

2018 Local Content and Service Report to the Community

Mission Overview

"With its roots in educational television of the 1960s, public television has matured into a diverse marketplace for ideas, cultures, interests, hobbies, and entertainment. It offers an oasis to explore elements of life that uplift and educate. Of course, it is also a place to find great depth into history and the issues that are entangling American culture through its news and documentary programs."

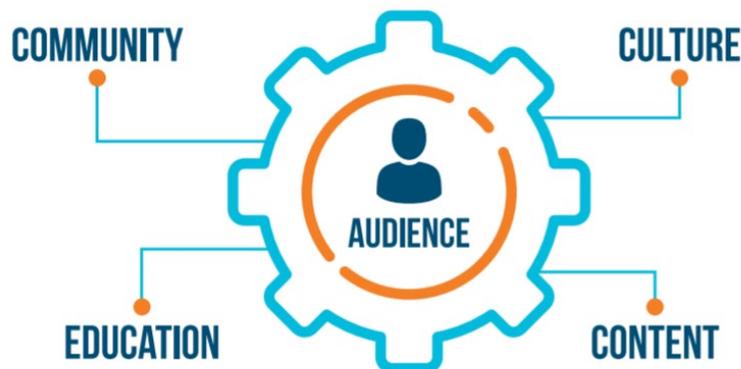
— Selzer & Company, 2018 Statewide Survey Findings

VISION: *Enrich Lives*

MISSION: *Iowa Public Television educates, informs, enriches and inspires Iowans.*

Iowa Public Television is Iowa's only statewide television network, serving Iowans since 1969. Iowa continues to be at the heart of Iowa Public Television as the network celebrates 50 years of service. IPTV offers Iowans a partner in their quest for community and lifelong learning by engaging people of all ages with trusted services and programming that both educate and inspire. A statewide hub for public policy and a platform for civic and civil discourse, IPTV provides news and information with historical perspective that enhances the lives of Iowans from all backgrounds, all generations and all walks of life. IPTV is committed to delivering high-quality and innovative media and services that create insight, fulfillment and growth while offering companionship, comfort and entertainment. Iowa Public Television provides the lens through which Iowans may better see their world.

Iowa Public Television's new strategic plan is organized around four pillars supported by a central focus: the Iowa Public Television audience. The plan emphasizes data-driven decisions to successfully serve the audience.



Each day, IPTV broadcasts 96 hours of quality content statewide across four channels. Two million people watch IPTV programming each month via broadcast, streaming and social media. Iowa Public Television distributes its four channels – IPTV (.1), IPTV KIDS (.2), IPTV WORLD (.3) and IPTV CREATE.4 – to Iowans via the following stations: 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 and Online Programming Overview

"The boys have learned a huge variety of skills and language: how to stay calm when you get mad; how to make a friend; say I'm sorry; or ask for help. IPTV opened their world and helped them find the phrases they need and learn the ways to help them interact with me and the world."

—Waukee, IA mother of two special needs sons

The 95 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.

IPTV's 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 and delivers them across audience-appropriate platforms.

Programming for Children and Families

Iowa Public Television takes very seriously its 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 340,000 children ages 2 to 11 watch Iowa Public Television's primary channel each month and 73,000 Iowa kids watch PBS Kids online each month. IPTV added IPTV KIDS .2 in 2017, devoted entirely to educational children's programming. IPTV KIDS .2 is also live streamed 24 hours a day and 7 days a week on Iptv.org.

Iowa families also enjoy the unique opportunities to interact with our service. More than 86,000 lifelong learners attended IPTV events last year.

An important part of IPTV's local service to children is centered around the **KIDS Clubhouse Adventures** hosts. Approximately 146,700 people have attended Dan Wardell's Reading Road Trip since it began in 2006.

Local Production

Producing programming about who we are, where we live and what it means to be an Iowan is one of the most important things IPTV does. More than 940 broadcast hours were devoted to locally produced programs last year. 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.

Iowa Public Television is able to cover the entire state with its digital mobile production unit. The truck has allowed IPTV 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 not seen anywhere else.

- **Greetings From Iowa** is a digital first program that features personal, firsthand stories of the interesting people, places and experiences 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, 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. IPTV Sports' live on-air and online coverage includes 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. It features political reporters and a host of public officials discussing the issues affecting the lives of Iowans, as it has since 1971.
- **KIDS Clubhouse Adventures** 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** covers the \$100+ billion business of food and those issues affecting the 56 million citizens of rural America, as it has since 1975.
- **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

IPTV's exceptional work has earned 14 Regional Emmy® awards since 2010.

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 2018:

- ***Des Moines Metro Opera Presents Billy Budd*** (Arts/Entertainment)
- ***IPTV KIDS Clubhouse: Water Episode*** (Children/Teen)

IPTV received seven other nominations for regional Emmy® awards in 2018:

- ***Greetings From Iowa: Hot Air Balloon Racing*** (Arts/Entertainment—Single Story)
- ***Dracula: A Performance by Ballet Quad Cities*** (Arts/Entertainment—Program)
- ***George Washington Carver: An Uncommon Life*** (Documentary—Historical)
- ***Greetings From Iowa***—Series, Season 2 (Magazine)
- ***Iowa Outdoors: Driftless Area Flyathon*** (Lifestyle—Feature/Segment/Series)
- ***Iowa Ingredient: Peaches Episode*** (Lifestyle—Program/Special)
- **Iowa Public Television Show Opens** (Graphic Arts—Graphics)

Online

- Viewers watched more than **36 Million Minutes** of IPTV video on YouTube last year.
- IPTV.org received more than **1 Million Visits** last year.
- IPTV's Facebook and Twitter have a combined reach of more than **15 Million**.

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 children are being exposed to technology and digital media at a younger age, therefore IPTV has made it the organization’s 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. IPTV Education believes that the research-based programs it provides engage children and enhance their learning.

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

- 11,000 Iowans were trained in the past year through IPTV Education Services and events.
- IPTV Education reached more than 15,600 Iowans at STEM events in the past year.
- More than 18,000 Iowans are registered for PBS LearningMedia.
- IPTV has shared 308 published resources in PBS LearningMedia.
- Nearly 29,000 Iowans benefited from IPTV’s educational resources and services at 272 events in the past year.

PBS Learning Media

“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 created 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.

- 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.

- **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. Visitors can 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. The Educator's Guide includes primary source documents that show the broader social, political and economic context of events and perspectives featured in the game.

PBS LearningMedia provides a central destination for educators to access current and relevant content from more than 200 respected public media partners. Here are three examples based on PBS broadcast programs.

- **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.
- **NOVA** extends its award-winning science reporting both online and in classrooms, producing an extensive list of resources and original content—including short-form videos, science and education blogs—available on pbs.org/nova. These include **NOVA Next**, **NOVA's** award-winning digital publication featuring in-depth articles and commentaries from some of the most respected journalists, scientists and engineers; and **NOVA Labs**, a groundbreaking new digital platform where citizen scientists can actively participate in the scientific process by visualizing, analyzing, and sharing the same data that scientists use during real-world investigations—from predicting solar storms and designing renewable energy systems to learning cybersecurity strategies. 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 2 to 8. This work is focused on serving children from low-income families. 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 Start programs, 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 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

IPTV views its 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, IPTV believes 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: 67,499

Kids Clubhouse Adventures

Dan Wardell, popular host of *KIDS Clubhouse Adventures*, travels throughout Iowa presenting the Reading Road Trip, story times 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 146,700** people have attended Dan's Reading Road Trip since 2006.

2018 Reach: 11,119

IPTV Educational Outreach

IPTV Educational Outreach staff have reached more than 28,000 people in 2018. 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.

2018 Reach: 28,334

Special Events and Speeches

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

2018 Reach: 28,046

Conclusion

IPTV's next 50 years promise opportunities to better serve the educational, informational and inspirational needs of Iowans, guided by a strategic plan that puts the audience first. By building upon the case for ongoing public and philanthropic support; by developing new partnerships with like-minded organizations to broaden impact; and by driving IPTV as a true public/private partnership; the network plans to leverage its noncommercial, public-service mission to multiply its impact for communities and for the state. Yesterday, Today, Tomorrow... Together.