

**RENEWING THE PROMISE**  
**IOWA PUBLIC TELEVISION'S INITIATIVES FOR IOWA**  
**2008 to 2010**

**Promises Made/Promises Kept**

**What We Said We'd Do and What We Did**

**Deliver the digital promise**

Complete the digital transition

- Statewide digital coverage complete with 9 transmitters fully operational
- Digital high-definition studio complete by August, 2008
- Digital network control complete by October, 2008
- Digital high-definition mobile unit with digital uplink deployed by August, 2008

Launch Intelligent Talk Television

Pilot successful

- Relationships formed with a dozen colleges and universities and other learning organizations
- Will incorporate within IPTV's permanent DTV offerings

Launch multicast programming services

- IPTV HD and 2 SD services launched; funding secured for permanent schedule, fall/winter 2008

Increase online delivery of digital content

- Over 2,000 full-length programs and clips available at [iptv.org](http://iptv.org)

**Develop new current affairs series**

- The Iowa Journal launched October, 2007

**Launch capital campaign**

- Leadership team assembled; Campaign Cabinet set
- Case for support complete
- Board and staff campaigns concluded

**Strengthen Iowa Public Television's relationships throughout the state**

On the air

More than 1.4 M viewers/week

- Up from 1M/week

More than 340,000 children's program viewers/week

- Up 23% from 2006

600 hours of IPTV-produced programming

Increased focus on Quad Cities, Sioux City

- The Iowa Journal
- Presidential debates

- Special musical events
- More than 70,000 members of Friends of Iowa Public Television
- Up from 66,000

#### Online

- More than 1.3 M yearly visitors to iptv.org
- 40,000 students attending IPTV's K-12 Connections ICN sessions

#### In person

124 public awareness and engagement sessions scheduled, Summer, 2008

- Iowa DTV Answers sessions scheduled in 61 communities as of 6/9/08
- Reading Road Trip in over 60 communities, 15,000 estimated participants
- 920 Ready To Learn, First Book, and Raising Readers workshops conducted 2007-2008
- 11,000 books to be given away at Iowa State Fair; 10,000 given through IPTV Ready to Learn and Raising Readers initiatives

### **What We'll Do In The Years Ahead**

#### **Ensure that IPTV's digital services are available to, and utilized by, all Iowans**

Complete transition to permanent digital multicast channel program schedules

- IPTV .1 IPTV Primary Service, HD
- IPTV .2 IPTV Kids/Lifelong Learning SD
- IPTV .3 IPTV Create/World/Intelligent Talk SD

Expand digital awareness and education campaign in advance of February 2009 analog shutoff; post-shutoff, sharpen focus to assist adversely affected populations

#### Campaign themes

- Phase 1, pre-transition: Converter box coupons
- Phase 2, pre-transition: Converter box installation
- Phase 3, post-transition: Problem solving

#### Partner organizations

- TV shops
- " Iowa-based retail organizations
  - Transition information distributed on flyers, bags, cups, etc...
- Science Center
- Children's Museum
- Libraries
- AEAs

Complete transmission facilities

- Translators
- Back-up transmitters (from analog)
- Generators

Ensure that IPTV HD and SD digital channels are available to cable and satellite subscribers throughout Iowa

- Contact all cable and satellite providers to ensure they honor NCTA and other relevant agreements; negotiate placement for IPTV digital multicast offerings

- Implement plan for digital video archive

### **Expand and Strengthen IPTV's Relationships Throughout Iowa - On the Air, On Line, In Person**

Develop baseline level of local programming that responds to research-identified ascertained needs, reflects regional interests, and is fundable within the ongoing budget. Programming beyond the baseline funded by grants or partnerships

- Grow Lifelong Learning/Lifestyle program strand  
Continue the major digital broadcasting initiatives launched 2006-2008
  - Intelligent Talk Television
    - Incorporate within operating budget as part of ongoing IPTV digital service
  - The Iowa Journal  
Connecting Iowa
    - Ensure that at least six major Iowa-focused specials are included in baseline production plans each year
- Utilize new mobile unit to originate production with corresponding public engagement events in "four corners" regions of the state

Increase the value of IPTV and its services by increasing their use and strengthening their engagement with general and target audiences.

Develop major children's programming and viewer engagement initiative using multi-disciplinary team that crosses divisional boundaries

On the air, Online, In Person

Cornerstone of children's efforts: IPTV Kids' Clubhouse with Dan Wardell and the PBS Children's Health Initiative

- Create additional Iowa-based broadcast and online programming material to complement PBS efforts

- Increase partnerships with strategically important children's and family organizations

Use IPTV online services to increase engagement in communities and in classrooms

#### Community engagement

Create outreach and engagement plan aimed at creating "trusted space" for communities of common interests around key IPTV programs and providing a home for user generated content

- Children's programming
- Lifelong Learning/Lifestyle programming
- Use PBS Engage, the new service from PBS designed to enable community creation at the local level
- Content delivery mechanism
- Utilize iptv.org as major communications tool for IPTV's organizational goals and to promote organizational transparency

#### Educational Media

- Expand development of learning modules for online delivery and use in PBS's Education Digital Content Asset Repository

- Increase the use of IPTV media by educators and their students
- Assess and determine feasibility of regional bureaus, 2008-10
- Set stage for new strategic initiative planning in 2009

### How We'll Do It

#### **Work smarter**

- Contain costs
- Establish comprehensive project management procedure for all elements of production
- Create Content Committee to guide overall network content strategy
- Broaden research reach and regularly evaluate results for incorporation into IPTV ongoing activities and the development of new initiatives`

#### **Speak louder and more often**

- Build promotion campaigns on geographical interests and affinities of audiences

Expand special events and event marketing campaign

Based on IPTV key programmatic targets

- Children's programming
- Lifelong Learning/Lifestyle

- Lessons from the "experience economy"
- Continue member and nonmember events (donor recognition events, ticketed events, and meet-and-greet events) statewide, with focus on target areas, 2008-10
- Strengthen IPTV internal communications

**Secure revenues sufficient to support activities**

- Complete \$8.5M Capital Campaign
- Increase annual Foundation giving
- Secure sufficient funding in annual State appropriations to meet Iowa Public Television's operational needs
- Sustain or increase federal support for public broadcasting's ongoing needs nationally
- Increase funding for special projects