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Public television started at Idaho State College [as it was called then] in Pocatello in 1946. That was the first in the state by several years, but it does not appear that it was continually active until about 1970. In 1956, a very innovative program was undertaken:

SPECIAL PROGRAMS TO OPEN SCHOOL TV

Three special programs will launch closed circuit educational television between Idaho State College and the public and parochial schools here on dedication day Friday.

Howard Moffatt, manager of Bannock TV, said television sets have been set up in 15 grade schools junior highs and the high [sic] school. Two of the sets have been donated to the schools, and the others are on a rental basis.

Launching the program will be a fourth grade lesson in reading and social studies by Mrs. Dorothy Banyard, teacher at Whittier school. This lesson will begin at 9 a.m.

A televised panel discussion on state government will be presented at 11 a.m. Coming from Boise to appear on the program will be Idaho Gov. Robert E. Smylie; Idaho Attorney Gen. Graydon H. Smith, and A. B. Jonasson, director of economic development and tourist department.

Joining the government leaders for the discussion will be six members of the Pocatello High School government class. They are Terry Rich, Karen Stedfeld, Charles Mylorie, Jackie Blair, Lonnie Kelly and Peggy Koehler.

Concluding the televised dedication shows will be a 1:15 program featuring Lt. Al Nogo of the Idaho State Police. He will discuss the use of radar in highway safety.

The three programs will originate from the ISC TV studio in the Trade and Industrial Building. They may be seen locally on Bannock TV Channel 2, Moffatt explained.

In addition to the TV shows, the dedication activities Friday will include a 1 p.m. luncheon in the Bannock Hotel dining room and a 2 p.m. press conference.

Nicholas Ifft, editor of the Idaho State Journal, will be toastmaster at the luncheon. Special guests and members of the press have been invited.

Seven educators and TV leaders will be on hand for the press

conference. They are Gerald Wallace, superintendent of schools; Dr. Carl W. McIntosh, president of ISC; Roger Walters, ISC television coordinator; William Shiflett, senior instructor in TV engineering at ISC; Moffatt; and one member each from the Pocatello school board and State Board of Education.

Education television has been instituted here through a grant from Bannock TV and its parent organization Jerrold Electronics. Idaho State Journal, February 14, 1956, p. 2, c. 4-5

Two days later, a larger article with much the same information on the front page:

EDUCATIONAL TV TO MAKE DEBUT HERE TOMORROW

New closed circuit educational television between Idaho State College and the city schools will be dedicated tomorrow in an all-day program which will bring state government leaders and educators here.

Howard Moffatt, manager of Bannock TV, said this is the first time such a television program has been projected any place in the United States.

Educational television was instituted here through a grant from Bannock TV and its parent organization, Jerrold Electronics.

STARTS AT 9 A.M.

Fourth grade pupils at Whittier school and their teacher, Mrs. Dorothy Banyard, will be featured in the opening dedication day program. Mrs. Banyard will give a reading and social studies lesson at 9 a.m.

Idaho Gov. Robert E. Smylie and Attorney Gen. Graydon H. Smith, both of Boise, will appear with six Pocatello High School government students in a televised panel at 11 a.m. The panel topic is state government.

The final dedication program at 1:15 p.m. will feature Lt. Al Nogo of the Idaho State Police in a discussion of the use of radar in highway safety.

These educational TV programs may be viewed locally on Bannock TV Channel 2. The public is invited to stop at dealers' showrooms to see the launching of closed circuit television.

GUEST EDUCATORS

Educators who are coming for the program are Owen Rich of Provo, Utah, representing Brigham Young University, and James B. Miles of Greeley, Colo., representing Colorado State College.

Special guests and the press will be entertained at luncheon at 1 p.m. in the Bannock Hotel dining room. Rounding out the day's activities will be a press conference at 2 p.m. Seven school and television leaders will be on hand to answer questions. Idaho State Journal, February 16, 1956, p. 1, c. 6-7

8000 TV FANS SEE EDUCATIONAL SHOWS DEBUT IN GATE CITY DRAWS MANY GUESTS

Seven Whittier school fourth graders and their teacher became television pioneers this morning as they launched closed circuit educational television linking Idaho State College with the city schools.

First of its kind in the nation, the program was inaugurated shortly after 9 a.m. in the ISC studios with an estimated 8,000 viewers in schools and homes throughout the community.

The premier attracted state government leaders and educational observers from Idaho and several surrounding states.

The opening program was introduced by Roger L. Walters, ISC TV coordinator and Mrs. Evelyn Thirkill, elementary school consultant.

GREAT HELP

Both predict the new system would prove helpful to student teachers in assisting them learn new techniques in education and to experienced teachers in aiding them to improve classroom instruction.

The first demonstration, conducted by Mrs. Dorothy Banyard, took viewers on a mythical trip to Craters of the Moon National Monument. Combining a science lesson with the study of Idaho, Mrs. Banyard and her students explained the formation of the monument, presenting a model volcano constructed by the children.

Assisting her were students Sharon Goddard, Lyn Welch, Brian Reddish, Paulette McMasters, John Garrison, Kathy Tolman, and James Herzog.

ISC President Carl W. McIntosh introduced the second show--a panel featuring high school American government student[s] and governor Robert E. Smylie, Attorney General Graydon Smith, and Alton B. Jones, state superintendent of public instruction.

McIntosh reviewed TV's start at ISC in 1946 and its history to the present, praising the television director William Shiflett for expanding the program to its present state of development.

The state superintendent earlier commended the college for its pioneering efforts and the inaugural program for its "striking and dramatic effects in classrooms experimentation."

Quizzing the panel on the powers and duties of the governor were Terry Rich, Karen Stedfeld, Charles Mylroie, Jackie Blair, Lonnie Kelly, and Peggy Koehler.

VISITORS INTERESTED

Observers from other colleges and universities contemplating such set-ups in their communities were Archie Taylor, University of Montana at Missoula, A. H. Chatburn, head of the department of education at Boise Junior College; Keith Engar of the University of Utah, and Owen Rich of Brigham Young University.

Directing the installation here was Howard Moffat, manager

of Bannock Cable TV, Inc. The program was made possible through a grant from Bannock's parent company, Jerrold Electronics, Philadelphia.

The final program this afternoon featured Lt. Alfred B. Nogo of the Idaho State Police in an explanation of the use of radar in traffic control.

Business, educational, and service club leaders were guests of the Bannock company at a luncheon in Hotel Bannock. Idaho State Journal, February 17, 1956, p. 1, c. 5-7

The next developments found in Idaho's public television programming was several years later. No doubt there are a number of important happenings between the above and this in 1970. Boise Junior College had applied for permission to operate a public TV station in 1964 but it was not granted until 1970. Much additional research needs to be done.

EDUCATION CHANNEL GRANTED

Federal Communications Commission approval of an educational television channel in Boise was reported Friday and construction was expected to get under way promptly.

The FCC approval was for TV channel four in Boise. The application for the license had been pending since August, 1964.

The 1969 legislature appropriated \$226,000 for construction of educational TV stations at Idaho State University and Boise State College, to supplement a federal grant of \$680,000.

Don Watkins, coordinator of public information for the State Department of Education, said construction of the transmitter at ISU is about complete and the station expects to be operating shortly.

Construction of the Boise State College transmitter had been held up pending approval of the license by the FCC. Watkins said approval now should result in a prompt start of construction.

Approval of the license was reported by Sen. Len B. Jordan, R-Idaho, who said the construction of the station for BSC "will widen the spectrum of educational opportunities available to the people of Idaho."

The University of Idaho already operates an educational TV station. Idaho Statesman, June 20, 1970

The explanation of what happened to ISU's public television station, started in 1946, and active in 1956, and the following information is not clear.

For Educational Television

ISU GRANTS VIDEO FACILITIES PACTS

POCATELLO (UPI)--Idaho State University has awarded \$398,807

worth of contracts for installation of equipment for an educational television station with studios in the basement of the ISU education building.

Herb Everitt, director of ISU Radio and Television Services, said the prime contractor will be the Radio Corporation of America. He said that firm will supply the transmitter, antenna, and all studio equipment.

Equipment supplied by RCA will provide the station--KBGL-TV--with a full color studio, Everitt said.

Everitt said the contract for the tower was awarded to Rohn Tower Co. Of Peoria, Ill. He said the microwave installation linking the studio to the transmitter was awarded to Microwave Associates, Burlington, Mass.

"It is anticipated that KBGL-TV will be on the air near the first of December," Everitt said. "The programming of the station will be devoted to education.

"Program offerings will include lessons broadcast to the public school classroom, in-service and extension courses from the university, and general enrichment programs for the viewing public."

This is the second of a three-station network to go on the air in Idaho. It will join KUID-TV at the University of Idaho at Moscow, which currently is on the air.

The television facility at Boise State College will be constructed during the coming year, Everitt said. Idaho Statesman, August 11, 1970, p. 9, c. 2-4

It took a little longer to get the station operational than expected, it was July of 1971 before we found:

ISU TV STATION STARTS WEDNESDAY

Idaho State University's public broadcasting and educational television station, KBGL, will officially go on the air through Channel 10 Wednesday at 5:30 p.m.

The station will broadcast from 5:30 to 10:30 p.m. Sundays through Fridays, according to Herbert Everitt, director of Radio and Television Services at ISU. He said the station will go on the air with basic programming supplied by the Corporation for Public Broadcasting.

"During July and August, the station will be in limited operation to work out all of the mechanical and programming problems. During this period, KBGL-TV will be running some program repeats in order to keep a constant schedule," Everitt explained.

"A grand opening is planned for the first part of September. At that time we will officially open the station for service to the university, higher education, and the elementary and secondary schools."

When the station is fully operative, it will broadcast

lessons to public schools, in-service and extension courses from the university, and general enrichment programs for the public.

National programs supplied by the Corporation for Public Broadcasting, the National Educational Television Network, and the Educational Television Service will be shown. Local programs will be produced by Idaho State University.

Everitt said this is the second station to begin broadcasting of a planned network of three stations emanating from Idaho state institutions of higher learning. KUID-TV at the University of Idaho, Moscow, is already on the air. Boise State College expects to complete construction of its outlet KUID-TV [sic, actually KAID] this summer and be ready for operation by January.

"When the three stations are on the air, they will be linked together via microwave to provide a total statewide educational television service," Everitt said. Idaho State Journal, July 2, 1971, p. 2A, c. 1-2

Boise's public broadcasting station, KAID, affiliated with Boise State University, began broadcasting December 31, 1971. It was decided to start on December 31 to take advantage of grant monies which were available when broadcasting was done in any part of a quarter. By starting on December 31 instead of waiting until New Year's Day, they were able to obtain funding they would lose otherwise.

BOISE DEBUT SET IN JANUARY

DIRECTOR SAYS EDUCATIONAL TELEVISION MATURES by Ken Burrows, Statesman TV Editor

Educational television (ETV), that unfurnished and tedious intellect in the "Vast Wasteland," has become a shining professional, according to one ETV authority.

Jack Schlaefle, recently appointed director of educational TV at Boise State College, believes the medium has moved to "where the action is."

ETV, following several setbacks, will debut in Boise next January. Broadcasting on Channel 4, KAID's signal will cover approximately the same area as the two local commercial stations.

Schlaefle noted that ETV is no longer composed of the said professor clad in a black suit and standing in front of a blackboard laden with strange-looking formulas and symbols.

"Fewer and fewer productions are made in the studio," he said. "The educational TV segment now puts camera crews out on location. The crews are now also equipped with sophisticated filming and audio equipment," Schlaefle added.

An example of the change that has come about is representative in a basic German course. This course would not be represented under simulated language conditions, Schlaefle

said. "If we were teaching the viewer how to get by in a German restaurant, the program would be filmed on a restaurant set and not in a classroom."

This approach removes the dull and prosaic characteristics of the learning chore.

Public television, as ETV is also called, is now in its 18th year. It has been a victim of hard times. A lack of funds and innovations have kept the service in the doldrums.

It is now reaching maturity and as funding becomes more adequate ETV is attracting "name names" to its camp. Programs such as "The Advocates," "The French Chef" and "The Great American Dream Machine" has given ETV a new facade of respectability.

The ETV director stressed that Channel 4 will not be "in competition" with the local commercial stations. He said cultural and instructional programs will be carried opposite commercial television's public affairs and documentary programs.

The programming policy will remove for the viewer the dilemma of which public affairs program or documentary to watch.

KAID will strive to present a balanced schedule of programs.

Schlaefle said the whole spectrum of political and cultural programs are available to ETV.

He noted that NET (National Educational Television, producer of ETV programs) has "become somewhat liberal in the past couple of years." But he said the conservative viewpoint also will be served by such programs as William Buckley's Firing Line."

"Sesame Street," the widely acclaimed children's program presently carried by KTVB-TV, will be aired over Channel 4, Schlaefle affirmed.

KAID will be funded initially by Idaho state funds. But the outlet will be eligible for federal general support monies. Grants range from \$12,500 for smaller stations to \$35,000 for larger operations.

Within the first few months of operation Channel 4 will become an affiliate of the Public Broadcast Service, the entity which operates the ETV network.

This interconnected service will comprise some 13 hours of programs a week. The remainder of the schedule will comprise tape, film, and local programs.

"At first, we don't anticipate many local programs," Schlaefle said, although the facility will be equipped for local origination. He noted that Channel 6 in Denver, the ETV station supported by the Denver public schools, originates about one-third [of] its programs. Schlaefle was director of programming at Channel 6 for 15 years before coming to Boise.

The Denver station has been termed a highly innovative and progressive station. It was the 16th outlet to go on the air. There are currently 204 ETV stations in the country.

Transmitter equipment is scheduled to be delivered this month at the site of KTVB's transmitter near Deer Point. Studio

equipment, including color cameras and video tape machines will arrive in September.

KTVB engineers will operate the transmitter.

Schlaefle expects to hire a staff of about eight. Personnel will include engineers, a producer and director, programmers and an artist.

The facility will be housed in the nearly-completed library learning center at Boise State College. Idaho Statesman, July 6, 1971, p. 14, c. 2-5

BOISE AREA TO SEE PUBLIC TV FIRST TIME ON DECEMBER 31
by Ken Burrows, Statesman TV Editor

Public television (formerly educational TV) will come to Boise New Year's Eve with a full schedule of programming designed to introduce viewers to the medium.

Regular broadcasting will commence Jan. 2, on KAID-TV, Channel 4, from studios in the Library Learning Center on the Boise State College campus.

Jack Schlaefle, KAID manager, told the Statesman Wednesday that the new facility would sign on for the first time at 5 p.m. Dec. 31.

"Our first night's schedule will be a preview of public television," Schlaefle said. "We will begin the evening with 'The Electric Co.," a new children's program which has been called equal to 'Sesame Street' by some critics."

The debut of public television (PTV) in Boise will cover the full spectrum of the medium, including children's programs, general entertainment, drama and public affairs shows.

"NET (National Educational Television) Presents Peggy Lee" will comprise the second segment of the premiere broadcast on Channel 4. The program features the popular songstress.

The highly acclaimed "Trail of Tears," a drama centering on the tragic history of the Cherokee Indians in the 1830s, will air at 7 p.m. The program stars Johnny Cash and Jack Palance, with narration by Joseph Cotton.

"Redwoods," a short feature produced by the Sierra Club, also is on the opening night's schedule.

"Our Vanishing Wilderness," a public affairs program centering on Florida's alligator population, will round-out the evening's fare.

The station will begin broadcasting regularly scheduled programs Jan. 2, Schlaefle said.

Initially, Channel 4 will log some 46 hours of air time per week. Programming will be from 7-1 p.m. on Sunday, and 9-11:30 a.m. and 5 to 11 p.m. Monday through Friday. No broadcasts are planned on Saturdays.

The main studio at KAID measures 47 by 55 feet, which is "a little larger than the national average," Schlaefle said. The facility houses a large reception area, offices, a graphic arts

center, prop making room, announcers' booth, plus spaces for video tape machines, film projectors and a main control area.

Network interconnection with the Rocky Mountain Corp. For Public Broadcasting will not come until next November, Schlaefle noted. He said video tape and film will be used during the early stages of operation. Local programming will begin on about Jan. 23.

Discussing the general concept of public television, Schlaefle said, PTV is many things. It's instructional on all levels by providing instruction for preschoolers--not on a formal level, but on a very informal basis.

"It also offers instruction through the elementary level, and in some instances on the secondary level."

"In addition to those shows, we will air whatever the secondary schools want PTV to broadcast, either in the form of local productions or materials that this station and the school district can obtain through instructional libraries," Schlaefle continued.

"We can run the entire gamut of instruction programming. And, of course, adult education is certainly a part of the ETV spectrum."

Schlaefle emphasized that this type of programming is correctly called educational television. The other hand of the medium holds what has recently been termed public TV. This phase includes public affairs shows, drama, music, documentaries and culturally oriented segments.

The term "public TV" refers to what Schlaefle calls "enrichment."

Most people who have never been exposed to public TV believe it to be purely instructional," the station manager continued. He noted that the dull lecture conducted by a staid professor standing in front of a blackboard is a thing of the past.

"With enough money, resources, talent and time, instruction can be very entertaining."

The Corporation for Public Broadcasting, the nonprofit organization which distributes funds to PTV, is expected to appropriate \$35 million to the medium in 1972. This figure compares to \$5 million allowed in 1969.

"Another part of PTV is its obligation to expose viewers to ballet, opera, music and the other various art forms," Schlaefle suggested.

"Public television is an experimental medium and we don't have to worry about failures as do commercial broadcasters." Schlaefle said experimentation will come into play when the station begins local origination in January.

Local programming means "you have to get out where the action is," he said. "Our main diet on the local scene will be exposing people ideas and places via film. We will stay away from the general news format." Schlaefle said the station will concentrate more on how the news affects us rather than the

representation of hard news stories.

The coverage area of KAID will be approximately the same as the present local stations, penetrating a radius of about 50 miles from Boise. Idaho Statesman, December 16, 1971, p. 1D (final edition only)

An article about the new television station on the campus was in the Arbiter, the Boise State College newspaper, on September 11, 1972:

KAID SOMETHING DIFFERENT

"A totally different bag" is the way Bob Pyle describes his television station. Pyle is the Production Manager of KAID (Channel 4), Boise State's all-color Public Broadcast Station.

Located in the west end of the BSC Library, the station is fairly new--it began broadcasting last New Year's Eve and Pyle terms it an "infant" and "just in the stages of crawling. As a matter of fact," added Pyle, "Not very many students have stopped in and I think few know we're here.

A couple [of] years ago KAID would have been termed an "Educational Station," but today it is referred to as a Public Broadcast Station. Pyle explained that "People were turned off by Educational TV and thought it was being crammed down their throats." The name "Public Broadcast Station" presents a better picture of what it's all about, according to Pyle.

Channel 4 is different from commercial TV stations in several ways. First of all, it doesn't depend on advertising for its livelihood, its programming doesn't hinge on the ratings of its shows, and perhaps the most importantly, "we hope to have something on the air for everybody" stated Pyle.

The station is now broadcasting all available hours, and added Pyle, "We would like to broadcast 24 hours a day if we had the money, our biggest problem.

Funding comes from the State of Idaho, Boise State College and from public donations. "We are a nonprofit organization which relies on the help of many people, explained Pyle.

KAID has been experimenting with ITV (instructional TV) programming and Pyle sees it as a very real and upcoming prospect in the future. Such ITV programming could be used to broadcast special "hard to get" classes around the campus and community, enabling greater participation. Also ITV could be used to alleviate the overcrowding of classrooms, for example. Instead of 300 students showing up to be packed into one class, the professor would tape his lecture at the television studio and it would then be put on the air at a prescribed time. The students taking his course would tune in at the appropriate time and take in the lecture. Students would only have to come to class to take their tests or to see the professor concerning questions. Not only could this be worked out for the students, but it could

also be of benefit to the elderly and disabled who are unable to leave their homes, said Pyle. "It's important that Public Broadcast TV be provided in the community.

Pyle said he would like to see more coverage of college affairs in the future. College sports events is one of the areas he would like to see covered and "things people don't ordinarily get to see." But without mobile units the station is somewhat limited in this area.

What's the outlook for KAID in the future? Pyle says, "We have got a very nice little thing here with a lot of potential. It can only grow."

In the Statesman TV CHATTER column for January 2, 1972, TV Weekly Editor Ken Burrows made the following comments about the advent of public broadcasting for the Boise area:

PBS STATION BEGINS BROADCASTING TODAY

If there is one word that sums up the character of Public Television (PBS), that word must be "enrichment."

The expression is one of those "catch-all" descriptions which I first encountered when talking to Jack Schlaefle, station manager of KAID-TV, Channel 4.

"Most people who have never been exposed to Public TV believe it to be purely instructional," Schlaefle said. And that is exactly what it was back in 1953 when Educational Television was born on the University of Houston campus. But that was 19 years ago.

You've heard the PBS cliché about the dull, intellectual sessions conducted by the staid, bifocaled professor wearing a mortar board. Well, that's the way it used to be.

With the help of government funding and contributions from foundations and individuals, Public Television has expanded its horizons to the extent that the medium now has something for everyone.

In this period when personal communication is, at best, difficult to achieve, Public Broadcasting has been and will continue to be instrumental in bridging some of the gaps without fear of offending the viewer.

In attempting to meet its great potential, a Public Television, dispatches its cameras and microphones to the center of the social arena where it documents magnitude and modicum alike.

But not all public broadcasting programs have social goals. Many are highly personalized and thus appeal to special interest groups.

The Corporation for Public Broadcasting, a nonprofit organization which disperses operating funds to PBS, admits that, "You are not expected to like all of the programming."

Said a corporation representative recently: "Most of our

shows are highly personal. Program schedules are devised to provide programs that are not generally available elsewhere--to add richness and variety to the broadcast dial and make the viewer or listener's choice that much wider."

PUBLIC BROADCASTERS realize that one may like fish and the other, fowl. Instead of serving up one or the other, they offer both--and a lot more.

"With enough money, resources, talent and time, the instructional segment of PBS can be very entertaining," said Schlaefle.

This statement obviously is backed up by such Public Television programs as "Mister Rogers Neighborhood," "The Electric Company" (which Boise area youngsters previewed last Friday night) and, of course, "Sesame Street."

Also on what might be termed the "business side" of PBS is instruction through the elementary level, and in some instances on the secondary level.

Schlaefle said programs concerning drug addiction and driver education are typical of material available to secondary-level students.

ANOTHER GREAT advantage of Public Television is that educators have a say in what is played. "In addition to the drug programs and driver education shows, we will air whatever secondary schools want us to broadcast, either in the form of local productions or materials that this station and the school district can obtain through instructional libraries." Schlaefle added. "We can run the entire gamut of instructional programming. And, of course, adult education is certainly a part of the ETV spectrum."

The station manager emphasized that this type of programming is correctly called "Educational TV." On the other side of the PBS coin is what has recently been tagged "Public Television," which appeals to a larger segment of the viewing audience.

This phase includes drama, music, documentaries and culturally-oriented segments. The term "Public TV" refers to what Schlaefle calls "enrichment."

SAID SCHLAEFLE: "Public television is an experimental medium and we don't have to worry about failures as do commercial broadcasters."

Experimentation will come into play when the station begins local origination in late January.

"Local programming means 'you have to get out where the action is'," Schlaefle confirmed. "Our main diet on the local scene will be exposing people to ideas and places via film. We will stay away from the general hard news format." The broadcaster said KAID will concentrate more on how the news affects us rather than the presentation of hard news stories.

What can the viewer anticipate in the way of entertainment? One thing's for sure, there won't be much escapism:

--"The Scarecrow," a special two-hour Hollywood Television

theater production of Percy McKaye's classic play about a scarecrow who is brought to life as an instrument of revenge, but instead learns the importance of love.

--"Jazz a la Montreaux," 90 minutes of highlights from last June's Fifth International Jazz Festival at Montreaux, Switzerland. Some of the stars are singer Melanie, a vibraharpist Gary Burton and guitarist Larry Coryell.

--"THE QUEEN OF SPADES," Jennie Tourel stars in Tchaikovsky's opera, based on the story by Pushin.

"The Six Wives of Henry VIII, the six-part English drama which had its initial play last year on CBS-TV.

These shows are scheduled for PBS airing early this year.

The one big advantage PBS has (and it may take a little getting used to for the uninitiated) is the absence of commercials. And while there may be some competition for viewer interest, there is none for the advertiser's dollar. So the attitude of commercial telecasters toward PBS remains cordial.

Boise's KTVB not only rendered a public service by carrying "Sesame Street" at its own expense for more than six months, the station also offered technical help in getting KAID on the air. Idaho Statesman TV Weekly, January 2, 1972, p. 1

A few months after KAID began broadcasting, Ken Burrows gave some interesting insight into the direction the Public Broadcasting station was going.

THE NEW SEASON

REMEMBER RUDOLPH VALENTINO, Paulette Goddard and Lon Chaney Sr. flickering across the old silent screen in the neophyte days of motion pictures?

If you don't go back that far, then possibly you recall Shelly Winters and Ronald Coleman in the 1948 production of "Double Life," or Charles Laughton in the 1936 rendition of "Rembrandt." You still don't remember? Well, you'll get a chance to view some of the reel classics when Channel 4 unwinds the yellowed celluloid with the opening of the new Public Broadcasting Service (PBS) season early next month.

Jack Schlaefle, KAID station manager, said, "Two different classic films will be telecast each Saturday at 6 and 10 p.m. Over 80 pictures have been booked. "Film Classics" also are scheduled for airing on Wednesdays.

The telecasts represent part of a complete Saturday evening of viewing (Channel 4 has not powered its transmitter on Saturdays since its inception 10 months ago), including children's programs, plays and performance shows.

The PBS station actually introduces its new lineup of local and national programs on November 5. This date is something of a milestone as Channel 4 becomes (hopefully) interconnected with the Public Broadcasting network. Programs, in general, will no

longer be broadcast on a video delay basis.

THE IMPORTANCE OF this marriage is, of course, that topical shows will be presented while they still are topical. "Since the station will no longer be telecasting programs from the network via a video tape delay service (we) will be offering several new public affairs programs to Treasure Valley viewers," Schlaefle said. These programs include "Wall Street Week," "Public Affairs," "Behind the Lines" and "Bill Moyers' Journal."

With its new PBS affiliate status KAID will increase its total number of weekly air hours from about 45 last season to over 70 in the new television season.

In addition to an impressive list of network educational and entertainment fare, Channel 4 plans to carry a greater amount of local programming.

"Local productions to be added to our schedule include a weekly sports program entitled '4-Sports,'" Schlaefle said. "We have had a need for a sporting program on Channel 4 and we finally are going to introduce one," he added.

"'4-Sports' will be a series highlighting such events as gymnastics, weight-lifting, winter mountaineering, cross-country skiing, diving and judo." Schlaefle believes the program will offer the individual sports enthusiast an insight into "personal development." The program debuts Oct. 24 and will continue through the fall.

Another new local feature, "Cabbages and Kings," will, according to the station manager, offer a magazine format and utilize the talents and creativity of the entire KAID staff.

"I AM MORE EXCITED about this program than anything else," says Schlaefle. "The program will use film and studio segments, vignettes, poetry and narrative to reflect the times.

"It will also mirror the good as well as the bad. Too often we tend to be only negative about society in general--everything is bad," he continued. "Cabbages and Kings' will make every effort to keep us aware of our accomplishments. In addition, many segments will be produced for fun or as an experimental project solely for the enjoyment and entertainment of our audience."

A new public affairs program, "Inquiry," will examine current topics. Early season shows will focus on "Off-Road Vehicles" (Nov. 15); the rights of tenants and landlords; small claims court structure and Idaho Legislative coverage.

Returning features this year include "4-Tell," the program which presents information on community activities, book reviews and interviews. "The new '4-Tell' will be seen on Monday and Thursday with an expanded format," Schlaefle said.

"Showcase," highlighting the arts and humanities in Boise valley, returns for its second season on Wednesdays. "Idaho Wildlife" also get a new berth on Thursday evenings.

IN THE SPECIAL efforts category, Schlaefle plans the production of our programs on the ecology issue including "Salmon

River Run," concerning itself with the controversial Wild Rivers topic.

Tentatively titled "The Silent Majority," KAID looks at the Basque colony in Idaho. "This program is a review of their environment, family customs, culture and art forms," the station manager said.

Schlaefle is quite satisfied with the public reception of PBS programming in Boise Valley.

"We have had a real favorable reaction," he said, adding, "But a lot of people still look at PBS as being purely instructional. This, of course, is a misnomer." He conceded PBS format does not attract the general mass audience since much of the programming is geared to special interests. But this is the main function of public broadcasting.

Financing of non-commercial television comes from numerous sources--the Federal Government, the state legislature and private business and individuals. "I want to make it clear that none of the evening programming--with the exception of operation and maintenance--is supported by state tax money," Schlaefle confirmed.

Idaho State funds are pumped into "Instructional Television (ITV) broadcast during the daytime hours. The "ITV Program Guide," available through the office of the superintendent of public instruction, lists some 28 series of instructional programs available to school districts and home viewers.

ALSO OFFERED is supplementary viewing to aid instruction in art, science, music, language arts, social science, geography, career opportunities, agricultural and current events.

This educational material is available in addition to PBS services for children and adults.

Topping the PBS evening programming this season:

--"International Performance," a collection of the best French television music and dance.

--Masterpiece Theatre, the BBC production that brought American viewers "The Wives of Henry VIII," and presently rendering the five-part series, "Vanity Fair."

--Special of the Week, PBS' showcase for major productions of drama, popular and classical music and public affairs.

--Behind the Lines, a new weekly program evaluating the sources, the significance and the credibility of the news.

--The Family Game, designed for today's nuclear family, deals with the tensions, conflicts and perplexities that affect adults and young people. Idaho Statesman TV Weekly, October 22, 1972, p. 2

In 1977, advancements in public television's capabilities were noted:

**KBGL BUYS MOBILE VAN AFTER CHANNEL 10 FRIENDS
SPONSOR AUCTION ON TV**

The Friends of Channel 10, an organization which helps KBGL-TV, ISU's educational television channel, with both money and volunteer help, has made possible the purchase of a mobile van by Channel 10.

The van will be used to give Channel 10 the capability to travel anywhere within its broadcasting area to televise concerts, theatre events, interesting activities of all kinds. As a member station of the Public Television System, KBGL has an obligation to fulfill the needs of the viewers in the many communities which depend on KBGL for alternative television entertainment, and in this way, KBGL will be fulfilling that obligation.

Communities from Jackson, Wyo., through the Upper Snake River Valley, Idaho Falls, Blackfoot, American Falls, Arco, and on into the Wood River area can in turn display their talents and specialties and be entertained and informed by others within the viewing area.

The latest in equipment is being purchased and installed in the van with the funds from a Department of Health, Education and Welfare (HEW) broadcast facilities grant of \$234,423, which was awarded to KBGL on June 1, 1976, and from a matching grant of \$78,142 from the Idaho State Board of Education. Target completion date for installation of the equipment is April of 1977.

Staff members of KBGL-TV traveled to Payette this fall to pick up the custom-made mobile van from Champion Motor Homes. Plans and specifications were presented and approved by the board of directors of the Friends of Channel 10 and by KBGL production manager Jim Alexander and chief engineer Dick Siebe.

The van cost more than \$13,000, all of it coming from an auction held earlier this year by the Friends of Channel 10. The auction was dubbed an "annual" event, but probably won't be held again until the fall of 1977, according to Mary-Alice Shaw, KBGL Auction coordinator.

Channel 10 had decided about a year and a half ago to stage a fund-raising project, and the televised auction was selected. The Friends of Channel 10 volunteered help to tackle the "literally hundreds of things which needed to be done before and during the auction," says Ms. Shaw.

Ms. Shaw, volunteer auction chairwoman Dian Berg, a copious crew of volunteers and the entire staff of Channel 10 spent 11 months preparing for the First Annual Action Auction. When the last penny was counted after 19-1/2 televised hours which resulted in the auctioning off of 544 donated items, the result was more than \$19,000. Idaho State Journal, November 14, 1977, Section E, p. 10, c. 1-2

This article from an Emmett paper tells of a further advancement for KBGL-TV at Idaho State University:

HUGE ANTENNA TO LINK IDAHO TV STATIONS

Work is to start this month on a giant, dish-shaped antenna back of Red Hill which will link KBGL, Idaho State University's public television station, with a satellite 22,000 miles in the sky.

The satellite, to be lofted some time next year, will replace the long-line telephone distribution net which now serves the Public Broadcasting System.

Each of the 260 PBS stations will have its own microwave dish as a receiving antenna.

The installation on the ISU campus will be above the Schubert Height Housing complex for married students on the east side of Red Hill. It will be 36 feet in diameter and 40 feet high.

The \$150,000 project is scheduled to begin July 20, according to Herbert Everitt, KBGL director.

Everitt said the total PBS satellite system will cost about \$40 million. It is expected to be in operation in about 18 months.

Both pictures and sound will be much improved, according to Everitt.

"This will be the finest signal distribution system so far devised," he said. "But the biggest advantage is that it will provide for four signals at one time whereas the existing system only allows one. That allows much greater flexibility and selection."

Everitt said the satellite distribution system could transmit simultaneously a selection of programs such as the following:

1. A general public broadcast program such as "Masterpiece Theatre."
2. Instructional material such as a college-level course.
3. A medical technology program for a specific health care group.
4. Special projects of an unscheduled nature such as a Congressional hearing.

"We would have the opportunity to program on a live or delayed basis any one of these four programs," he said. "For instance, we could show one live and tape three to play later."

The satellite, Everitt added, will give the national PBS system the ability to provide much more program material in a given day.

While cost of construction of the antenna will be paid by the corporation for Public Broadcasting, the facility will be licensed to ISU and KBGL. It will be owned locally.

Five regional sending stations, or "up-links," will transmit programs produced by local PBS stations to regional or national network stations via satellite.

Don Stopyro of Dallas, Texas, site inspection engineer, was

in Pocatello recently to confirm location of the site and to arrange for building permits and subcontractors. He represents the prime contractors, Rockwell International and Collins Radio Group. Emmett Messenger-Index, July 7, 1977

The next year there were more advancements in public television service to Idaho:

STATE TV NETWORK "LINKING UP"

University of Idaho

The first link of a microwave system connecting Idaho's three public television stations is being installed between Moscow and Cottonwood this week.

The first part of the system, to connect Moscow and Boise, is being assembled at Paradise Ridge three miles south of Moscow.

The microwave, scheduled to be completed today, marks the first time Idaho will have a permanent statewide network for the exchange of television programs.

The new system will enable the Moscow public station to exchange programs with Boise and originate live programs statewide efficiently and with less cost than in the past.

Funding for the \$352,000 project was a grant from the Department of Health, Education and Welfare with 25 percent matching funds provided by the state of Idaho.

"We hope the new facility will help tie the state together in a way no other media can," said Dennis Haarsager, state coordinator for public TV at Boise. "Idaho is strongly regionalized and folks often seem to feel they are cut off from what happens elsewhere in the state. By sharing locally-produced programs simultaneously statewide and by addressing, at times, statewide concerns and issue, we hope to give viewers things they have not seen before and contribute to an increased feeling of 'community' with people in other regions of the state."

The first use of the microwave will be Sept. 5 for a live statewide call-in program examining the U.S. Forest Service's Roadless Area Review and Evaluation (RARE II). Congress will soon be deciding the fate of more than 8 million acres in Idaho.

The 90-minute program, "The Last Stand," will provide Idaho viewers with the opportunity to see the areas being considered for wilderness classification and to participate by calling questions in to a panel of experts.

When the microwave project is completed several dishes will transmit line-of-sight signals. The effect is similar to running a cable 225 miles from Moscow to Boise, then another 250 miles from Boise to Pocatello, connecting the three Idaho public TV stations. Between Boise and Moscow, the system uses five mountaintop sites near Moscow, Cottonwood, Riggins, Cascade and Boise.

Before the microwave, the only "network" activity took place

when the stations leased lines from AT&T during the Idaho legislative sessions to broadcast weekday reports. With the switch to a satellite delivery of National Public Broadcasting Service programs this summer, the telephone company equipment was dismantled.

Another deficiency in the old system was the State Department of Education's instructional television (ITV) daytime program. The State Education Department is responsible for the daytime schedule. Separate schedules had to be devised for each of the three stations and taped programs had to be shipped from one station to another. "This resulted in a logistical nightmare," says Haarsager, "and schedules didn't always fit the needs of the schools using ITV programs."

According to Haarsager, the new system will help clear up all of these problems. "Just considering projected savings on what the telephone company microwave costs during the legislative sessions alone, Idaho's portion of the microwave cost will be recovered in about five years." Instead of 30 hours of use one-way out of Boise, however, the network will have 8,760 hours per year of use and will be able to feed programs out of Moscow. Lewiston Morning Tribune, August 27, 1978, 3D, c. 1-3

The next year, progress was made on the linking of Boise with the Magic Valley.

KAID TRANSMITTER AWAITS GRANT OK
by Ray Sullivan, Times-News writer

JEROME--Most residents in the five North Valley counties may be able to watch Boise public television station KAID by next summer.

Jack Schlaefle, KAID station manager, said Magic Valley is first on its list of 32 Idaho sites for a signal translator.

The necessary equipment making that signal available would be added to its antenna already on Flat Top Butte east of Jerome.

Schlaefle said installing the translator and additional antennas could take place this year, possibly in late summer or fall.

The installation is contingent upon the station getting approval from the National Telecommunications Information Agency in Washington, D.C., for a 75 percent matching grant, Schlaefle said, to cover the total project cost of \$274,000.

The additional equipment out at Flat Top Butte would cost \$6,760 of that total. The state share of the costs was appropriated by the Idaho Legislature during the 1978 season. Schlaefle said the equipment changes would eliminate signal interference problems that KAID now has in the Magic Valley.

A Channel 4 transmitter located on Mt. Baldy in Ketchum makes it virtually impossible for most valley residents to receive a clear picture.

The station manager said the signal would be rebroadcast on Channel 65, originating from Hagerman, to eliminate the signal interference problem.

Additional directional antennas would be attached to the existing tower to provide better signal transmission to the "back side" of the valley, he said. This would mean a better signal would be sent to the communities and rural areas near Shoshone, Dietrich, Richfield and Hazelton.

Other Magic Valley communities that will receive the rebroadcast signals if a translator is installed are Twin Falls, Jerome, Filer, Kimberly, Hansen and the surrounding rural areas.

The new antennas might not be as effective for communities notorious for poor signal reception because of their location, Schlaefle said. He explained that people in and around Shoshone and Hazelton not on cable TV might find the rebroadcast signal only marginal because of the lay of the land between the tower and the communities. Shoshone drops in behind Notch Butte while there is another butte between the Flat Top Butte and Hazelton.

Schlaefle said the Magic Valley communities rank at the top of the priority list because a translator here could bring in more viewers than any other Idaho location.

He said the station has until May 13 to apply for the federal funds, but a reply from Washington might not be given before October.

However, Schlaefle said the NTIA has said signal expansion is its No. 1 priority and that will be considered when the grant applications are being reviewed.

"At the present time, we feel KAID-TV programs reach about 69 percent of the people in Idaho, and with the completion of the translator system they will be available to 96 percent of Idaho people."

He said the programming will be especially beneficial to school systems, such as smaller districts which can use the shows at little cost to broaden their visual programming.

Areas now receiving direct broadcasts from other public television stations won't receive KAID programming because of Federal Communications Commission regulations. Twin Falls Times-News, March 9, 1979, p. 1, c. 1-4

Ken Burrows had some interesting comments on public television:

PBS' CHANGING ROLE

The character of public television has undergone some drastic alterations in the last decade, but its basic function as an alternative to the commercial spectrum remains intact.

Non-commercial TV has attempted to divorce itself from an image that it caters primarily to limited audiences. In recent years, public video has moved into a general-audience sphere with

fare such as The National Geographic Specials, wide-appeal dramatic shows, even made-for-TV movies.

This changing philosophy seems especially appropriate today as the caliber of entertainment on the commercial networks continues to stagnate.

While the American public still considers television its prime leisure-time activity source, it feels it is not getting a fair shake from commercial TV. It is therefore turning more and more to PBS.

Twenty years ago, viewers would watch almost anything the networks threw at them. Today, however, they have become more discriminating and critical about the networks' fare. The rapid cancellation of dozens of shows each season is indicative of a lack of audience loyalty.

Commercial TV gets good grades in news programming quality, but has earned an "F" for news programming quantity. PBS, on the other hand, has mustered an "A-minus" in both subjects.

In the realm of general entertainment, commercial TV shines on numerous fronts, but in so many cases it can be characterized only as a nondescript smear.

Public video has its failings, too. It spends far too much time each year soliciting funding. Unfortunately, this trend may be a necessary evil because programming and operations are dependent on private contributions.

Another negative PBS trait is its failure to actively promote selected programming. Part of this problem can be tied directly to stations lack of scheduling uniformity. And to some viewers, PBS represents little more than the overseas branch of the BBC.

Despite these and other shortcomings, PBS is assuming a more competitive stance in the industry and now talks about "improving ratings," a phrase that was taboo a few years ago.

While public TV continues to suffer from growing pains, it would seem the negative mood toward commercial TV should act as an incentive for PBS to get its act together and affirm its identity. Idaho Statesman, TV Chatter, January 20-26, 1980, p. 2

IDAHO PBS STATIONS STRUGGLE TO MAINTAIN AUTONOMY by Ken Burrows

Boise's Channel 4, consistently the nation's most watched public TV station in terms of per capital viewership, recently found itself slipping into a sort of economic and creative twilight zone.

The culprit, of course, is the 1 percent property tax law. The pinch also affects Idaho's two other public television stations: KUID, Channel 12 at Moscow, and KBGL, Channel 10 at Pocatello. All three stations are affiliated with the Public Broadcasting Service.

Two weeks ago the State Board of Education, which holds the

state funding purse strings on public TV, outlined a proposal to consolidate the three stations as part of [a] plan to trim spending.

Maximum savings on the consolidation plan was listed as \$244,500.

Under the proposal, submitted by board Executive Director Milt Small, the operation of public television in Idaho would be centered in Boise. The Moscow and Pocatello stations, which presently enjoy autonomy, would be downgraded to satellite status.

Station managers at the three facilities would be fired and replaced by one general manager to oversee operations of the centralized system.

Under reorganization, about 50 employees would man the main facility at Boise. Small productions crews would be maintained at Moscow and Pocatello, but all program planning and administrative responsibilities would be controlled from Boise.

Idaho public television spokesmen said the amount saved by the state in combining the broadcasting operations would not make up for lost federal funds. They said the proposal also would adversely affect local programming at the three stations.

The board rejected the consolidation plan after hearing pleas from station managers of KAID, Channel 4, and Channel 12 to maintain the 3-station system. The measure, however, was not abandoned. The proposal will be the subject of additional study.

At the same time the question of consolidation arose, the board voted to relinquish funding control of the stations beginning next year and transfer their operations and management to the universities, on which they are located.

Channel 4 is located on the campus of Boise State University; Channel 12 operates at the University of Idaho; and Channel 10 is based on the campus of Idaho State University.

The board's action means future public TV budgets will be included in overall appropriation requests submitted by the universities through the board to the legislature. Until now, the station's budgets were submitted directly to the board.

State Board members also have proposed a reduction in funding of public television equivalent to the amount of money that would be saved were the operations of the three stations consolidated.

Public broadcasting in Idaho presently is allocated about \$1.1 million annually.

The board said there would be more flexibility in funding if controls were turned over to the universities.

In addition, money appropriated for a state coordinator of public television was designated as a part of the board's 3 percent budget reduction ordered by Gov. John Evans. The coordinator position will now be manned by the three station managers on a yearly rotation basis.

Jack Schlaefle, station manager of Boise's Channel 4, said

the idea for a centralized public video system is not new.

"Dennis Haarsager (then state coordinator) was asked by a couple of legislators and the governor's budget office in 1976 to look at consolidation," Schlaefle said, adding no action was taken at that time. "It was just a study but was mentioned in the budget proposal at that time."

While the state could save almost a quarter of a million dollars by combining the station operations, the system would immediately lose about \$350,000 in Community Service Grants, federal financial appropriated, in part, on the matching fund basis.

The one-station concept also could lead to the loss of some private grants from foundations.

"But even before we get to a single-station concept," Schlaefle observed, "we have to take a lot of cuts. How far can you cut until the whole system falls to pieces?"

Asked how the transfer of control from the State Board to Boise State would affect the station's financial status, 4 [sic].

Schlaefle said, "I'm sure they (BSU) will be judicious and fair with any reduction in funding we have to face, but they will be faced with the same decision as the board, and that is what are the priorities?"

The proposal to consolidate the stations would impair the role of programming production in Idaho, Schlaefle warned.

". . . This move would seriously dilute the effectiveness of services in Boise," Schlaefle said.

He said that while centralized public TV systems seem to work well in states such as Oklahoma and Nebraska, the differences in socioeconomic-economic levels in Idaho and a number of other factors dictate that the three-station system be maintained.

"The concerns of local residents in North Idaho are drastically different from those in Boise, Idaho, and Pocatello," Schlaefle [said].

"We are talking about the diversity of people in Idaho. They have different politics, different socioeconomic-economic levels and different industries. That's why the three-station concept works so well," Schlaefle added.

"The people in these three regions (north, southwest and southeast Idaho) have specific interests and needs. Each of the three stations can act quickly to respond to issues and events. This would not be possible under consolidation."

Schlaefle said he supports a centralized telecommunications organization that would work with the schools and universities "to plan, develop and coordinate nonbroadcasting activities for special and general audiences" to effectively utilize new technology of the telecommunications industry.

"In addition," he said, "new revenues could be realized through telecommunications projects to help offset the current reduction of state monies."

Schlaefle said per capita spending for public TV during 1979 was \$1.64 cents. He added the dismantling of the three-station system would amount to a per capita savings of only 7 or 8 cents a year.

In a discussion paper" on consolidation prepared for the board, Steve Keto, a State Board fiscal officer, wrote:

". . . [The] general manager could restore some of the 'pride' in public television administrators may have felt for the schools lost when the public broadcasting administration was centralized. This can happen by expanding the visibility of the institution through television, developing a closer relationship with broadcast journalism programs and exploring the possibilities for greater use of public television for post secondary instruction programs."

The paper admitted one disadvantage would be the loss of federal grant money, but Keto wrote: "Hopefully, the central administration structure could prove to be an advantage in obtaining special grants and contracts from the Corporation for Public Broadcasting (the agency which dispenses federal funds) and the federal government as well as from Idaho corporations. . . ."

The paper also said it is anticipated the reorganized system would receive federal grants "in proportional amounts to what is now received by the three stations."

Herb Everitt, station manager of Channel 10, said the Pocatello outlet is an integral part of the educational system in eastern Idaho.

"Here at Idaho State, we support the public schools with something like 900 hours of instruction," Everitt said. "We also serve the university with the production and broadcast of programs for (university) credit." He said such a wide ranging program of communications services could not be maintained if "control of public television were placed in the hands of someone in Boise."

Everitt said the idea of an educational broadcast system based on Boise goes back to 1963. At that time, he said the plan called for a "super-station" to be located in the capital that would furnish materials for use in the east Idaho education system.

"But the educators told us, 'Hey, wait, our needs call for programs that meet our criteria,' and we realized that could not be accomplished if the material was produced out of the region.

"We also believe in public affairs. We provide a sounding board, a forum for issues and programs involving communities in this area such as Rexburg and Soda Springs," Everitt added.

He said consolidation would "kill the whole concept of localism."

"I just don't think a production crew out of Boise could respond to public affairs in Pocatello as effectively as a local

crew," Everitt said.

Everitt estimated Channel 10 would lose much of its alternative funding if the station operations were combined.

"First, since we would no longer be a separate entity, we would lose \$162,000 in federal funding," Everitt continued. He said the station would no longer be eligible for industrial and corporate foundation grants which amount to about \$75,000 annually.

In addition to that, Everitt believes contributions from local residents would decline drastically.

"We raised about \$70,000 from the 'Friends of Channel 10' last March. I don't think those people here who support us now would be as likely to support us if we were not a local station and control was placed in Boise," Everitt said.

Everitt said he sees no real problem with the transfer of control of the stations from the State Board to their respective universities.

"I think, for example, it will encourage the university (Idaho State) to take a greater advantage of what we have to offer," he said.

Art Hook, manager of the Moscow station, who pleaded with the board to maintain current funding levels, said the consolidation plan complicates a proposal to merge his station with KWSU, the public TV station at Pullman, Wash.

"We have been studying the merger informally for about a year now and this exploration has gained momentum in the last six months.

He said Channel 12's marriage to KWSU, which presently duplicates the part of the coverage area and some of the programs aired by the Moscow station, would result in one of the Northwest's best training facilities for the broadcast arts.

In opposing Idaho's single-station concept, Hook said the Idaho consolidation proposal so far has not addressed the costs of relocation, design and implementation of a super station which Boise's present facilities could not accommodate. Idaho Statesman, September 21, 1980, p. 1D, c. 1-6

Despite all the difficulties the three station managers foresaw, just two years later they were saying something entirely different:

**PBS CENTRALIZATION
MANAGER SEES IMPROVEMENT IN PROGRAM QUALITY
by Ken Burrows**

Patrons of public television were concerned in 1980 when a proposal was made to consolidate the operations of the Idaho's three independent PBS affiliates in order to trim expenses.

What, they asked, will happen to the quality of programming--especially local programming--if the autonomous nature at the

stations was destroyed?

That autonomy was squashed in July with the formation of the Idaho Educational/Public Broadcasting System. But, according to Boisean Jack Schlaefle, the system's general manager, only good has come out of the centralization so far.

The State Board of Education, public television's licenses in Idaho, was instructed to consolidate the system by the Idaho Legislature, which partially funds the system.

The reorganization that places the state's three public TV stations--Channel 10 in Pocatello, Channel 12 at Moscow, and Channel 4 in Boise--under one general manager has, among other things, helped stabilize the system's financial insecurities.

Schlaefle, who was previously manager of Boise's Channel 4, said the broadcast hours for channels 10 and 12 have been expanded significantly and a lot of new programming is being made available to Pocatello and Moscow.

"You won't see much change in Boise because much of the programming that was acquired over the past few months is being broadcast in the other two sections of the state," Schlaefle said.

"Beginning, hopefully, on Sept. 17, you will see a significant change at all three stations" when the state system initiates a statewide programming cooperative, he said.

"We will air a half-hour public affairs program which will originate from all three stations. There will be, for example, issues or topics discussed in Pocatello with a writer-reporter giving input from that studio" which will be broadcast for viewers in Boise and Moscow.

The simultaneous involvement in public affairs shows was not possible when each station functioned independently.

"I don't know about the quality factor, but I think the quality of local programming will improve because we now have people at the stations who can concentrate on programming, which is what this business is really about," Schlaefle said.

"They have been relieved of some of the burden of management with respect to complying with regulations and policy. . . . which is now being handled through the central system here in Boise," he added.

"As far as quantity is concerned, KISU (Channel 10) has projected a number of programs for the fall, none of which were eliminated by the consolidation," Schlaefle said, referring to program plans made before the system was centralized.

Although the transition from three independent PBS stations to a statewide single system was smooth, the organization's financial path may get a little rocky by 1984, according to Schlaefle.

Money was saved by the elimination of triplicate positions such as general manager, program director and graphics expert. But, Schlaefle said, the state lost its eligibility to secure three federal grants--called Community Service Grants (CSGs)--

because, in reality, the state now has only one station and two "satellite" operations.

By qualifying for only one CSG, Idaho will receive about \$385,000, compared to about \$700,000 under a three-station operation.

"But if the stations raise more money (non-federal funds), and I think they all have, that will compensate for the loss of two CSGs," Schlaefle added.

Non-federal funds include state appropriations, donations by Friends of Public Television (a non-profit organization that oversees the expenditure of private donations) and corporate underwriting.

Schlaefle said the bottom line as far as finances is concerned revolves around "what Friends and the various institutions want to put into the station to provide personnel support over and above the base (state) budget of \$680,000."

All three stations received federal grants for fiscal year '82, which ends Sept. 30, and will receive only one CSG for fiscal year '83.

But, Schlaefle said, the reduction in funds will not have an impact until 1984. "Right now, Pocatello, Moscow, and Boise still have their '82 money (CSG grants span over a two year period). This money is offsetting some of the costs the system would otherwise have to pay for in supplementing the system in '83."

So '83 will be a good year, financially," he said.

But that picture will change a year later, when the system faces the reality of functioning on only one federal lump sum.

"The year 1984 will be a very difficult year, particularly if the economy remains at about the level it is now," Schlaefle added.

Schlaefle is adamantly opposed to public television turning to advertising as a form of alternate funding.

This form of funding was recently approved for several PBS stations on an experimental basis.

"I don't believe it (advertising) is going to work as an alternative source of funding," Schlaefle said, "It won't work in most markets because of the highly competitive nature of the markets.

"If Channel 4 turned to advertising, I don't think it would work," he said, because there is not a large enough source of revenue in the market with four commercial stations already sharing the advertising pie.

"Those stations that are doing well are in markets that don't have to compete with commercial stations," Schlaefle said.

"I think people may be willing to pay (a noncommercial TV fee) rather than sit through commercials."

While public television faces an uncertain financial future, the medium has become increasingly popular with viewers around the country as the audience of commercial TV reportedly dropped

in recent times.

Schlaefle believes improved programming is partly responsible for an increase in regular PBS viewership.

Televised educational instruction also is attracting larger numbers of viewers.

"Programming for higher education has increased dramatically this year," Schlaefle said, "so you have a new viewership watching channels 4, 10, and 12 for a different reason than they did before."

Schlaefle, who said he watches a lot of public affairs programs, both on public and commercial television, also said viewers seeking entertainment are watching public TV more than ever.

He said a network programming lack of quality is not necessarily the reason viewers are switching to public TV stations.

"The commercial broadcasters frustrate some people because they air specific programs aimed at specific target audiences. There is no counterprogramming, so consequently they are losing an audience because there is no diversification."

He cited the alternative programming stance of independent stations such as Nampa's Channel 12, but he said most independents traditionally carry movies during prime-time hours, which does not always meet with approval of viewers.

He said public TV carries a wide array of alternative programming that is not limited in motion pictures. Idaho Statesman, September 7, 1982, p. 1D, C. 1-5

Another advancement in the progress of public television in Idaho:

GRANT WILL LINK PUBLIC TV IN IDAHO

KISU, the public TV channel at Idaho State University, will be able to feed locally-originated programs to the rest of the state because of a federal grant which will link Idaho's three public broadcasting stations by microwave, says KISU Station Manager Barton Bond.

The grant, from the U.S. Department of Commerce, will provide \$152,860, but the remainder of the cost will be borne by the Board of Education and the Idaho Educational Public Broadcasting System.

Local political, cultural or sports programs could be broadcast to the other stations in the state, Bond said. The new hookup would also allow "teleconferences" which could be used by universities to share special classroom lectures or materials with students at other colleges or universities, he said.

The project will be put out to bid this week and should be finished within six months, according to a press release from Lt. Gov. David Leroy's office. It would connect stations in

Pocatello, Boise and Moscow in Idaho and Pullman in Washington.
Idaho State Journal, July 19, 1983, p. 1B, c. 1-2

In the TV Weekly of the Idaho Statesman for May 4-10, 1986, page 30, is a small mention of another new innovation on Boise's television scene, cable public TV:

Boise's public access channel, which inaugurated daily broadcasts last Thursday on Cable Channel 27, has scheduled a series of political debates beginning Monday.

The access channel is a joint venture of United Cable TV and Boise State University.

In January of 1987 was an article telling more about the cable public television station:

LIVE--FROM BOISE
by Marianne Flagg

Connection 27 is only 9 months old, but already the local cable television station is in the midst of a growth spurt.

Ted Eisele has the paper-strewn desk and incessantly ringing phone to prove it.

As local-originator director for cable Channel 27, Eisele supervises development and scheduling of the all-local programming. Offerings include the arts-oriented Boise, the Show, the exercise program 15 Minute Fitness and the newly created Idaho Recreation Report, which focuses on hunting, fishing and individual sports.

Connection 27 is a joint venture of United Cable Television and Boise State University. United Cable provides the hardware, such as cameras and editing equipment. BSU supplies studio and office space, along with an energetic group of students to help run the station, Eisele says.

"I feel like we're growing tremendously," he says. "We are looking at doing fewer repeats and more original programs."

Within a year, Eisele says, the station will be able to do live call-in shows and do two- or three-camera taping in the field. He also hopes to get a van to do live remotes.

"BSU is working on networking the campus with video and audio feeds connecting all the buildings on campus," Eisele says.

The station then could televise a speech live from the Student Union Building or a performance from the Morrison Center for the Performing Arts.

As further evidence of Connection 27's booming popularity, Eisele says the studio--in BSU's Communication/KBSU Building--is in use from 8 a.m. to 9 p.m. on weekdays. Students work on class projects and Connection 27 staff (composed of students and community volunteers) works furiously to film and edit the weekly programs.

"We want to open the facility on Saturday and Sunday," Eisele says.

The public is welcome to submit ideas for new programs or creative twists on current ones.

"All we require is an idea and then we work on how to produce the show," Eisele says. Connection 27 even will give budding producers a workshop on how to use the cameras and editing equipment.

He praises the dedication of the students and volunteers who put the shows together.

"Viewers of television programs are very naive about what it takes to put a show on," Eisele says. 15 Minute Fitness host Dina Jewell definitely gets a workout: Despite its casual title, the show takes two hours to tape. Idaho Statesman, January 13, 1987, Section D, p. 1