FY 2026
PERFORMANCE REPORT



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Introduction

I am pleased to present Iowa PBS's performance report for fiscal year 2026. This report contains information about the services Iowa PBS and its partners provided for Iowans during the past fiscal year. The report is prepared in accordance with the Accountable Government Act to improve decision-making and increase accountability to stakeholders and citizens. This report contains performance information on how well Iowa PBS is achieving its strategic plan goals. The report also contains performance information on Iowa PBS's primary activities, services, and products.

Iowa PBS provides quality, noncommercial programming to make a difference in the lives of Iowans. Our mission is to educate, inform, enrich, and inspire Iowans. As one of the last locally-controlled media enterprises in the state, Iowa PBS is committed to telling Iowa's stories like no one else can. We present an unequaled array of programs of lasting value to Iowans, regardless of where they live or what they can afford.

Iowa PBS broadcasts approximately 1,035 hours of high quality, locally produced programming that reflects a range of interests for Iowans across all demographic categories. This programming is provided to Iowans via four programming channels – Iowa PBS (.1), Iowa PBS KIDS (.2), Iowa PBS WORLD (.3), and Iowa PBS Create (.4). Iowa PBS stations distributing these channels to Iowans include: KDIN Channel 11, Des Moines; KIIN Channel 12, Iowa City; KTIN Channel 25, Fort Dodge; KYIN Channel 18, Mason City; KSIN Channel 28, Sioux City; KRIN Channel 35, Waterloo; KBIN Channel 33, Council Bluffs; KQIN Channel 34, Davenport; KHIN Channel 35, Red Oak. In addition to our statewide broadcasts, Iowa PBS, WORLD and Create are available to livestream on iowapbs.org/live, pbs.org/livestream, and the PBS app. Iowa PBS KIDS is available to livestream on iowapbs.org/live or the PBS KIDS app. Iowa PBS programs are also available on most popular platforms. See all the ways you can watch by visiting iowapbs.org/watch.

During FY2026, Iowa PBS continued its focus on creating and providing locally-produced and locally-focused, enlightening and entertaining programming and educational content that appeals to its audiences.

Iowa PBS was honored with three Public Media Award nominations from the National Educational Telecommunications Association in fiscal year 2026. Nominations were announced by the National Educational Telecommunications Association on September 5, 2025. The nominees included: ***Dogs of Service*** (Military Chronicles); Iowa PBS educational impact (Excellence in Education); and ***Studio 3 LIVE:*** *The Foxies* (Performing Arts). Public Media Awards are an annual recognition of public broadcasting's finest work, a tradition established in the 1960s.

Iowa PBS was also honored with eleven regional Emmy® award nominations from the Upper Midwest Chapter of the National Television Academy of Arts and Sciences in fiscal year 2026. Nominations were announced by the National Academy of Television Arts and Sciences on September 8, 2025. The nominees included: ***The Homegrown History of Giant Pumpkin Competitions*** (Historical/Cultural/Nostalgia – News); ***Iowa Life:*** *Robbie Erickson* (Sports Story – Long or Short Form Content); ***The Pope's Visit to Iowa*** (Documentary - Cultural; ***Iowa Life:*** *Episode #302* (Magazine Program); ***Des Moines Metro Opera Presents American Apollo*** (Entertainment – Long Form Content); FIND Iowa: 99 Counties – Amish Basket Weaving (Informational – Instructional); ***Cowboy Mounted Shooting*** (Arts/Entertainment – Short Form Content); ***Rebuilding the American Clothing***

Industry (Business/Consumer – Short or Long Form Content); ***Road Trip Iowa:*** *Driftless Area Scenic Byway* (Lifestyle – Long Form Content); and ***Iowa Life:*** *Urban Bicycle Food Ministry* (Societal Concerns – Long or Short Form Content). Iowa PBS was honored with two regional Emmy® Awards at the 2025 Upper Midwest Emmy Awards Ceremony on Saturday, October 18, 2025, for its production of ***Iowa Life:*** *Episode #302* and ***Des Moines Metro Opera Presents American Apollo***. The Upper Midwest Chapter of the National Academy of Television Arts & Sciences is a membership organization dedicated to excellence in video and television by honoring exceptional work, past and present.

Iowa PBS was recognized in Fiscal Year 2026 by the Iowa Broadcast News Association for exceptionally produced work during the 2025 calendar year. The network received six awards at the IBNA annual convention and awards event held on Saturday, April 18, 2026, including ***Market to Market:*** *Women in Ag* (Farm and Agribusiness, First Place); ***2025 IGHSAU Girls State Softball Championships*** (Sports Play-by-Play, First Place); ***Market to Market:*** *Study: Ag Sources of Nitrates in Water* (Public Affairs, Second Place); ***MtoM Podcast:*** *Cattle Complex is Living Up to Its Name* (Best Podcast, Second Place); ***Market to Market:*** *Migrant Labor in Texas* (General Reporting, Second Place); ***Market to Market:*** *CRP Investigation* (In-Depth Series, Third Place).

Iowa PBS continues to expand its services beyond broadcast by utilizing the internet as a distribution mechanism. Viewers can not only find information regarding our schedules and programs, but also hours of video from Iowa PBS and PBS programming, activities for children, and timely, relevant, educational resources from Iowa PBS and PBS for our teachers. In the past year, there were over 10.5 million video views on Iowa PBS's YouTube channel.

Iowa PBS travels across Iowa presenting at educational conferences and providing professional development in educational settings ranging from early childhood centers to universities. These professional development sessions/events align with our goal of providing free educational resources/information for both formal and informal educators throughout the state.

PBS Learning Media is rapidly becoming the choice for 21st century educators as they look for innovative digital content to ignite learning. Expressly designed for educators, this free service brings together the best of public media digital content from award-winning programs. With the access to new data gathering technologies, we are better able to see who is coming to Iowa PBS Learning Media and from where across the country.

Iowa PBS met or exceeded its performance target in seven of eight performance plan measures presented on pages 8-13. Iowa PBS's future focus on meeting viewers where they are — on the air, online, and on the ground — will increase the value of its services to Iowans.

Thank you for giving us this opportunity.

Sincerely,
Andrew Batt
Executive Director and General Manager, Iowa PBS

Network Overview

Mission: Iowa PBS educates, informs, enriches and inspires Iowans.
Vision: Iowa PBS enriches lives.

Purpose

Iowa is at the heart of Iowa PBS. Iowa PBS 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, Iowa PBS provides news and information with historical perspective that enhances the lives of Iowans from all backgrounds, all generations, and all walks of life. Iowa PBS is committed to delivering high-quality and innovative media and services that create insight, fulfillment, and growth while offering companionship, comfort, and entertainment. Iowa PBS provides the lens through which Iowans may better see their world.

Guiding Principles

The people who work at Iowa PBS — staff members and volunteers — share the following beliefs:

- As broadcasters and educators, we hold a public trust with the people of Iowa.
- Television can be a force for good, and we will exercise its use with integrity.
- Public television should be available to everyone in the state.
- Our programs impact the lives of those who view them; and their worth is determined by their use, their quality and the service they provide to their viewers.
- The people who make public television and the people who watch it will be treated with dignity and respect.

Iowa PBS strives to be a vital and important part of the lives of Iowans of all backgrounds, all generations, and all walks of life. We reach all of Iowa with our broadcast and online signals; similarly, our programs and services are aimed at all those who live here.

Iowa PBS provides Iowa's youngest residents — and their parents, teachers, grandparents and caregivers — with trusted, high-quality children's services that educate and entertain while encouraging them to be part of a broader community. We engage learners with interactive educational tools through their early childhood programs, schools, and teachers, taking them on trips that enhance learning.

Iowans turn to Iowa PBS as a trusted source for information about the state we call home. Through interactive online experiences, virtual field trips to Iowa landmarks, television programming about our government, our communities, our student-athletes, and our musicians, and through educational opportunities that go beyond our broadcast, Iowans look to us as their partner in their quest for community and lifelong learning.

Iowa PBS strives to be a key source of information about Iowa, a hub for civic and civil discourse, a center for community engagement, and a leader in Iowa's future.

Core Functions and Key Services

Iowa PBS is Iowa's statewide public broadcasting network. Iowa PBS has two core functions.

1. With public broadcast and media services, Iowa PBS provides public television, telecommunications, and other services that educate and enrich people's lives. Activities include programming, video creation, educational opportunities, outreach and engagement and other media services.

2. With educational services, Iowa PBS imparts knowledge and develops skills and competencies through broadcast services or other avenues. Activities may include programming, professional development, public awareness efforts, planning, research and evaluation, technical assistance, curriculum development, and fiscal or program oversight.

Iowa PBS staff is focused on creating and providing entertaining programming and educational content that appeal to its customers. Support staff and the Iowa PBS Foundation staff contribute to the creative process by making available necessary administrative services and funding.

As a professional broadcast organization, Iowa PBS is protective of its First Amendment rights and responsibilities to exercise independent journalistic and editorial judgments. Decisions are continuously scrutinized to ensure that programming and educational content are free of political influence or commercial consideration. Iowa PBS also has the ability to build collaboration among partners, thereby extending the value of products and services.

Customers and Stakeholders

Iowa PBS's three key customer groups are viewers, educators and funders.

Viewers want to receive our network's content with a clear, clean signal, easy-to-use online platforms, a variety of content and consistent, high-quality programming.

Educators expect quality programming and services that fit their core curriculum. While educators expect outreach tools such as study guides and workshops, viewers see outreach more as a bonus than an expectation. When choosing technology-based curriculum materials, the two most important criteria for teachers are relevance to the curriculum and age/grade appropriateness.

Funders such as government agencies and foundations expect mission critical work to be completed and delivered within the funding cycle. Underwriters expect on-air credit around programs that deliver a targeted audience. Iowa PBS Foundation members want strong customer service and recognition for donations and gifts.

Delivery Mechanisms

Programming is delivered to viewers through over-the-air digital broadcast, a variety of cable and satellite providers, as well as Iowa PBS Passport, iowapbs.org, pbs.org, streaming platforms, including Hulu + Live TV, Local Now and Roku, and social media platforms, including Facebook, YouTube, Instagram and X. Services to educational customers are provided through broadcast airwaves, the Iowa Area Education Agencies and the internet and social media, including iowapbs.org, Facebook, Instagram and Pinterest.

Organizational Structure

The Iowa Public Broadcasting Board, the broadcast licensee, governs Iowa PBS, approves its budget and sets general programming objectives and policy guidelines. Iowa PBS is an autonomous agency under the umbrella of the Iowa Department of Education. The Iowa Public Broadcasting Board hires the Executive Director/General Manager of Iowa PBS.

The Iowa PBS Foundation is a separate 501(c)3 that exists to foster giving to support Iowa PBS. The Iowa PBS Foundation Board is comprised of as many as twenty-four (24) members. This Board shall include representation from several geographic areas of Iowa. The Board members are approved by the Iowa PBS Foundation Board.

Staff

Iowa PBS employs 80 full-time staff. An additional staff of 17 is employed by the Iowa PBS Foundation. Talent, contractors and intermittent employees are hired as needed for productions and other network activities.

Locations

Iowa PBS operates nine high-power digital transmitters and eight translators across Iowa. The 62,000 square foot headquarters in Johnston houses three production studios, master control, edit suites, a scene shop and field production equipment. A satellite farm is also located on the 7.56-acre site in Johnston. Iowa PBS owns a second building in Johnston for additional Iowa PBS and Foundation staff.

Budget

Iowa PBS had a $16,157,600 annual operating budget in FY 2026, of which state appropriations were approximately 51%.

Network Performance Plan Results FY 2026

Core Function: Public Broadcast and Media Services

Description: Iowa PBS acquires, produces and schedules programming to educate, inform, enrich and inspire viewers across the state. To accomplish this, Iowa PBS produces local programming covering Iowa issues and events. Iowa PBS distributes both long- and short-form content online. Online platforms include YouTube, iowapbs.org, the PBS app, Facebook, X and other social media and streaming platforms. This includes content originally intended for broadcast as well as content that is created for digital-only distribution.

Why we are doing this: Iowa PBS is Iowa's network of community, education, enlightenment, and civic engagement – distinguished from all other media sources by local ownership and by its commitment of service to Iowans. Iowa PBS's local programs are the embodiment of that commitment. Our audience is constantly expanding the platforms where they watch video, and being able to watch content on demand (versus the appointment viewing of broadcast) is quickly becoming an expectation for our viewers. Learners of all ages also benefit from having access to short-form video, and we can further fulfill our mission through smaller segments available on platforms where users expect them.

What we're doing to achieve results: Iowa PBS provides its production staff with new technology and training opportunities to help them produce high-quality programming more efficiently. Iowa PBS utilizes an internal Audience Research & Tracking Committee to help Iowa PBS determine the local topics of greatest value to Iowans using available data, data tracking practices and measures of success. Iowa PBS is also working closely with Iowa's diverse community of independent filmmakers to support them in producing locally relevant programming for broadcast on Iowa PBS. When rights to copy, images and music allow, full-length programs, clipped segments from full shows and digital short-form videos are uploaded and distributed through Iowa PBS's online and social media platforms, including YouTube, Facebook, X and the PBS app. Iowa PBS also makes select content available on PBS Passport and other streaming services to reach audiences wherever they choose to watch.

Service, Product or Activity: Emerging Media

Operating Goal	Measurement Target	Measurement Actual
Increase the number of on-demand video streams by viewers of Iowa PBS/PBS content through Iowa PBS/PBS apps and websites.	5,500,000	10,505,637

What was achieved: The number of on-demand video streams by viewers of Iowa PBS/PBS content was over 10.5 million. This includes on-demand video streams through Iowa PBS/PBS apps and websites and Iowa PBS's YouTube channel. This increase over our target was due in part to videos on YouTube that experienced a level of virality, like our ***Tractor Wars*** (over 500,000 in FY26, over 4,000,000 views overall) and Tractor Wars II (over 1,000,000 views) documentaries. Iowa PBS also added boys high school sports last year, which increased the on-demand video streams.

Data Sources: Software that was developed to track the information reported by the various platforms was used to collect the video view data.

Resources Used: Communications staff are funded with state appropriations and the Community Services Grant from the Corporation for Public Broadcasting (Corporation for Public Broadcasting funding was eliminated, this is the last performance report that will include that funding).

Service, Product or Activity: Programming and Production

Operating Goal	Measurement Target	Measurement Actual
Tell Iowa's stories through the lens of Iowa PBS. To do this, Iowa PBS will create local productions/content that highlight local stories and voices.	700	1,035

What was achieved: Iowa PBS exceeded the goal for the number of broadcast hours of local programming.

Data Sources: Every second of programming Iowa PBS broadcasts over-the-air on its four broadcast channels is scheduled using Myers ProTrack data management software. Iowa PBS notes the source of each program scheduled for broadcast in ProTrack. ProTrack can easily distinguish local programs by source. The 1,035 broadcast hours of local programming total is derived from four reports – one for each of Iowa PBS's broadcast channels – generated by ProTrack.

Resources Used: These activities are funded with contributions made to the Iowa PBS Foundation and with state appropriations.

Service, Product or Activity: Engineering

Operating Goal	Measurement Target	Measurement Actual
Provide dependable and consistent distribution of Iowa PBS programming through broadcast transmission systems to all Iowans by means of Iowa PBS's nine (9) transmitters and eight (8) translators strategically located throughout the state of Iowa.	99%	99.27%

What was achieved: Iowa PBS transmitters and translators were transmitting content over 99% of the time. Iowa PBS transmitters and translators are shut down during maintenance windows to keep workers safe.

Data Sources: Transmitter Outages – Events and Issues Tracking Report Forms
Resources Used: Transmitter and translator equipment and employees that work on the equipment are funded with state and capital appropriations along with contributions made to the Iowa PBS Foundation.

Core Function: Education

Description: The Iowa PBS Education division advances the network's mission to educate, inform, enrich and inspire Iowans through high-quality, accessible educational resources. The division supports lifelong learning for all ages by developing and delivering initiatives that serve early learners, K-12 students, educators and adult learners statewide. This work includes
early childhood resources and training, general educational engagement, STEM events and resources, professional development for the classroom and resources for families and communities.

Why we are doing this: Iowa PBS is committed to ensuring equitable access to educational resources for all Iowans, with a focus on supporting Iowa's most challenged and underserved communities. By providing high-quality, evidence-based materials and professional learning opportunities, Iowa PBS helps families, educators and community partners prepare Iowa's youngest students for success in school and beyond.

What we're doing to achieve results: Iowa PBS achieves this by providing teachers with professional development and multimedia resources that align with state standards and can be integrated in onto the classroom. Iowa PBS focuses on early learners through initiatives such as Ready for School, preparing children for success in school by providing resources for parents, childcare providers and educators of children ages 2-5. The Iowa PBS education team also produces and curates a variety of high-quality locally produced content, instructional materials and videos that open up the world to children in age-appropriate ways. This mission extends to support all learners through educational programs and resources that enrich the lives of Iowans and help them to succeed in both their personal and professional lives. The education team actively engages with Iowans and community partners to ensure its educational efforts meet the diverse needs of all Iowans.

Service, Product or Activity: Educational Telecommunications

Operating Goal	Measurement Target	Measurement Actual
Promote PBS LearningMedia and continue to highlight the resources available within. Tracking the total number of Iowa users, defined as individuals who auto-localize or manually localize as being from Iowa while on the PBS LearningMedia platform.	150,000	212,523

What was achieved: The total number of Iowa users of the PBS LearningMedia platform exceeded the goal.

Data Sources: PBS LearningMedia
Resources Used: PBS LearningMedia content is created and uploaded by the Educational Services division of Iowa PBS which is funded with state appropriation, Corporation for Public Broadcasting, and other various grant funding. (Corporation for Public Broadcasting funding was eliminated, this is the last performance report that will include that funding).

Operating Goal	Measurement Target	Measurement Actual
Engage Iowans through STEM activities and resources. Iowa PBS education staff will support STEM learning throughout Iowa by traveling to different communities bringing STEM resources and family activities.	25,000	27,679

What was achieved: The total number of Iowans that Iowa PBS engaged with during STEM activities was greater than the goal.

Data Sources: The number of Iowans that Iowa PBS engaged with is tracked by the Iowa PBS Educational Services team.

Resources Used: The Iowa PBS Educational Services team is funded with state appropriation, Corporation for Public Broadcasting and other various grant funding. (Corporation for Public Broadcasting funding was eliminated, this is the last performance report that will include that funding).

Core Function: Resource Management

Description: Iowa PBS resource management ensures the effective, efficient and responsible use of financial, human and technological resources to provide high-quality media and services to Iowans. Through a multi-platform approach, Iowa PBS delivers programming across broadcast and digital platforms, develops educational resources for all learners, supports professional development for teachers and engages in meaningful community outreach. Data and research are used to guide strategic decisions, ensuring that resources are aligned with community needs and Iowa PBS's mission.

Why we are doing this: Iowa PBS is committed to being a trusted steward of public and private funds. Effective resource management enables the organization to maximize impact, reach more Iowans and sustain operations that support our mission. By using data-driven insights and community input, Iowa PBS ensures its resources are directed where they make the greatest difference for individuals, families and educators across Iowa.

What we're doing to achieve results: Iowa PBS achieves results by actively engaging with communities across the state to ensure its programs and services meet Iowans where they are – both geographically and across multiple platforms. Through community events, partnerships and outreach initiatives, Iowa PBS gathers valuable feedback that informs decision-making and service delivery. This continuous dialogue helps Iowa PBS remain a vital partner in fostering lifelong learning, civic engagement and community connection.

Service, Product or Activity: Communication

Operating Goal	Measurement Target	Measurement Actual
Reach Iowans by hosting or partnering in public engagement and outreach events to advance the use of Iowa PBS services.	350	328

What was achieved: The number of outreach events was less than the goal. Efforts were more intentional and focused on meaningful audience engagement, including screening events tied to new productions and expanded in-person opportunities across the state, including at the Iowa State Fair.

Data Sources: Data is tracked using attendance tracking and the Google Data Studio dashboard.

Resources Used: Iowa PBS communications staff is funded with state appropriation and Corporation for Public Broadcasting funding. Iowa PBS also benefits from various grants supporting outreach and event management. (Corporation for Public Broadcasting funding was eliminated, this is the last performance report that will include that funding).

Operating Goal	Measurement Target	Measurement Actual
Iowa PBS promotes our programming and services via public and media relations outreach. Proof of performance is measured in the success rate of news releases distributed. Successful media clips are defined as a media organization's positive mention of the Iowa PBS brand, program or service. Clips are collected from print, broadcast, online, and social media platform posts.	1,000	1,752

What was achieved: The number of print, broadcast or online news related clips mentioning Iowa PBS or its programs and initiatives in a positive light was greater than the goal.

Data Sources: Iowa PBS utilizes Newz Group Media Monitoring Services to help quantify the successful earned media of Iowa PBS. Newz Group monitors earned media via customizable search words across printed newspapers, online news websites, social media, and TV and radio broadcasts, providing independent, third-party reports.

Resources Used: Iowa PBS uses state appropriation to fund this reporting service.

Service, Product or Activity: Administration

Operating Goal	Measurement Target	Measurement Actual
Iowa PBS's business office will ensure all policies and procedures are followed and all transactions are properly documented. This will be measured by the number of recurring audit comments in Iowa PBS's audited financial statements.	0	0

What was achieved: There were zero audit comments in the FY 2025 audited financial statements. This operating goal analyzes the prior fiscal year due to the timing of the issuance of the Iowa PBS Audited Financial Statements.

Data Sources: Iowa PBS Audited Financial Statements issued by the Iowa Auditor of State's Office.

Resources Used: The Iowa PBS Administration staff is funded with state appropriation and Corporation for Public Broadcasting funding. (Corporation for Public Broadcasting funding was eliminated, this is the last performance report that will include that funding).