

# 2019 Local Content and Service Report to the Community



## Mission Overview

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

For the past 50 years, Iowa Public Television has been Iowa's statewide public broadcasting network. IPTV celebrated its golden anniversary in 2019 with the theme – Yesterday. Today. Tomorrow. Together. Since 1969, the network's mission has reached far beyond its broadcasts. From that first live, over the air signal transmission in 1969, IPTV has educated, informed, enriched and inspired Iowans. Today, IPTV is an Emmy award winning television network with four unique programming channels, an online streaming service, a kids' app, with free original content available across multiple social media platforms, including Facebook, Instagram, Pinterest and YouTube.

Iowa Public Television is well positioned to serve local communities well into the next 50 years. Guided by a strategic plan that puts the audience first, IPTV will build upon its four pillars of Education, Community, Content and Culture to make a positive impact and further enrich Iowan's lives. The network will strive to build upon the case for ongoing public and philanthropic support by developing new partnerships with like-minded organizations to broaden its overall impact.

Iowa Public Television provides Iowa's lifelong learners with educational programming of lasting value. In the past two years, IPTV served more than 151,000 Iowans through educational outreach, multimedia resources and services, making it Iowa's largest classroom. With the best educational resources available through PBS LearningMedia, the network helps children get ready for school and ready to learn. IPTV's STEAM trailer visits rural and urban communities providing PBS Scratch Jr. lessons, programmable robots and STEM activities that nurture problem solving and design thinking, helping kids across Iowa learn STEM skills in a hands-on manner.

Iowa Public Television's public-service mission has enabled the network to cover Iowa's history in the making, provide access to the arts, championship sports, concerts, theatrical productions and community events, all while producing quality, innovative and educational media and services available to Iowa's most challenged communities. The network's vision, ultimately, is to enrich Iowan's lives. Yesterday, Today, Tomorrow... *Together.*

# 2019 Local Content and Service Report to the Community

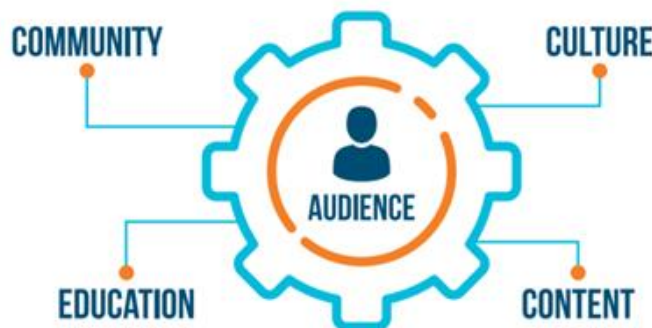
Each day, IPTV broadcasts 96 hours of quality content across four channels. Nearly half (43 percent) of the households in the viewing area watched IPTV's broadcasts each month, as measured by Nielsen Data and TRAC Media between June 2018 and May 2019 for KDIN. This programming reflected a range of interests for Iowans in all demographic categories, and was provided via 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.

## 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.

## Vision

Iowa Public Television enriches lives.



Iowa Public Television's 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.

# 2019 Local Content and Service Report to the Community

## Broadcast and Online Programming Overview

*“Thank you for everything you do and all your hard work, @iowapublictelevision!!!”*

– Sarita Gartland, via Instagram

IPTV’s 24/7 broadcast 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.

Today, IPTV fans also watch educational content on Facebook (65,000+), YouTube (7 million+), as well as online streaming (10,400 hours+). Viewers also watched more than 10,400 hours of content via online streaming over the past year. Nearly 36 million minutes of IPTV video were viewed on YouTube alone in FY 2019. IPTV’s social media engagement surpassed 977,000 over that same period. IPTV.org and its related websites received more than 2 million visits and IPTV’s Facebook and Twitter had a combined reach of more than 15 million visits during that same time.

## Programming for Children and Families

*“On deadline, working late, fighting a cold, internet is down, and my sick preschooler wants to watch TV. So grateful to @IowaPublicTV for airing @PBSKIDS shows this late at night. You’ve saved me in a big way!”*

– L. Knerl, via Twitter

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 each month. IPTV KIDS .2 is devoted entirely to educational children’s programming. IPTV KIDS is also live streamed 24 hours a day and 7 days a week on [Iptv.org](http://Iptv.org).

# 2019 Local Content and Service Report to the Community

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. Nearly 150,000 people have attended Dan Wardell's Reading Road Trip since it began in 2006. Abby Brown also frequently visits communities to share in story time.

## Local Production

*"I love what you're doing and more power to you!!!! Opening little corners of the world to the diversity that is OUR world. Keep doing you!"*

– Kate Krupke, via Facebook, about ***Greetings From Iowa***

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 1,058 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.

- ***50th Anniversary of the Tinker v. Des Moines Schools Decision*** live streamed a presentation and discussion with Mary Beth and John Tinker. The Tinkers reflected on the stance they took that resulted in the 1969 U.S. Supreme Court decision that helped define First Amendment student free speech. The presentation was part of the State Historical Society of Iowa's day-long celebration of the Tinker v. Des Moines Supreme Court decision.
- ***Best of Living in Iowa*** revisited a popular series through a weekly program that featured stories gathered from the archives of the original series. From this rich treasure trove of stories, viewers could relive moments from the past and be reminded of Iowa's unique heritage.
- ***Des Moines Metro Opera Presents Rusalka*** highlights the 125th anniversary of Dvořák's sojourn in Spillville, Iowa. Behind-the-scenes footage and unique perspectives on the stage experience are woven with comments from General and Artistic Director Michael Egel, Conductor David Neely, and Sara Gartland, who sings the role of Rusalka.

## 2019 Local Content and Service Report to the Community

- ***Fons & Porter's Love of Quilting*** presents in-depth demonstrations on a variety of quilting topics. Beginner or expert, viewers with a love of quilting will be inspired by their tips, designs and techniques.
- ***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, 2019 Iowa High School Musical Theater Awards Showcase, Terrace Hill Piano Competition and Iowa State Dance Team Championships.***
  - 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*** is a popular series featuring fresh Iowa ingredients, innovative Iowa farmers and imaginative Iowa chefs. Each episode features a single Iowa ingredient and treats viewers to a spectacular trip from the farm to the table. The program premiered nationwide on Create TV in 2019, demonstrating delicious recipes that make Iowa food uniquely Iowan.
- ***Iowa Land and Sky*** explored Iowa's communities, natural resources and environmental challenges by leveraging the latest advancements in aerial drone cinematography. The program featured breathtaking bird's-eye perspectives, as well as beautiful close ups of the state's landforms, rivers and towns.
- ***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 a weekly series dedicated to fun, adventure and learning. Eight new 30-minute episodes premiered in 2019, focused on encouraging Iowa children aged 3 to 11 to get up and get active, make healthy choices, read good books and use their imaginations.
- ***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.
- ***The Film Lounge*** Through a compilation of shorts and interviews, the programs celebrate the work of Iowa filmmakers, acquaint the audience with the region's vibrant

## 2019 Local Content and Service Report to the Community

film communities and explore film as an art form. It is produced by IPTV in partnership with the Iowa Arts Council and Produce Iowa. It features short form documentaries, experimental, narrative and animated films, and a Halloween special.

- ***Tradition and Valor: The Story Continues...*** presents the original documentary's key events chronicling the military service and civil rights achievements of one prominent African-American family from Iowa, along with new materials including an extended interview with Elaine Estes, the first African-American director of the Des Moines Public Library.
- ***World Food Prize Laureate Award Ceremony*** was live streamed at [lptv.org](http://lptv.org) and on YouTube, then broadcast statewide. The 2018 prize was awarded to Drs. Lawrence Haddad and David Nabarro, honoring their individual but complementary global leadership in elevating maternal and child undernutrition within the food security and development dialogue at national and international levels.

### Award-Winning Production

*"Iowa Land and Sky: this was a great program showcasing all areas of Iowa. Scenery, history, festivals, and landmarks. Two years in the making, almost all shot from a drone. Must see TV!"*

– Marilyn Dix, via Facebook

Iowa Public Television's exceptional work has earned 18 Regional Emmy® awards since 2010. IPTV was honored with four regional Emmy® awards from the Upper Midwest Chapter of the National Television Academy of Arts and Sciences in 2019. Two awards went to ***Greetings From Iowa*** in the Historical/Cultural/Nostalgic – Program Feature/Segment and Public/Current/Community Affairs – Program Feature/Segment categories. ***KIDS Clubhouse Adventures*** won in the Children/Teen category. ***Miniature Books***, a short feature related to the PBS program *The Great American Read*, took home top place in the Interstitial category.

IPTV received seven other nominations for Regional Emmy® Awards in 2019:

- ***Des Moines Metro Opera Presents Rusalka*** in Arts/Entertainment — Program
- ***Iowa Land and Sky*** in Documentary — Cultural
- ***Iowa Land and Sky: The Importance of Freshwater Mussels*** in Informational/Instructional
- ***Iowa Land and Sky: The Mississippi River*** in Magazine
- ***Iowa Outdoors: Acoustic Ecology*** in Science/Environment — Program Feature/Segment
- ***Market to Market: Joni's Journey*** in Business/Consumer: Program — Feature Segment
- ***Market to Market: Justice in Agriculture*** in Interactive Media

# 2019 Local Content and Service Report to the Community

The Iowa Broadcast News Association (IBNA) recognized Iowa Public Television for its 50 years of service in 2019. IPTV was also recognized for work in four television award categories:

- IN-DEPTH/SERIES - ***Joni's Journey: A Journey Back to the Family Farm and A Family Settles Into a New Life on the Farm***: 1st Place
- BEST USE OF ONLINE MEDIA - ***Market to Market: Ag Justice Series***: 1st Place
- SPORTS PLAY-BY-PLAY (OVER-THE-AIR) - Spartan Effort – 5A ***IGHSAU State Softball Championships***: 1st Place
- FARM AND AGRIBUSINESS ***Market to Market: Down Market Pressuring Dairy Farmers***: Honorable Mention.

IPTV competes in the large market, television category against stations in the Waterloo/Cedar Rapids, Council Bluffs/Omaha and Des Moines TV markets. All awards recognize entries that were broadcast or posted online during the 2018-19 calendar year.

The National Educational Telecommunications Association honored Iowa Public Television with its list of finalists for the 2019 NETA Awards. IPTV was a finalist in two categories: Education – Educational Resources for the Classroom for ***Iowa Land and Sky*** and Education – Live Virtual Learning Events for ***50th Anniversary of the Tinker Decision***. The NETA Awards are an annual recognition of public broadcasting's finest work. NETA is a professional association serving and supporting public television licensees and affiliated educational organizations.

IPTV was honored with a 2018 Robert D. Ray Iowa SHARES Humanitarian Award for informing Iowans of the Khmer Rouge Genocide in 1979. Led by the late Governor Robert Ray, Iowa SHARES brought Iowans together across all political, religious and cultural differences to rush lifesaving food, medicine and volunteer doctors and nurses to the Cambodian border. IPTV was recognized for its coverage, informing Iowans of the unimaginable circumstances surrounding the Pol Pot Khmer Rouge Genocide and its victims. The 2018 Iowa SHARES Humanitarian Awards were distributed at the October Hunger Summit in Des Moines.

## Award-Winning Education Service

*"Thank you and thank PBS for producing quality programming like this. It keeps me a supporter of both IPTV and NET."*

– Linda Hess, via email

The Children's Square U.S.A. Board of Directors honored Iowa Public Television with a Jason Award. The annual award recognizes individuals, couples, organizations or businesses that exemplify the mission of Children's Square U.S.A. by demonstrating an extraordinary degree of "caring, contribution and commitment" to children, families, communities and related causes. IPTV was honored as the Corporate Champion of Children and Communities.

# 2019 Local Content and Service Report to the Community

The Wallace Winkie Foundation inducted Iowa Public Television into the 2019 Lifelong Learner Hall of Fame. Iowa's statewide public broadcasting and lifelong learning network has offered programs of lasting value to Iowans from all backgrounds, all generations and all walks of life for 50 years. The Lifelong Learner Hall of Fame was established in 2017 to honor and celebrate contributions Iowans — through example, discovery, opportunity or leadership — have made to lifelong learning and the enrichment of Iowa lives.

## Online

*"Thank you so much for streaming this! Many of us Falcon Fans appreciate it!"*

— Eva Sorrowfree, via Facebook, regarding **IGHSAU Softball Championships**

- IPTV had more than **7 million views** on Youtube.
- More than **10,400 hours** were streamed on Iptv.org and the PBS Video App.
- IPTV's Facebook and Twitter had a combined reach of more than **19 Million**.

## Educational Resources Overview

*"We received a very nice addition to our library collection from Iowa Public Television Ready for School Project. We received 37 books, 13 DVDs and 7 games/building sets. The kids have really been enjoying all of it!!! Along with all of that stuff, we also received a complete story time kit that includes 10 sessions for 4- 7 year olds. It uses the **Martha Speaks** series. We so appreciate this addition to our library!!! Thank you to IPTV!!!"* - Brenda Naberhaus, Schaller Library Director

## 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.



# 2019 Local Content and Service Report to the Community

IPTV Education provides free training opportunities statewide. The team works with educators and families to identify the best free resources to meet their needs. The team also supports 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 19,500 Iowans are registered for PBS LearningMedia.
- IPTV has shared 360 published resources in PBS LearningMedia.
- Nearly 40,000 Iowans benefited from IPTV's educational resources and services in the past year.

## PBS Learning Media

*"Lots of digital resources with @IowaPublicTV Thank you @bryanbauer for spending your day in Spencer! #TigerTech" – Landon Allen, via Twitter, regarding IPTV's educational resources*

## 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

# 2019 Local Content and Service Report to the Community

of training tools to help improve 21st century teaching skills. In 2019, IPTV Education hosted a special Edcamp for early childhood educators, child care center employees, daycare providers and homeschool parents. Edcamps are free “un”conferences that allow attendees to determine their own topics and discuss issues they find meaningful. They also provide three hours of credit for DHS hours as well as NAC credential.

## 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 for School

Iowa Public Television’s commitment to early childhood education continued with the expansion of its Ready for School initiative. Educational specialists worked with educators, parents, child care providers and community partners in several Iowa communities to implement STEM and literacy-based activities for children ages 2 through 6 years old.

IPTV’s sixth year of Ready for School focused on giving all children equal opportunity to succeed. IPTV provided access to high-quality educational media resources including online games, instructional materials and educational activities that help children increase their school readiness and success. The initiative has been validated by scientifically-based research funded by the U.S. Department of Education. Ready for School has been deployed in over 100 other Iowa communities prior to this year. The 2018-2019 Ready for School communities are: Bloomfield, Des Moines, Evansdale, Garwin, Marshalltown, Moulton, Oelwein, Perry, Schaller, Seymour, Tama, Toledo and Waterloo.

## 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 science-based educational programming created by Ready to Learn provides families with effective, non-commercial content that helps prepare kids for success in school. These opportunities were offered free of charge to participants thanks to the Ready to Learn grant. Programs completed in the 2018-19 school year included:

# 2019 Local Content and Service Report to the Community

- Computer Code Camps at the Storm Lake Library where families learned coding together
- Family Fun Nights with The Cat in the Hat and a variety of fun activities for families
- Meet and Greets with Ruff Ruffman at the Buena Vista County Fair
- After school Coding Clubs for elementary aged students at the Storm Lake Library
- Play and Learn Open Houses with Daniel Tiger
- Odd Squad camps incorporating STEM learning
- IPTV's STEAM trailer visits explored new ideas related to STEAM learning

## Teacher Community Program

Iowa Public Television is one of five stations in rural areas across the U.S. that are part of the PBS Teacher Community Program. This initiative aims to build educator communities across the state – connecting educators with each other and with IPTV around the shared goal of improving learning outcomes for Iowa's students.

Building on the success of the pilot program's initial year geared toward supporting teachers, IPTV and the Centerville Community School District partnered to bring new technology and services to the teachers, students and families of Centerville. The multiyear program is dedicated to addressing the needs of educators, who – especially in rural communities – often feel isolated and have limited access to peer-to-peer professional development opportunities.

IPTV's educator community-building activities include: creating in-person and virtual networks for teachers to engage with one another; providing professional development resources; and, bringing community partners, educators and parents together for events, workshops and other face-to-face learning opportunities.

## School-Age Resources

*“Fun morning at IPTV with our Raising Arrows co-op. Lots of STEM activities! IPTV never ceases to amaze me with how much they have to offer our community and students – public, private, and homeschool education. Thankful for resources that love to dive in with our kids to learn and explore.”*

– Nicole Keuper, via Facebook, regarding a home school event

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:

## 2019 Local Content and Service Report to the Community

- ***Iowa Land and Sky*** developed classroom lessons with a team of veteran Iowa science teachers. The lessons are anchored in engaging, question-provoking environmental phenomena and provide authentic, Iowa-based approaches for middle school science classrooms. The project's educational resources help students explore ideas and issues surrounding Iowa's unique geologic history and landforms, water quality, land use, the environmental diversity of Iowa's plants and animals, and the impacts of climate change on the state.
- IPTV'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.

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:

- ***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.
- ***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*** produces an extensive list of resources and original content—including short-form videos, science and education blogs. ***NOVA Next***, an award-winning digital publication features in-depth articles and commentaries from some of the most respected journalists, scientists and engineers; and ***NOVA Labs***, a groundbreaking digital

# 2019 Local Content and Service Report to the Community

platform where citizen scientists can actively participate in the scientific process. In the classroom, **NOVA** Education tailors digital resources for STEM educators and offers a free educator library aligned to teaching standards.

## Ready for School

*“OMG!!!! You make me so stinking happy!!!!... Would it make it awkward if I said I just love you and you are one of my favorite people?!?! Thank you, thank you, thank you!!!”*

- Nicole, Keosauqua Public Library in reference to IPTV’s backpack program

Iowa Public Television’s commitment to early childhood education continued with an expansion of its Ready for School initiative in fiscal year 2019. Educational specialists worked with educators, parents, child care providers and community partners in several Iowa communities to implement STEM and literacy-based activities for children ages two through six years old. IPTV’s sixth year of Ready for School focused on giving all children equal opportunity to succeed by providing access to high-quality educational media resources including online games, instructional materials and educational activities that help children increase their school readiness and success. The multimedia content and related activities are based upon the work of educational children’s programming from PBS, such as The Cat in the Hat Knows a Lot About That!, Odd Squad, Martha Speaks, Peg + Cat, Daniel Tiger’s Neighborhood and Super WHY!.

## STEM & STEAM Learning

Iowa Public Television 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.

During 2019, IPTV developed a STEAM trailer filled with fun and interesting manipulatives designed to provide interesting and fun lessons for children. The STEAM trailer was made available to schools and libraries throughout the state for extended stays, allowing them to be used for classes and program events.

IPTV also offered STEM teacher externships during the summer of 2019. Two Iowa teachers worked with IPTV’s educational media producers to curate and create media-based science phenomena for use in Iowa classrooms.

# 2019 Local Content and Service Report to the Community

## Community Outreach Overview

*“Just wanted to say Thank You!!! My daughter, my cousin and I had such a good time at the screening last night. We can't wait to see it on September 15th on IPTV. Thank you again - I'm so very glad we went!!!” - Wendy Barz, via website, regarding Ken Burns' **Country Music** event*

Iowa Public Television serves Iowans beyond its broadcast. IPTV strives to ensure a position of public trust and equity across today's multi-platform landscape by developing a strategic engagement plan that builds upon the network's position as a thought leader and convener in early childhood education, public policy and arts and culture. IPTV serves as a community resource for quality television programs, educational services, civil and civic engagement with outreach projects and involvement in the community. **Total Iowans reached: 88,323**

### High School Mentorship Program

IPTV's High School Mentorship Program broadens opportunities for minority and female high school students in Iowa. Students are able to observe and gain hands-on experience in all aspects of media journalism including videography, lighting and set design, video editing, graphic design, web production and storytelling. As part of her mentorship, Dai'Tynn Coppage-Walker from Lincoln High School shadowed and assisted IPTV personnel during the summer, creating broadcast and online content. Dai'Tynn graduated in the Spring with plans to attend Iowa State University.

### 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. **Nearly 150,000** people have attended Dan's Reading Road Trip since 2006.

**2019 Reach: 10,317**

### IPTV Educational Outreach

IPTV Educational Outreach staff have reached more than 31,000 people in 2019. 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.

**2019 Reach: 31,445**

# 2019 Local Content and Service Report to the Community

## 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. As IPTV celebrated its 50th anniversary this year, this engagement was more robust. Staff travel the state telling the story of IPTV and explaining why public television in Iowa matters more today than ever.

**2019 Reach: 47,992**

## Conclusion

*"I just made a donation to IPTV, got signed into Passport. Wow, there is a lot of shows available on there. If for no other reason, it's a no-brainer to become a member and help support IPTV."*

– Dave W. Rose, via Facebook

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.

As IPTV concludes the yearlong celebration of its 50th anniversary, the statewide public television network will change its name to Iowa PBS to better position it for the future. 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 Iowa PBS 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.