



## **Performance Report**

# **Performance Results Achieved for Fiscal Year 2019**

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## Introduction

I am pleased to present Iowa Public Television's (IPTV) performance report for fiscal year 2019 (July 1, 2018– June 30, 2019). 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 is 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.

Iowa Public Television broadcasts more than a thousand hours of high quality, locally produced programming that reflects a range of interests for Iowans across all demographic categories. This programming is provided to Iowans 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: KDIN Channel 11, Des Moines; KIIN Channel 12, Iowa City; KTIN Channel 25, Fort Dodge; KYIN Channel 18, Mason City; KSIN Channel 28, Sioux City; KRIN Channel 35, Waterloo; KBIN Channel 33, Council Bluffs; KQIN Channel 34, Davenport; KHIN Channel 35, Red Oak. Locally produced programs and a 24/7 livestream of IPTV KIDS.2 are also viewed at [Iptv.org](http://Iptv.org).

During FY2019, 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 four Regional Emmy® Awards. Two awards went to ***Greetings From Iowa*** for the segments of ***Greetings From Iowa: Sikh in the Spotlight*** and ***Greetings From Iowa: The Oakdale Community Choir***. KIDS Clubhouse Adventures won for the episode ***KIDS Clubhouse Adventures: Sound***. In this episode Dan and DanBot apply to be professors at the National Sound Effects Institute. Abby and friends play a game of musical hula hoops. Kids illustrate what their imaginations see as they listen to music. The interstitial ***Great American Read: Miniature Books***, took home top place in the Interstitial category. These recent awards bring the total number of Emmys IPTV has earned for its locally produced programming to 18 since 2010.

IPTV continues to expand 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 7.1 million minutes of video programming.

Iowa Public Television has provided 270 Ready for School STEM backpacks to over 90 community libraries across Iowa. The backpacks are given to libraries to be checked out to area families. STEM backpacks are part of our Ready for School Initiative which uses a comprehensive approach to community engagement in new communities in Iowa each year. STEM backpacks give children the opportunity to strengthen their science, math and engineering skills through fun and engaging activities, books and PBS videos that encourage family collaborative learning. The initiative’s goal is to surround children, parents, care providers and educators with literacy-based content and educational activities to help children increase their school readiness and encourage family engagement.

IPTV now has more than 19,500 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 21<sup>st</sup>-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 seven of the nine performance plan measures presented on pages 13 through 15. There are an additional two measures that were added in FY 2019, therefore this is the first year data is reported on the measures. 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, IPTV.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, 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 92 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 three 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 \$17,000,000 annual operating budget in FY 2019, of which state appropriations were approximately 45%.



## Key Results

### SERVICE/PRODUCTS/ACTIVITIES

**Name:** Programming and Production, Local Production

**Description:** The acquisition, production and scheduling of local programs that educate, inform, enrich and inspire viewers each month across the state of Iowa, resulting in 1,058 broadcast hours of local programs covering Iowa issues and events this past fiscal year.

**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 by its commitment of service to Iowans. IPTV local programs are the embodiment of that commitment.

**What we're doing to achieve results:** IPTV provides its Production staff with new technology and training opportunities to help them produce high-quality programming more efficiently. IPTV formed an internal Audience Research & Tracking Committee to help IPTV determine the local topics of greatest value to Iowans using available data, data tracking practices and measures of success. IPTV is also working closely with Iowa’s diverse community of independent filmmakers to support them in producing locally relevant programming for broadcast on IPTV.

## Results

### Performance Measure:

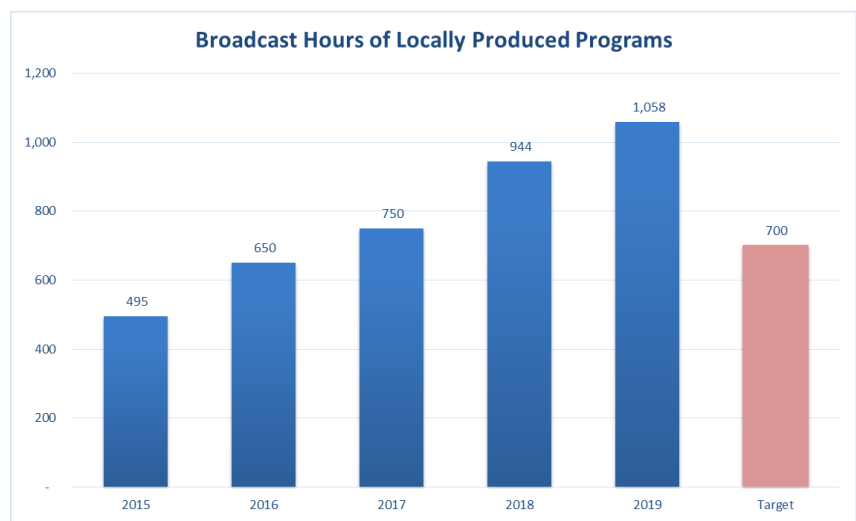
Total number of broadcast hours of local programs covering Iowa issues and events broadcast over-the-air on IPTV’s four channels.

### Performance Target:

700

### Data Sources:

Myers ProTrack data management software.



**Data reliability:** Every second (24/7/365) of programming IPTV broadcasts over-the-air on its four broadcast channels is scheduled using Myers ProTrack data management software. IPTV notes the source of each program scheduled for broadcast in ProTrack. ProTrack can easily distinguish local programs by source. The 1,058 broadcast hours of local programming total is derived from four reports – one for each of IPTV’s broadcast channels – generated by ProTrack. The information is 100% accurate, with the only margin of error existing in the hand-calculation of the grand total from the four subtotals.

**Why we are using this measure:** While 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, increasing the amount of local programs each year has been imperative. In an ever-expanding media landscape that gives lowans unlimited content choices, furthering IPTV’s mission relies on its ability to connect on a local level. IPTV’s local programs offer a unique choice to lowans. Volume (in broadcast hours) is a relevant and significant measure – each local program is yet another opportunity to deepen IPTV’s connection with lowans.

**What was achieved:** The number of broadcast hours of local programming was above the performance goal.

**Analysis of results:** As lowans continue to engage with IPTV online in greater (and greater) numbers, IPTV will need to focus more of its resources on producing digital-only content. 1,058 broadcast hours of local programming is a record for IPTV, but may also prove to be an apex, as IPTV begins to produce more local content for online platforms to address viewing habits and meet demand.

**Factors affecting results:** While the increase in the number of broadcast hours of local programming broadcast over-the-air on IPTV’s four channels is significant, it does not take into consideration the number of hours of locally produced digital-only content streamed and posted on IPTV’s online platforms of distribution.

**Resources used:** These activities are funded with contributions made to the Iowa Public Television Foundation and with state appropriations.

## Key Results

### SERVICE/PRODUCTS/ACTIVITIES

**Name:** Emerging Media, YouTube Video Views

**Description:** IPTV develops educational resources and programming for distribution online and through streaming devices. IPTV distributes both long- and short-form content on YouTube, one of the biggest platforms for on-demand video online, including content originally intended for broadcast and digital-only content.

**Why we are doing this:** Our audience is constantly expanding the platforms where they watch video, and being able to watch content on demand (versus the appointment viewing of broadcast) is quickly becoming an expectation for our viewers. Learners of all ages also benefit from having access to short-form video, and we can further fulfill our mission through smaller segments available on platforms where users expect them.

**What we're doing to achieve results:** YouTube is one of our primary platforms for distributing on-demand video, but certainly not the only one. Where rights allow, all full-length programs, clipped segments from full shows, and online only, digital short-form videos are uploaded to YouTube (among other platforms) through station and show-specific channels intended to maximize loyal subscribers. Our YouTube uploads are optimized for SEO to make them more likely to be discovered by YouTube users not subscribing to our channels.

### Results

**Performance Measure:**

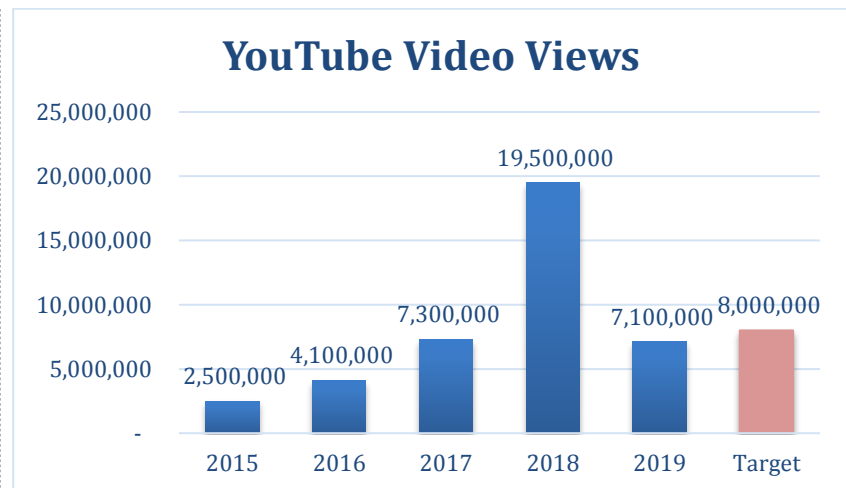
Number of YouTube video views

**Performance Target:**

8,000,000

**Data Sources:**

YouTube Analytics



**Data reliability:** The software utilized was developed to track the information reported.

**Why we are using this measure:** YouTube is one of our most established digital platforms for watching on demand video with us, and one of our only platforms that features both short and long form content. The particular measure we are using, video views, is the most straight-forward data we can collect for the platform that quickly showcases how our content is being received by our online audience.

**What was achieved:** The number of YouTube video views was 7.1 million, which was a noted drop from FY18 (19.5 million) but that year saw a large number of our videos go “viral” and create an anomaly among our YouTube data.

**Analysis of results:** FY19 results were well over our average from recent years when taking out FY18, which was an unexpected (albeit pleasant) result due to factors somewhat outside of our control.

**Factors affecting results:** Content continues to be made available across more platforms online, including but not limited to Facebook, Instagram, and the PBS Video app. We see continued growth on all these platforms, as well as YouTube. A large percentage of our video views come from non-subscribers who are discovering our content over time. As our YouTube channels continue to mature and add content, our video views continue to climb.

**Resources used:** Emerging Media staff are funded with state appropriations and the Community Services Grant from the Corporation for Public Broadcasting.

**Network Performance Plan Results  
FY 2019**

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Public Broadcast and Media Services</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Monthly percent average of households in the viewing area* watching IPTV  *Nielsen data for KDIN (does not include sub channels)	43%	43%	<b>What Occurred:</b> This is the first year of calculating this performance measure.  <b>Data Source:</b> Nielsen Station Index as compiled by TRAC Media between June 2018 and May 2019
2. Monthly percent average of Kids 2-11* watching IPTV .1 daytime programming.  * Nielsen data for KDIN (does not include sub channels)	30%	30%	<b>What Occurred:</b> This is the first year of calculating this performance measure.  <b>Data Source:</b> Nielsen Station Index as compiled by TRAC Media between June 2018 and May 2019
3. Individuals and families who support IPTV's service through their membership in Friends of IPTV	55,000	53,338	<b>What Occurred:</b> Membership had a slight decrease (4.8%) from FY 2018.  <b>Data Source:</b> IPTV Foundation membership database
<b>Service, Product or Activity: Programming and Production</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Total local production hours broadcast	450	1,058	<b>What Occurred:</b> The number of total local production hours broadcast increased by 12% from FY 2018.  <b>Data Source:</b> Iowa Public Television's programming database.
<b>Service, Product or Activity: Content Distribution, Delivery, and Support</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Percentage of time transmitters are on-air.	99%	99.64%	<b>What Occurred:</b> The percentage of time transmitters were on the air exceeded the goal.  <b>Data Source:</b> Incidence Reports

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Education</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Cumulative Number of teachers and students who use IPTV's educational services.	340,000	359,930	<p><b>What Occurred:</b> 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><b>Data Source:</b> FY 2015 survey of teachers and 2018 Condition of Education Report</p>
<b>Service, Product or Activity: Educational Telecommunications</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Number of registered users of PBS LearningMedia.	16,500	19,613	<p><b>What Occurred:</b> The number of registered users of PBS LearningMedia increased 9.9% from FY 2018.</p> <p><b>Data Source:</b> PBS LearningMedia</p>
2. Number of educators reached through in-service presentation and conferences.	20,000	21,737	<p><b>What Occurred:</b> The number of educators reached exceed the goal.</p> <p><b>Data Source:</b> IPTV Educational Services records.</p>

<b>Name of Network: Iowa Public Television</b>			
<b>Network Mission: To educate, inform, enrich, and inspire Iowans.</b>			
<b>Core Function: Resource Management</b>			
<b>Performance Measure (Outcome)</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Growth rate in net assets, as reported in the audited financial statements	0%	-3.46%	<b>What Occurred:</b> There was a negative growth rate in IPTV net assets in fiscal year 2018.  <b>Data Source:</b> IPTV financial statements audited by the Auditor of State.
<b>Service, Product or Activity: Public and Governmental Services</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Total newspaper clips in a year	1,000	1,125	<b>What Occurred:</b> The number of press clips IPTV received decreased slightly from the previous fiscal year.  <b>Data Source:</b> Iowa Press Clipping Bureau
<b>Service, Product or Activity: Administration</b>			
<b>Performance Measure</b>	<b>Performance Target</b>	<b>Performance Actual</b>	<b>Performance Comments &amp; Analysis</b>
1. Number of audit comments in Iowa Public Television's audited financial statements	0	0	<b>What Occurred:</b> There were zero audit comments in the FY 2018 audited financial statements.  <b>Data Source:</b> IPTV financial statements audited by the Auditor of State

## Resource Reallocation

During FY 2018, Iowa Public Television completed a three year 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 FY2019, the network strategic plan was completed and presented to all network and foundation staff, as well as the IPTV and IPTV Foundation Board members. Each division of Iowa Public Television has begun work to align their area with the adopted strategic plan. Periodic reviews will be done to track the progress towards the strategic plan goals.

The strategic planning effort will remain 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 and implementation.



## Network Contacts

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

Iowa Public Television  
6450 Corporate Drive  
Johnston, Iowa 50322

(515) 725-9700  
1 (800) 728-2828

[Iowa Public Television website](http://Iowa Public Television website)