



OPERATIONAL PLAN

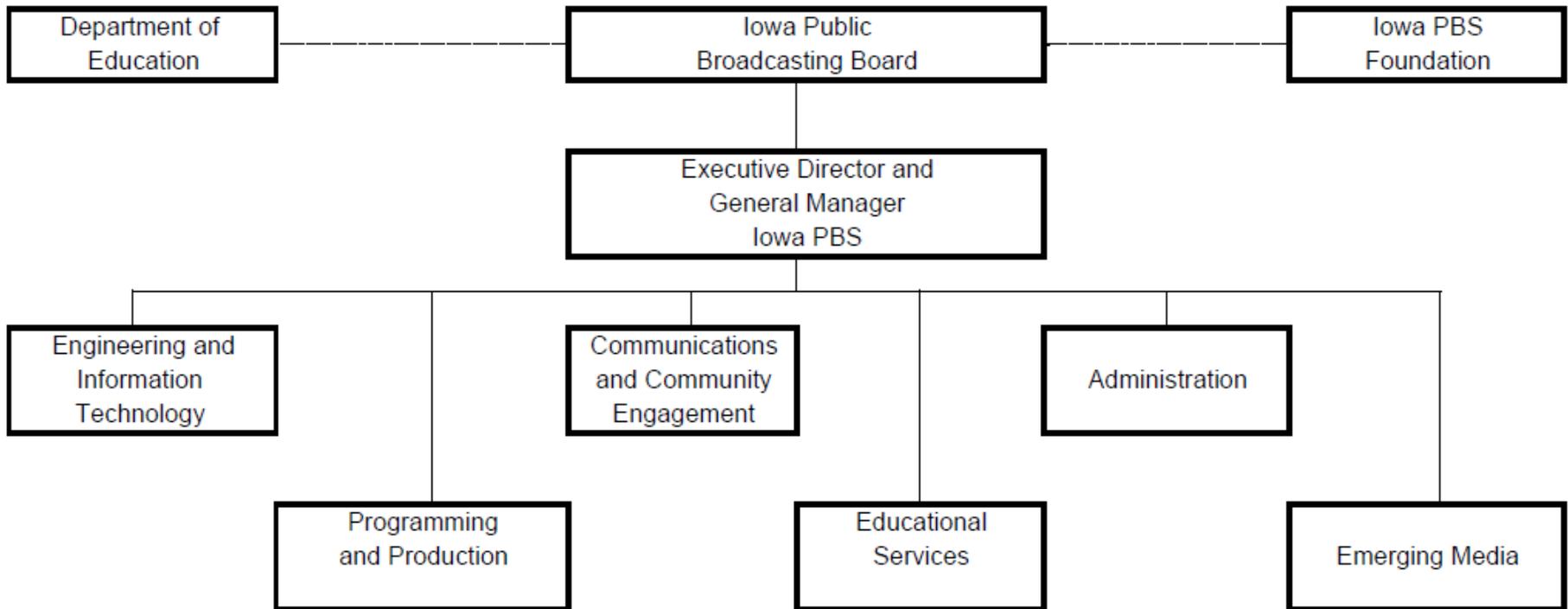
————— FY2025 —————

Drone image of Iowa PBS. Photo courtesy of Danny Engesser, Iowa PBS.



IOWA PBS OPERATIONAL PLAN
FY 2025

Iowa PBS
Organizational Chart



Iowa PBS Mission

Iowa PBS educates, informs, enriches and inspires Iowans.

Iowa PBS Vision

Enrich Lives.

**IOWA PBS OPERATIONAL PLAN
FY 2025**

Operating Goals	Action/Strategy	Measurement Target	Agency Strategic Priorities (SP) or Governor's Priorities (GP) linked to measure
Core Function: Public Broadcast and Media Services			
<p>Provide public interest and educational programs, opportunities, and services for the diverse interests and needs of individuals, families, and learners and educators through our traditional broadcast delivery. Broadcast viewers will be measured using the monthly percent average of households in the viewing area* watching Iowa PBS.</p> <p>*Nielsen data for KDIN (does not include sub channels)</p>	<p>Iowa PBS promotes our broadcast through the <i>Advance</i> program guide; owned, earned and paid media spots; and our online and social media platforms; all promoting upcoming broadcasts.</p>	<p>Iowa PBS will maintain at least a 40% average of households watching.</p>	<p>How we do it (SP)</p> <p>Holding Government Accountable (GP)</p>
Services, Products, & Activities: Emerging Media, Unit 7000:			
<p>Increase the number of on-demand video streams by viewers of Iowa PBS/PBS content through Iowa PBS/PBS apps and websites. **</p> <p>** KPI's we will track on a monthly basis</p>	<p>Include on-demand viewing opportunities in all promotional efforts and create multi-platform campaigns focused on our streaming platforms.</p>	<p>A minimum of 2,000,000 on-demand video streams by viewers through Iowa PBS/PBS apps and websites.</p>	<p>How we do it (SP)</p> <p>Holding Government Accountable (GP)</p>
Services, Products, & Activities: Programming and Production, Unit 2000:			
<p>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.</p>	<p>Continue to use viewer feedback and the ARTC committee research to produce local stories.</p>	<p>Iowa PBS will broadcast a minimum of 700 hours of local productions/content.</p>	<p>What we do (SP)</p> <p>Elevating Education for Every Student (GP)</p> <p>Holding Government Accountable (GP)</p>

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Services, Products, & Activities: Engineering, Unit 1000			
Provide dependable and consistent distribution of Iowa PBS programming through broadcast transmission systems to all Iowans by means of Iowa PBS's nine (9) transmitter and eight (8) translator stations strategically located throughout the state of Iowa	Iowa PBS transmitter engineering staff will continue to perform preventative maintenance to equipment, and make timely repairs on any system failures to keep all sites operational, thus minimizing off-air time for any of the transmission facilities.	Maintain facilities to provide >99% uninterrupted operational availability of Iowa PBS programming.	How we do it (SP) Holding Government Accountable (GP)
Core Function: Education			
Services, Products, & Activities: Educational Services, Unit 4000			
Promote PBS Learning Media 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 Learning Media platform. ** ** KPI's we will track on a monthly basis	Continue adding local content to PBS Learning Media and to promote and train formal and informal educators, parents/guardians, students and lifelong learners on the educational resources available on the PBS Learning Media website.	A minimum of 150,000 Iowa users utilize PBS Learning Media.	What we do (SP) Elevating Education for Every Student (GP) Holding Government Accountable (GP)
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. ** ** KPI's we will track on a monthly basis	Promote and deliver Iowa PBS resources, such as the STEAM trailer, STEAM bundles and additional activities and make them available to all Iowa schools, libraries, child development centers and community STEM festivals.	A minimum of 25,000 Iowans are engaged with Iowa PBS and Iowa PBS resources.	What we do (SP) Elevating Education for Every Student (GP) Holding Government Accountable (GP)

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Core Function: Resource Management			
Services, Products, & Activities: Communication, Unit 3000			
Reach Iowans by hosting or partnering in public engagement and outreach events to advance the use of Iowa PBS services.	Iowa PBS will continue to look for opportunities to travel to communities and host events to bring in Iowans and educate them on Iowa PBS.	Iowa PBS will host or participate in a minimum of 350 engagements/events.	Why we matter (SP) Elevating Education for Every Student (GP) Holding Government Accountable (GP)
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.	Iowa PBS will continue PR promotion via traditional and social media platforms via news release distribution throughout the state.	Iowa PBS will receive a minimum of 1,000 positive media mentions (clips).	Why we matter (SP) Elevating Education for Every Student (GP) Holding Government Accountable (GP)
Services, Products, & Activities: Administration, Unit 6000:			
Iowa PBS 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. *** *** Will not know prior year actual until audited financial statements are released	Iowa PBS business office will continue to implement and/or following all State Accounting Enterprise policies, GAAP and GASB standards, and will continue to educate Iowa PBS staff on those policies to ensure compliance.	Zero (0) recurring audit comments in the Iowa PBS audited financial statements.	Holding Government Accountable (GP)