



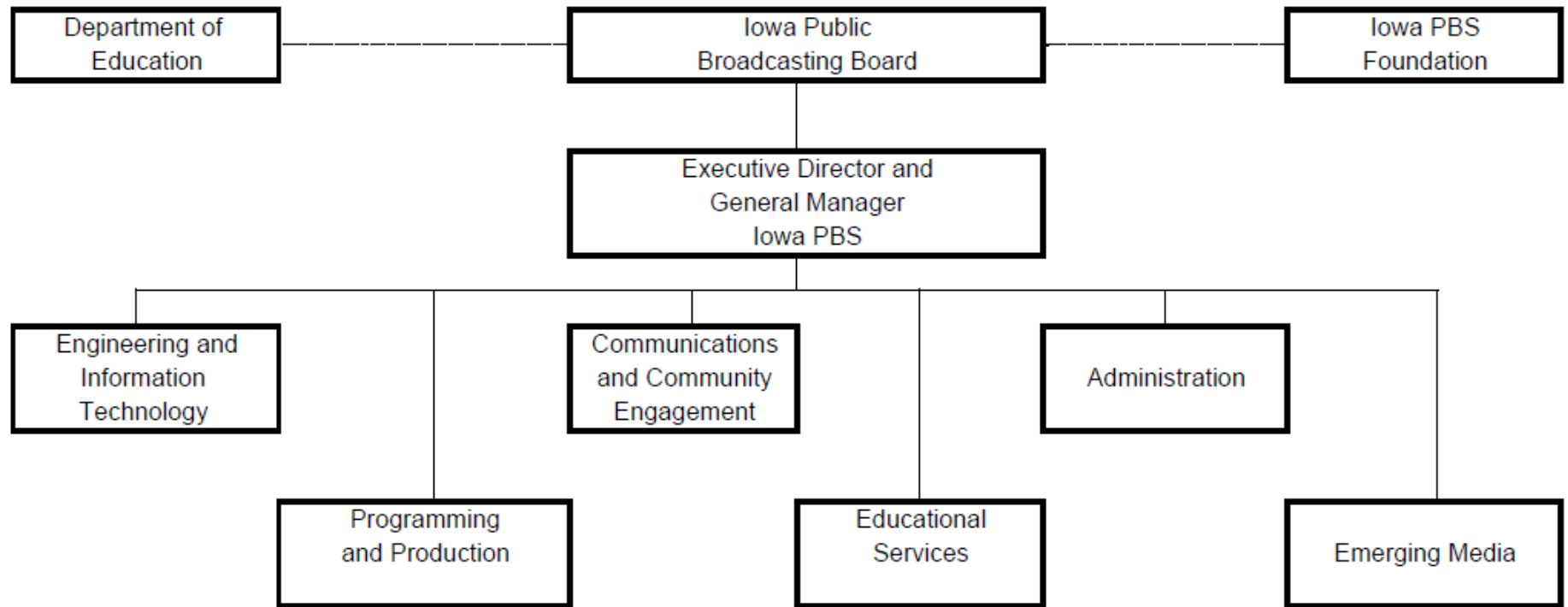
OPERATIONAL PLAN

— FY2026 —

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



Iowa PBS Organizational Chart



Iowa PBS Organizational Structure

Iowa PBS is a division of the Iowa Department of Education but operates as an aligned, yet independent entity with an independent board. The Iowa Public Broadcasting Board, the broadcast licensee, governs Iowa PBS, approves its budget and sets general programming objectives and policy guidelines. The Iowa Public Broadcasting Board hires the Executive Director/General Manager of Iowa PBS.

Iowa PBS Mission

Iowa PBS educates, informs, enriches and inspires Iowans.

Iowa PBS is Iowa's statewide public television network, producing original, educational and free media. Our mission is not just about the content we make, but for whom we make it. Our award-winning team of producers, educators, artists, journalists and public media experts create a broad spectrum of rich and entertaining programming and services that respond to the changing needs and priorities of the diverse communities we serve. Iowa PBS cultivates lasting relationships by actively engaging our many audiences in a manner that aligns with their interests and exceeds their expectations. We work to enrich the lives of Iowans: our viewers, our neighbors, our partners and collaborators.

Our annual goals and objectives remain motivated by four strategic priorities.

- **Who we are:** the best, comprehensive, statewide educational media organization serving Iowa with an empowered, engaged team and a thriving work culture.
- **What we do:** provide enrichment and entertainment opportunities for everyone, either through Iowa curriculum-aligned educational resources that inform, enlighten and engage students or through exceptional national and local programs that inform, enrich and inspire.
- **How we do it:** by innovating and expanding the Iowa PBS multiplatform media and services enterprise to embrace the variety of technologies, platforms and formats available to today's audiences.
- **Why we matter:** we strive to engage our audiences through quality interactions that result in stronger relationships, increased awareness of and connection to our educational content and positively impacts their outlooks, their experiences and their futures.

Iowa PBS Vision

To enrich lives.

Purpose

Iowa is at the heart of Iowa PBS. We offer 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, we provide news and information with historical perspective that enhances the lives of Iowans from all backgrounds, all generations, and all walks of life. We are 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.

**IOWA PBS OPERATIONAL PLAN
FY 2026**

Core Function: Public Broadcast and Media Services

Services, Products, & Activities: Emerging Media, Unit 7000

Operating Goals	Action/Strategy	Measurement Target	Agency Strategic Priorities (SP) or Governor's Priorities (GP) linked to measure
<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 5,500,000 on-demand video streams by viewers through Iowa PBS/PBS apps and websites.</p>	<p>How we do it (SP) Government Efficiency (GP)</p>

Services, Products, & Activities: Programming and Production, Unit 2000

Operating Goals	Action/Strategy	Measurement Target	Agency Strategic Priorities (SP) or Governor's Priorities (GP) linked to measure
<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) Education (GP) Government Efficiency (GP)</p>

Services, Products, & Activities: Engineering, Unit 1000

Operating Goals	Action/Strategy	Measurement Target	Agency Strategic Priorities (SP) or Governor's Priorities (GP) linked to measure
<p>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</p>	<p>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.</p>	<p>Maintain facilities to provide >99% uninterrupted operational availability of Iowa PBS programming.</p>	<p>How we do it (SP) Government Efficiency (GP)</p>

**IOWA PBS OPERATIONAL PLAN
FY 2026**

Core Function: Education

Services, Products, & Activities: Educational Services, Unit 4000

Operating Goals	Action/Strategy	Measurement Target	Agency Strategic Priorities (SP) or Governor's Priorities (GP) linked to measure
<p>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. **</p> <p>** KPI's we will track on a monthly basis</p>	<p>Continue adding local content to PBS Learning Media and to promote and train formal and in-formal educators, parents/guardians, students and lifelong learners on the educational resources available on the PBS Learning Media website.</p>	<p>A minimum of 150,000 Iowa users utilize PBS Learning Media.</p>	<p>What we do (SP)</p> <p>Education (GP)</p> <p>Government Efficiency (GP)</p>
<p>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. **</p> <p>** KPI's we will track on a monthly basis</p>	<p>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.</p>	<p>A minimum of 25,000 Iowans are engaged with Iowa PBS through STEM activities and resources.</p>	<p>What we do (SP)</p> <p>Education (GP)</p> <p>Government Efficiency (GP)</p>

**IOWA PBS OPERATIONAL PLAN
FY 2026**

Core Function: Resource Management

Services, Products, & Activities: Communication, Unit 3000

Operating Goals	Action/Strategy	Measurement Target	Agency Strategic Priorities (SP) or Governor's Priorities (GP) linked to measure
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) Education (GP) Government Efficiency (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) Education (GP) Government Efficiency (GP)

Services, Products, & Activities: Administration, Unit 6000

Operating Goals	Action/Strategy	Measurement Target	Agency Strategic Priorities (SP) or Governor's Priorities (GP) linked to measure
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.	Government Efficiency (GP)