



Performance Report

Performance Results Achieved for Fiscal Year 2018

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Introduction

I am pleased to present Iowa Public Television's (IPTV) performance report for fiscal year 2018 (July 1, 2017– June 30, 2018). This report contains information about the services IPTV 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 IPTV is achieving its strategic plan goals. The report also contains performance information on IPTV's primary activities, services, and products.

IPTV provides quality, noncommercial programming to make a difference in the lives of Iowans. Our mission to educate, inform, enrich, and inspire 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. We present an unequalled array of programs of lasting value to Iowans, regardless of where they live or what they can afford.

Two million viewers turn to IPTV each month for programming that reflects a range of interests for Iowans across all demographic categories. This programming is provided to Iowans via four programming channels during FY2018 – IPTV (.1), IPTV KIDS (.2), IPTV WORLD (.3), and IPTV CREATE (.4). IPTV stations distributing these channels 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.

During FY2018, IPTV continued its focus on creating and providing locally-produced and locally-focused, enlightening and entertaining programming and educational content that appeals to its customers.

The National Academy of Television Arts and Sciences – Upper Midwest Chapter recently awarded IPTV staff with two Regional Emmy® Awards for ***Des Moines Metro Opera Presents Billy Budd***, set in 1797 during the Napoleonic Wars, Billy Budd transforms a British man-o-war into a floating world with no escape from the clash of men's virtues and the cost of human error; and ***IPTV Kids Clubhouse: Water Episode***, where co-hosts Dan Wardell and Abby Brown visit with kids to learn about the science of water, such as hydration and the water cycle. These recent awards bring the total number of Emmys IPTV has earned for its locally produced programming to 14 since 2010.

IPTV 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 11). In the past year, visitors to IPTV's YouTube channel watched more than 36 million minutes of video programming.

Iowa Public Television has provided 173 Ready for School Library corners located in communities across Iowa. Library Corners are part of our Ready for School Initiative which uses a comprehensive approach to community engagement in new communities in Iowa each year. Library Corners give children the opportunity to strengthen their literacy skills through fun and engaging multimedia platforms ranging from self-directed worksheets, online reading and math games, online videos, and librarian – or parent-led activities using media clips from a broad selection of the PBS KIDS shows. The initiative's goal is to surround children, parents, care providers and educators with literacy-based content, online games, instructional materials and education activities to help children increase their school readiness and success.

IPTV now has more than 18,000 registered PBS LearningMedia users in Iowa. PBS is America's number one source for educational media for students and educators and PBS LearningMedia is rapidly becoming the choice for 21st-century educators as they look for innovative digital content to ignite learning. Expressly designed for educators, this free service brings together the best of public media digital content from award-winning programs.

IPTV met or exceeded its performance target in nine of the ten performance plan measures presented on pages 13 through 15. 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,

Molly M. Phillips
Executive Director and General Manager
Iowa Public Television

Network Overview

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

Vision: Iowa Public Television enriches lives.

Purpose: Iowa is at the heart of Iowa Public Television. 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.

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

- 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.

IPTV strives to 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 Public Television provides Iowa's youngest residents – and their parents and teachers, grandparents and caregivers – with trusted quality children's services that educate and entertain, encouraging them to be part of a broader community. We engage learners with interactive educational tools through their early childhood programs, schools, and teachers, taking them on trips that enhance learning.

Iowans turn to Iowa Public Television as a preferred source for information about the state we call home. Through interactive Internet, 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 look to us as their partner in their quest for community and lifelong learning.

IPTV strives to be a key source of information about Iowa, a hub for civic and civil discourse, a center for community engagement, and a leader in Iowa's future.

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 engagement and other media services.

2. With educational 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 receive our stations' content with a clear, clean signal, a variety of available content and 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 digital broadcast, cable and satellite providers, as well as IPTV Passport, lptv.org, pbs.org, and a variety of social media platforms, including: Facebook, YouTube, and Instagram. Services to educational customers are provided through broadcast airwaves, the Iowa Area Education Agencies, the Iowa Communications Network and the Internet and social media, including: Facebook, Instagram, and Pinterest.

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 hires the Executive Director/ General Manager of IPTV.

The Iowa Public Television Foundation (IPTV Foundation) exists to foster giving to Iowa Public Television. The IPTV Foundation Board is comprised of as many as twenty-four (24) members. This Board shall include representation from several geographic areas of the State of Iowa. The Board members are approved by both the IPTV Foundation Board and the Iowa Public Broadcasting Board.

Staff: IPTV employs 96 full-time staff. An additional staff of 17 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, and field production equipment. A satellite farm is also located on the seven and one-half acres of ground in Johnston. IPTV owns a second building in Johnston for additional IPTV and Foundation staff.

Budget: IPTV had a \$16,000,000 annual operating budget in FY 2018, of which state appropriations were approximately 47%.

Key Results

CORE FUNCTION

Name: Public Broadcast and Media Services

Description: Acquisition and scheduling of television programs that educate, inform, enrich and inspire two million viewers a month across the state; Production of 944 broadcast hours of local content this past fiscal 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 ongoing viewer engagement project that includes dialogues with viewers across the state. IPTV is working with 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.

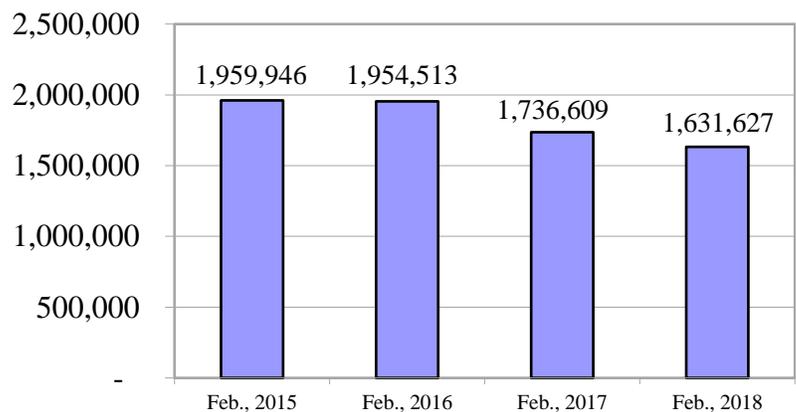
Performance Target:

1,500,000

Data Sources:

Nielsen ratings for February as compiled by Trac Media.

Iowa Public Television Viewers per Month



Data reliability: Nielsen ratings remain the industry standard, regardless of debate about their accuracy in a fast changing digital media industry. For example, Nielsen do not measure television usage in institutions such as preschools, daycares, and K-12 schools. Nielsen also does not currently measure digital video streaming services such as Roku or, Apple TV, which include access to public television programming. These streaming services show dramatic growth both locally and nationally, particularly among younger viewers. This theoretically results in lower and incomplete results measurement for IPTV. IPTV will seek to add new user measurement tools as they become available to broadcasters.

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 lowans 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 was above the performance goal.

Analysis of results: Iowa Public Television's KDIN (channel 11) in the Des Moines-Ames market is among the most-watched public television stations in the country, according to Nielsen Media Research and TRAC Media Services. Due to budget constraints, Iowa Public Television only measures audience numbers in the network's largest viewing area, the Des Moines-Ames market. Iowa Public Television analyses have shown that the results for KDIN are typically similar statewide.

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. Viewers are watching IPTV on other devices besides television.

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 resources and programming for distribution online and through streaming devices. The resources in most cases are tied to the broadcast services provided to preschoolers, K-12 students, adult learners, and the general audience. There is also “digital first” content developed 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 digital content on our website and via social media; we make broadcast shows available in live streams, full form and in easily viewed clips, along with digital-only clips that support our broadcast content. We also stream as many full-length programs as possible through mobile apps and OTT devices.

Results

Performance Measure:

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

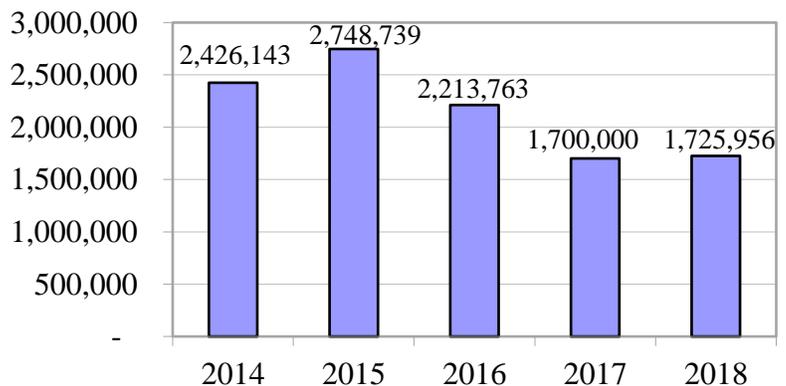
Performance Target:

1,750,000

Data Sources:

Google Analytics

Total Web Visits to IPTV's Internet Pages



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 Google Analytics “uses a first-party cookie and JavaScript code to collect information about visitors”. Therefore, IPTV reports the number of individuals actually visiting IPTV web sites. Visits from large automated programs are not included in the reported totals.

What was achieved: The number of web visits to IPTV’s web sites totaled 1,725,956 in fiscal year 2018. This was slightly below the target of 1,750,000 web site visits. This is a slight increase from fiscal year 2017.

Analysis of results: This performance measure is measuring our web results only. However, we are seeing a large growth/shift to OTT and social media traffic.

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: Digital content staff are funded with state appropriations and the Community Services Grant from the Corporation for Public Broadcasting.

Network Performance Plan Results

FY 2018

Name of Network: Iowa Public Television			
Network Mission: To educate, inform, enrich, and inspire Iowans.			
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.	300,000	340,646	What Occurred: The number of children ages 2-11 watching IPTV increased from 2017. Data Source: Nielsen Station Index as compiled by TRAC Media February, 2018, and February, 2017
2. Individuals and families who support IPTV's service through their membership in Friends of IPTV	55,000	56,073	What Occurred: Membership had a slight decrease (0.03%) from FY 2017. 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	450	944	What Occurred: The number of total local production hours broadcast increased by 26% from the previous fiscal year. Data Source: Iowa Public Television's programming database.
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.	99%	99.98%	What Occurred: The percentage of time transmitters were on the air exceeded the goal. Data Source: Incidence Reports

Name of Network: Iowa Public Television			
Network Mission: To educate, inform, enrich, and inspire Iowans.			
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.	340,000	357,261	<p>What Occurred: The number of teachers and students reached by IPTV increased slightly from the prior year. Iowa teachers rank IPTV as their most used video source.</p> <p>Data Source: FY 2015 survey of teachers and 2017 Condition of Education Report</p>
Service, Product or Activity: Educational Telecommunications			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Number of registered users of PBS LearningMedia.	16,500	17,853	<p>What Occurred: The number of registered users of PBS LearningMedia increased 15% from FY 2017 to FY 2018.</p> <p>Data Source: PBS LearningMedia</p>
2. Number of educators reached through in-service presentation and conferences.	20,000	24,800	<p>What Occurred: The number of educators reached doubled from the previous fiscal year.</p> <p>Data Source: IPTV Educational Services records.</p>

Name of Network: Iowa Public Television			
Network Mission: To educate, inform, enrich, and inspire Iowans.			
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%	-2%	What Occurred: There was a negative growth rate in IPTV net assets in fiscal year 2017. 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	1,189	What Occurred: The number of press clips IPTV received decreased slightly from the previous fiscal year. 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 zero audit comments in the FY 2017 audited financial statements. Data Source: IPTV financial statements audited by the Auditor of State

Resource Reallocation

Iowa Public Television is now in year three of a network wide strategic planning effort to prepare IPTV for the future. The strategic planning process began in FY2016 with a network wide discussion led by Juan Sepulveda, Senior VP of Stations Services for PBS and Toby Chaudhuri, VP of Strategic Communications and National Partnerships for PBS. Broadcasting board members and Foundation Board members were involved in the strategic planning, as well as a majority of the network staff. Early discussions centered on financial, competitor, and trend analyses as well as reviews of IPTV's business model, identity statement and competitive advantages. A lead thinking group was organized, and continues to review activity at all levels of the plan. The group is using the book, *The Nonprofit Strategy Revolution* by David La Piana as a resource, as well as contacts within PBS.

During FY2018, ongoing committees consisting of staff from all divisions and the IPTV Foundation continued to organize and help guide the development and implementation of strategies and tactics to advance the organization's mission and resolve the nine big questions initially selected for committee review. By the end of the fiscal year, a draft strategic plan was in the final stages of review.

The strategic planning effort remains an ongoing process that will help IPTV recognize and take advantage of opportunities in the future. IPTV resources will be reallocated based upon the strategies and tactics identified during the strategic planning effort.

Network Contacts

Copies of Iowa Public Television's Performance Report are available on the IPTV website at Iptv.org. Copies of Iowa Public Television's Performance Report can also be obtained by contacting Michelle Wendel at 515-725-9828.

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