

Outreach Committee Project Proposal

Applicant	Cindy Lunte
Applicant ID	APP-000338
Company Name	Idaho Public Television
Recipient Address	Idaho Public Television 1455 N Orchard St Boise, Idaho 83706
Email	cindy.lunte@idahoptv.org
Funding Requested	\$0.00
Status	Submitted
Funded	<input type="checkbox"/>

Contact

Question: Entity name

Idaho Public Television

Question: "Doing business as" (If applicable)

Idaho Public Television

Question: Federal Tax ID Number

82-6000952

Question: Street address

1455 N Orchard St

Question: PO Box (If applicable)

Not Answered

Question: City

Boise

Question: State

Id

Question: Zip Code

83706

Question: Entity website

idahoptv.org

Question: Last name

Tucker

Question: First name

Jeff

Question: Email address

jeff.tucker@idahoptv.org

Question: Contact phone

208 373 7371

Project Information

Question: Project title

Highlighting Idaho Industries and Career Pathways in 360

Question: Project manager first name

Jeff

Question: Project manager last name

Tucker

Project Description

Question: Project description

How many Idaho students do you know who fully intended to complete a four-year degree, but were unable to do so? When they fail, these young people often feel like they have no good options at all. In contrast, Idaho employers across the state are looking to fill many skilled positions that don't require a bachelor's degree. They are desperately trying to find skilled employees who can be trained through alternative routes, such as certifications, apprenticeships, and associates degrees. Idaho Public Television has the ability to help bridge this gap.

Idaho Public Television is proposing to complete a series of 360 degree videos highlighting a selection of industries/professions and educational outlets from across the state. The highlighted industries/professions will be based on a list of priority industries/professions compiled by the IWFDC, Idaho State Board of Education, Idaho Department of Labor and Idaho CTE. The work will complement work being completed by IdahoPTV for the American Graduate – Getting to Work (Am Grad) grant from the Corporation for Public Broadcasting (CPB) and allow IdahoPTV to dedicate additional staff to career readiness issues. The American Graduate grant focuses on removing the stigma surrounding skilled jobs that don't require a full four-year degree and on helping young people identify practical pathways to obtaining the skilled jobs that interest them, without acquiring significant debt.

Since the Am Grad grant concentrates on standard High Definition videos, which are best for broadcast and social media, this request will allow us to also have a wider selection of 360 degree videos to go along with our current work. These immersive videos offer young people, influencers and mentors a unique way to get inside the reality of a workplace all told by authentic industry voices as well as engaged educators. In addition, this funding will allow us to work outside of our current grant requirements to fulfill more of what is currently needed by our partners.

Idaho Public Television will promote these videos through broadcast spots, a social media campaign and through partnerships with the IWFDC, SDE, SBOE and IDOL. We will generate additional interest in these videos using VR headsets to view the videos at events and through giveaways of 360 headsets for use with smartphones.

Question: Campaign timeline

We hope to launch this project in March 2020, with the first 360 video completed by April 8, 2020. Our current schedule is to provide at least one 360 degree video per month for a total of 12 videos over one year, with a final completion date for all deliverables by March 31, 2021.

Organizational Capacity Resume

Question: Please attach an organizational resume that demonstrates your organization's capacity to complete this project.

[Organizational Capacity IWFDC grant.docx](#) (2/21/2020 2:09 PM)

Question: Please attach a resume or bio for the named project person.

[Project Manager Biography IWFDC grant.docx](#) (2/21/2020 2:09 PM)

Budget

A project budget will need to be uploaded as part of the application process. Please click on the link to the Outreach Committee Project Proposal Budget. There will be an option to download the budget template. Please complete the template and upload to the appropriate question in this section.

[Budget Sheet](#)

Question: Budget

[WorkForceDevelopmentBudget.xlsx](#) (2/25/2020 9:16 AM)

Question: Budget notes

Budget numbers for production costs are based on an estimate of \$450 per day for field production equipment package times 1 day shooting per video, \$450 per day for use of editing equipment times 5 days editing per video, plus 1 day of staff research time. Travel costs are based on an estimate of 12 days per diem at \$45 per day, and 8 days lodging at \$120 per night for all of the videos. In kind amounts assume staff time of 10 hours for videography and 40 hours of editing per video, plus a total of 55 hours during the grant for communication efforts and approximately 3500 miles of vehicle use.

Outcomes

Question: Entity responsible for tracking and reporting

Idaho Public Television

Question: What is the potential for increasing the awareness of careers for Idahoans?

This initiative will absolutely increase awareness of priority careers for young people and families throughout the state. It will allow young Idahoans to experience career opportunities in Idaho in a new and engaging way, offering them reality-based experiences of actual career choices and highlighting priority industries, as determined by IWFDC and our other partners. The platform is simple to use and realistically anyone with a 4G smartphone or an internet connection at school or a library will be able to experience the tours. IdahoPTV can make downloadable files available in case of slow broadband.

The audience for the 360 degree videos is youth in 8th-12 grade, school counselors and advisors, school administrators, recent high school graduates, CTE instructors and parents of young people and other adults who might have influence over a child's career choices. Videos will be made available on the future Next Steps Idaho website, on YouTube and through other social media outlets. The videos and VR headsets will also be made available for use at IWFDC and Idaho SBOE events.

Question: What is the anticipated reach of the project?

Anticipated Reach

- Make at least 150,000 impressions and 3000 engagements through Facebook posts and digital ads
- Have at least 3000 total views of YouTube videos
- Engage with at least 300 people at events
- Broadcast at least 7 career readiness videos reaching at least 400,000 viewers
- Distribute at least 1,000 360 degree headsets for use with smartphones

Question: What are the anticipated project outcomes?

We will complete twelve 360 degree videos highlighting priority industries and career pathways in Idaho. We will share these videos with partners and through social media and with advertising targeted at youth ages 16-26, as well as adults who influence these young people. This will lead to increased awareness of skilled career options and educational pathways that don't require a full 4-year degree.

Question: What metrics and or reports will be delivered to the committee, and when?

A 6-month narrative report will be completed outlining all activities and deliverables completed to date. A final narrative and financial report will be completed and delivered within 60 days of the end of the grant. This narrative will discuss the successes and difficulties encountered in fulfilling the grant, as well as a discussion of areas with the potential for future partnerships or opportunities.

Metrics compiled/delivered will include:

- High quality copies of all completed videos will be shared with IWFDC as completed
- The number of impressions and engagements for all Facebook posts and digital ads
- The number of YouTube views for each video
- The number of people interacted with at events featuring the videos
- The number of 360 degree phone holder viewers given away
- Number of broadcast spots aired

AG 360
Grant Budget

	Grant Request	In-Kind	Total
Production Services <i>12 segments x \$4,878 per segment</i>	35,568	22,968	58,536
Travel <i>Lodging, miles, per diem, etc.</i>	1,500	1,890	3,390
Giveaways & Supplies <i>360 Viewers, VR Headsets, etc.</i>	4,000	-	4,000
Advertising	4,000	1,400	5,400
Total Project Cost	<u>45,068</u>	<u>26,258</u>	<u>71,326</u>

Project Manager Biography

Jeff Tucker is the Director of Content for Idaho Public Television, a role he has held for over 6 years. He first started at IdahoPTV as an intern in 1983, when he was still in high school. Though he left to start his own production company in the 1990's, he returned to the station in 2000 to take on the position of IdahoPTV's Production Manager.

As Director of Content he manages independent and contract work as well as content initiatives and other production relationships with state and private entities. Building and maintaining positive and productive partnerships has been an important part of Tucker's role at IdahoPTV. Tucker led the start-up of IdahoPTV's newest ongoing series, *Idaho Experience*, and serves as co-executive producer and manager for the series *Idaho in Session*, a partnership with the Idaho Legislative Services Office. Jeff has extensive experience overseeing private and federal grants and he works closely with accounting staff at IdahoPTV to ensure that all grant requirements are fulfilled in a timely and accurate manner.

He is a life-long resident of Idaho and a graduate of the University of Idaho's School of Journalism and Mass Media. He was a member of the 2017 PBS Digital Immersion Program and is currently serving on the PBS Digital Media Advisory Committee.

Organizational Capacity

Idaho Public Television (IdahoPTV) is an agency of the state of Idaho and is an entity of the Idaho State Board of Education. It has a staff of 66 full time and 3.5 part-time classified employees. The staff dedicated to this grant include a Director/Videographer, Andy Lawless, and a part-time videographer, plus oversight by the Director of Content, Jeff Tucker. Additional support will be provided by our Education Project Coordinator (TBD), our communications team under the direction of Sandy McBride, Director of Communications and our accounting team under the direction of Dave Taylor, Director of Finance.

As Director of Content Jeff Tucker manages independent and contract work as well as content initiatives and other production relationships with state and private entities. Jeff has extensive experience overseeing private and federal grants and he works closely with accounting staff at IdahoPTV to ensure that all grant requirements are fulfilled in a timely and accurate manner.

Although Cindy Lunte, who has co-managed the Am Grad project, is leaving IdahoPTV at the end of March, we are in the process of hiring a new Education Project Coordinator. Part of their role will be to make sure both the Am Grad project and this grant request, if funded, stay on track.

Andy Lawless currently serves as the production lead for this initiative. Up to this point he has explored over 20 story ideas and produced 41 segments that have been given over 300 hours of airtime on IdahoPTV. Viewership of these segments is estimated to be more than 400,000. The pieces have been heavily promoted on social media and on YouTube, where a separate #AmGrad [playlist](#) is available. We have also utilized digital ads in regional newspapers and aired spots on cable networks focused on younger viewing audiences. The newspaper campaign in northern Idaho alone had 134K targeted impressions and a click through rate of .21%, which is more than 3 times the national average.

IdahoPTV has experimented with 360 storytelling for the past year for its Science Trek series and has good knowledge of the production processes that go into telling an engaging story in a 360 format. Andy learned and built upon that simple workflow and produced one experimental [360 industry tour of Rekluse](#) which garnered favorable feedback when demonstrated at the 2019 Age of Agility Conference.

We believe that this accessible and visually engaging way to tell a story will excite viewers of all ages and backgrounds.

Please see the attached organizational chart.

ORGANIZATIONAL CHART

Ron Pisaneschi
Ron Pisaneschi

1-8-2020
Date

66 Full-Time Positions
35 Part-Time Classified
Note: 4 Vacancies

General Manager
Ron Pisaneschi

Admin Asst 2
Kelly Roberts

Friends of
Idaho Public Television, Inc.

Director of Technology
Rich Van Genderen

Executive Producer
Bruce Reichert

Director of Content
Jeff Tucker

Director of Strategic Fundraising
Jennifer Johnson

Director of Communications
Sandy McBride

Director of Finance
Dave Taylor

On-Air Services

Chief Engineer, State
Craig Koster

Chief Engineer, Regional
Ken Seppola (M)
Dave Turmire (P)

Broadcast/Maint Ops Engr
Andy Miles
Jason Mancebo
Vacant

Production Editor
Valerie Massee
Derek Belg

Production Technician
Dan Ward

Master Control Operator
Jim Albaugh (CPT)
Ray Wilsey (CPT)
Kurt Kopetz (CPT)
Vacant (CPT)

Field Services

Broadcast Field Engr, Sup
Brad Butzbach

Broadcast Field Engineer
Michael Cramblit (M)
Douglas Hudman (P)

IT Services

IT Infrastructure Engineer III
Mary Melahn

IT Operations & Support Analyst I
Vacant (1/2 Split)

Production

Producer/Reporter/Host
Joan Cartan-Hansen
Marcia Franklin
Melissa Davlin
Bill Manny
Vacant

Producer/Director
Forrest Burger
Producer/Writer
Lauren Melink

Programming

Programming Manager
Sherril Walton

Programming Assistant
Jeanne Gaylor (M)

Program Support Clerk
Melissa Bingham
Amy Adams
Vacant (CPT)

Education

Education Specialist
Cindy Lunte

Teacher Ambassador
Kari Wardle

Family Engagement Specialist
Samantha Hill

Curriculum Specialist
Janna DeLange (P/T)

Event Coordinator
Adrienne Zachary (P/T)

Donor Services

Annual Giving Director
Teena Wright

Donor Services Data Specialist
Kevin Harrison

Digital Fundraising Associate
Robin Barclay

Donor Services Rep
Vicki Peterson

Office Specialist 2 (Admin)
Cynthia Buddell
Veronica Cast (P/T)

Philanthropic Planned Giving

Philanthropy Director
Shane Charlton

Donor Relations Associate
Laure Zuckerman

Business Development

Business Development Manager
Teri McColly

Business Development Representative
Rachelle Anderson

Business Development Associate
Kylene Buxnann

Grant Writer & Researcher
Laura Hull (CPT)

Communication Services

Graphic Design Specialist
Jim Hadley

Technical Writer
Greg Likins

Software Engineer 2
Stephanie Dickey

Software Engineer 1
Casey Rider

Web Design Associate
Vacant (1/2 Split)

Multimedia Specialist
Jenessa Carson

Accounting/Finance

Financial Specialist, Senior
Dawn Rose

Buyer
Michelle Kohler

Financial Support Tech
Pilar Howell
Debbie Siddoway (CPT)

Receptionist
Linda Burke (P/T) (P)

Human Resources

General Manager
Ron Pisaneschi, Agency Head

HR Specialist
Susannah Armm

HR Associate
Vacant

Legend

M = Moscow P = Pocatello CPT = Classified Part-Time P/T = Part-Time