain a deeper understanding of the people, issues and events that shape agriculture today.
- Developed for use in middle and high school classrooms, **Mission US** engages students in the study of transformational moments in American history. Each mission consists of an interactive game and a set of curriculum materials that are aligned to national standards and feature document-based activities.
- **NOVA** extends its award-winning science reporting both online and in classrooms, producing an extensive list of resources and original content available on pbs.org/nova. In the classroom, NOVA Education tailors digital resources for STEM educators, and offers a free educator library featuring videos, audio segments, lesson plans and interactives, all aligned to teaching standards.
- **American Experience** provides more than 1,500 features from more than 110 **American Experience** websites — including timelines, primary sources, teacher's guides, maps, galleries, interactives, video and more — to find history, civics, and other social studies resources for classroom use.

## READY FOR SCHOOL

The goal of Iowa Public Television's Ready for School initiative is to work with Iowa communities to strengthen the math and literacy skills of children ages two to eight.

This work is focused on serving children from low-income families. IPTV provides access to high-quality educational media resources to families, care providers and educators, as well as training to support the effective use of those resources.

This initiative uses a comprehensive approach to community engagement in new locations in Iowa each year to surround children, parents, care providers and educators with literacy-based content, online games, instructional materials and educational activities to help children increase their school readiness and success. Community partners such as schools, libraries, preschools, Head Starts, faith-based organizations, care providers and health care providers all have the opportunity to collaborate in this effort.

Ready for School utilizes multimedia content and related activities to build upon the work of educational children's programming from PBS such as Peg+Cat, Super WHY!, The Electric Company, Martha Speaks, Odd Squad and The Cat in the Hat Knows a Lot About That! These efforts support learning anytime and anywhere. This work builds from a proven track record of success in the pilot testing of these methods and resources in Storm Lake, Perry and Waterloo that Iowa Public Television has led since 2008. This work has been validated by scientifically-based research funded by the U.S. Department of Education.

### **STEM LEARNING**

IPTV offers opportunities to explore new ideas and new worlds related to science, technology, engineering, and mathematics (STEM) learning through television, online content and interactive STEM activities. IPTV's interactive STEM booths include Discovering Senses, Ecosystems, Stargazing and Ooblick. IPTV Education Staff brings these interactive activity booths to STEM events all around Iowa..

## 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 traveled to each of Iowa's 99 counties, giving presentations and talking directly with Iowans.*

**Total Iowans reached: 79,724**

### IPTV Kids Clubhouse

Dan Wardell, popular host of the IPTV KIDS Clubhouse, travels throughout Iowa presenting the 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. **More than 143,000** people have attended Dan's Reading Road Trip events in the past 11 years.

**2017 Reach: 11,897**

### IPTV EDUCATIONAL OUTREACH

IPTV Educational Outreach staff have reached **more than 46,000** people in 2017. Subjects included reading/language arts, mathematics, science and technology, social studies, early childhood and preschool education, and professional development. The goal of educational outreach is to connect Iowans to the high quality educational media resources from IPTV in support of enhanced learning.

**2017 Reach: 46,433**

### SPECIAL EVENTS AND SPEECHES

IPTV hosts events, often in partnership with community organizations, to premiere upcoming programs and engage our viewers in dialogue surrounding the topics of significance to Iowans. We invite viewers to interact with staff at community events like the Iowa State Fair, during station tours, panel discussions and program screenings. We travel the state telling the story of IPTV, and explaining why public television in Iowa matters more today than ever.

**2017 Reach: 21,394**