



# General Manager's Report

Idahoptv.org

Peter W. Morrill, Idaho Public Television  
(208) 373-7220 idptv@idahoptv.org

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## QUOTE

"An improbable but complete triumph. Exhaustively researched, multi-layered and constantly surprising. Most impressive for the way the narrative shifts among its many topics with no loss of continuity."

Judges comments on "From Idaho to Iran" from the Idaho Press Club Awards, April 2005

## IDAHOPTV PROGRAMS AND STAFF RECEIVE HONORS

I wanted to begin the May 2005 GM Report by letting you know that over the last three weeks, several Idaho Public Television programs and staff members have garnered significant honors for our public service to the state.

### Overview:

- Ron Pisaneschi, Director of Broadcasting, has been named "PBS Programmer of the Year."
- IdahoPTV has been nominated for eight Emmy awards by the Northwest Chapter of the National Academy of Television Arts & Sciences. The final awards will be announced in late June.
- IdahoPTV has received eight awards from Worldfest at the Houston International Film Festival.
- The Idaho Press Club has honored IdahoPTV with 19 awards.

### IdahoPTV's Director of Broadcasting Named 'PBS Programmer of the Year'

The Public Television Programmers Association (PTPA) named Idaho Public Television's Director of Broadcasting Ron Pisaneschi its PBS Programmer of the Year on April 13 during the association's national meeting.

The PTPA award honors Pisaneschi "for his abiding devotion to public television viewers and his defense of the public television mission and for doggedly seeking new and innovative scheduling strategies to build audience in a challenging television market."

According to A.C. Nielsen research, IdahoPTV regularly is the most watched PBS member per capita in the nation.

The PTPA award also acknowledges Pisaneschi's "tireless service, committee work, and participation in endeavors to steer the future of public television; and for being an avid supporter of fellow programmers and the profession of programming."

Pisaneschi has worked at IdahoPTV since 1985. He has served as the organization's chief programming executive since 1987. Previously he worked in public relations and marketing.

In addition to his work in Idaho, he serves on the PBS Children's Programming Advisory Committee, and the Board of Directors of PTPA. He has served as an advisor to

numerous PBS series, including THE NEWSHOUR WITH JIM LEHRER, FRONTLINE, NOW WITH BILL MOYERS, THE AMERICAN EXPERIENCE, ZOOM, SESAME STREET, CAILLOU and P.O.V. He is currently an advisor on a major audience research project with the Corporation for Public Broadcasting.

On April 25, the Northwest Chapter of the National Academy of Television Arts & Sciences Released its Emmy Nominations

Idaho Public Television received eight nominations:

Lewis and Clark Crossing the Centuries (Documentary: Cultural)  
 Outdoor Idaho: War of the Weeds (Public Affairs: Special or Series)  
 Islam in Idaho: (Public Affairs Programming: Segment)  
 Outdoor Idaho: Pushing the Boundaries (Information Programming: Special or Series)  
 Outdoor Idaho: Camp Rainbow Gold (Information Programming: Children or Youth)  
 FocusWest: Western Prisons (Information Programming: Interview/Discussion Program)  
 Moments in Time (Public Service Announcement-Campaign)  
 Outdoor Idaho: Pushing the Boundaries (Individual Craft- Writer-Single Story, Series or Program)

The final awards will be announced June 25th.

On May 2, Worldfest Media Competition at the Houston International Film Festival Announced That IdahoPTV Received Eight Awards for Our Local Productions (Worldfest's ranking is Platinum, Gold, Silver, Bronze)

Outdoor Idaho: War of the Weeds, Platinum (Ecology/Environment/ Conservation)  
 Outdoor Idaho: Pushing the Boundaries, Platinum (Leisure/Recreation)  
 Outdoor Idaho: Jewel of the North, Platinum (Travel/Tourism)  
 Designing Idaho, Platinum (Arts/Culture)  
 Vintage Idaho, Gold (Agriculture)  
 Outdoor Idaho: Camp Rainbow Gold, Silver (Medical/Health)  
 FocusWest: Western Prisons, Silver (Public Affairs)

On Saturday, April 30, the Idaho Press Club Honored Idaho Public Television with 19 Awards for Our Local Productions

From Idaho to Iran, First place (Documentary)  
 Vintage Idaho, Second place (Documentary)  
 Lewis and Clark: Crossing the Centuries, Third place (Documentary)  
 Idaho Reports: No Child Left Behind, Second place (Government/Political)  
 Outdoor Idaho: Pushing the Boundaries, Third place (Outdoor/Environmental Report)  
 FocusWest: Western Prisons, First place (Public Affairs Program- Studio)  
 Islam in Idaho, Second place (Public Affairs Program- Studio)  
 Grandparents as Parents, Second place (Public Affairs Program- Studio)  
 Dialogue: No Child Left Behind, First place (Public Affairs Program-Field)  
 Outdoor Idaho: War of the Weeds, Second place (Public Affairs Program-Field)  
 Moments in Time From the Journals of Lewis and Clark (Third place, Series)  
 Islam in Idaho, First place (Serious Feature Report)  
 Idaho Reports: Smoking Ban, Third place (Serious Feature Report)  
 From Idaho to Iran, First place (Television Writing)  
 Lewis and Clark: Crossing the Centuries, Second place (Television Writing)  
 Islam in Idaho, Third place (Television Writing)  
 Vintage Idaho, Second place (Videography)  
 Dialogue for Kids Web site, First place (Website-Special Purpose-Broadcast)  
 Idahoptv.org, Second place (Website-General Excellence)



For more Buzz, checkout [idahoptv.org](http://idahoptv.org)

-Several national publications have reported in recent weeks on the sudden firing of the President and CEO of the Corporation for Public Broadcasting, Kathleen Cox. Although the story continues to unfold in the national media, I'm including a copy of a May 4, 2005 editorial in the New York Times on this situation. In addition, I'm including a thought-provoking article that reports that recently retired Don Hewitt, creator of 60 Minutes, is considering beginning a new program on PBS.

-On May 25, Peter Morrill will present to the Legislative Council an overview of the pilot test of fixed web cameras in the House and Senate Chambers.

-Coming up on June 2 and June 5, Dialogue will produce in collaboration with the Idaho Statesman, "A View from Iraq." Marcia Franklin will talk with two reporters about their month-long trip to Iraq. Roger Phillips, outdoor reporter for the Idaho Statesman, and Kim Hughes, the photo editor for the Idaho Statesman, will share their experiences and photos, as well as take calls from viewers on a toll-free line.

Hughes and Phillips spent a month with the Alpha and Bravo Companies of the 116th Brigade Combat Team of the Army National Guard. About 1700 Idahoans are serving in Iraq with the 116th, stationed in northern Iraq. During their visit, the two reporters filed numerous stories and took over 7,000 photos.

## IDAHOPTV SIGNALS UPDATE

-During the week of May 2, IdahoPTV upgraded the signal strength of KAID-DT/Boise to comply with F.C.C. mandated guidelines. The resulting changes will mean increased ability to receive a digital television signal in the Treasure Valley and surrounding areas.

-In the KUID-TV/DT viewing area, we are conducting geo-technical surveys at 4 translator sites in preparation for tower and equipment upgrades. The funding for these upgrades are a result of the previously announced USDA/RUS funded initiative to upgrade seven translator sites over three years to digital television ready capability.

## IDAHOPTV REACHES OUT

-On April 5, Marcia Franklin moderated the City Club of Boise forum with Idaho's university presidents Richard Bowen, ISU; Robert Kustra, BSU; and Timothy White, U of I.

-On Wednesday, April 6, Peter Morrill spoke to the Boise Bench Lions Club luncheon meeting.

-On Thursday, April 21, the Advisory Board of the School of Journalism and Mass Media at the University of Idaho, held their bi-annual meeting via videoconference at Idaho Public Television facilities in Moscow and Boise.

-On Tuesday, April 28, Peter Morrill, Ron Pisaneschi and Kim Philipps gave presentations and responded to questions from organizational theory students in the Masters program at Boise State University.

## IDAHOPTV STAFF UPDATES AND TRANSITIONS

-Marcia Franklin will be speaking at an international conference on the environment in Teheran, Iran. This is a follow-up visit to her two month Pew Center-funded fellowship in 2003 that produced two award winning and nationally distributed public television productions "From Idaho to Iran" and "Islam in Idaho." She will return on May 27.

-Kacy Meadows has been hired as Development Director/KISU Station Manager. Kacy fills the position that recently retired Chris Grayson held for three years.

-Sandy Crane has been hired as Human Resource Specialist. She replaces Tammy Townsend who resigned after seven years with IdahoPTV.

-Congratulations to Idaho State University student and part-time IdahoPTV employee Kim Myers. Kim was awarded an Idaho State Broadcasters Association Scholarship of \$1,000 for next academic year.

## BEFORE SCHOOL: GUIDING EAGER LEARNERS, BIRTH TO FIVE COMING IN SEPTEMBER

Coming this fall, IdahoPTV and the Idaho Department of Health & Welfare will team together to produce "Before School: Guiding Eager Learners, Birth to Five," a multi-media project including broadcast programs, a DVD and a website.

The one-hour special Dialogue and a second half hour stand-alone broadcast program will focus on the social/emotional developmental stages of children birth to five. Within that framework, the program will also address a number of related issues of significant interest to parents, lawmakers and society as a whole. The one-hour Dialogue program will have four, approximately six-minute video pieces woven into a studio discussion about preschool issues. The Dialogue program has tentatively been scheduled for September 8, 2005.

The half hour follow program will consist of the four video pieces woven together with additional video not necessarily used in the Dialogue program. Both shows will be supported by a Web site housed at idahopty.org. A DVD will be produced with the four video pieces, the one-hour Dialogue and the half hour show. The thirty-minute program will be closed captioned in English and Spanish.

## OUTDOOR IDAHO TRAVELS IDAHO'S BACK ROADS

- Aired Thursday, April 28 at 8:00/7:00 p.m. MT/PT
- Repeated Sunday, May 1 at 7:00 p.m. MT/PT

Idaho Public Television spotlighted three scenic trips this week from among 40,000 miles of dirt and gravel routes that cross the state's forests and deserts, mountains and valleys.

In this new OUTDOOR IDAHO, cameras capture vast scenic views, a bit of history and some wildlife along the three routes: Lolo Motorway in the north; Magruder Corridor Road in the middle of the state; and the Owyhee Upland National Backcountry byway (also known as Mud Flat Road).

"You can look forever in a number of directions, and it's just an incredible experience," says Sandy McFarland, administrator of the Nez Perce National Historic Trail as she acts as guide, along with retired Forest Service employee Chuck Raddon, on the Lolo Motorway.

The adventure is just beginning. To the south, the Magruder Corridor Road runs between two wilderness areas, connecting Elk City with Darby, Montana. In Idaho's southwest corner one route, Mud Flat Road, slices through the state's largest and least populated county — Owyhee — from end to end, revealing its tucked-away beauty.

"You can take a passenger car on all three of them. The two up north are a little rugged, and four-wheel drive is preferable with winter travel impossible," OUTDOOR IDAHO producer John Crancer says. "All of these roads require some extra effort to drive; but travelers are rewarded by spectacular scenery, a sense of earlier times, and the opportunity for wildlife sightings."

These hidden gems reveal not only the Gem State's scenic beauty, but its colorful history as well. The Lolo Motorway follows the original northern Nez Perce Trail for much of its length, giving visitors views of an area Meriwether Lewis and William Clark referred to as a "sea of mountains." Magruder Road was named for a Lewiston merchant who was killed on the trail; the murder trial that followed led to the first legal hangings conducted in the Idaho Territory. Along Mud Flat road, travelers can see the Stonehouse Ranch, a former homestead and stage stop first settled in 1880.

OUTDOOR IDAHO, an IdahoPTV weekly series, is in its 22nd year of chronicling people, places, activities and issues in the outdoors throughout the state.

## COMING UP ON DIALOGUE

-Thursday, May 12th, 8:30/7:30 pm and May 15th 5:30/4:30pm  
Dr. Marilyn Howard, Idaho Superintendent of Public Instruction

-Thursday, May 19th, 8:30/7:30 pm and May 22nd 5:30/4:30pm  
Dave Ziegler, Psychologist/Author, on helping traumatized and "impossible children."

## DIALOGUE TALKED WITH U.S. SENATOR MIKE CRAPO

— Aired Thursday, May 5, at 8:30/7:30 pm MT/PT  
— Repeated Sunday, May 8, at 5:30/4:30 MT/PT

DIALOGUE discussed the issues currently facing the U.S. Senate with Senator Mike Crapo, R-ID, who joins host Joan Cartan-Hansen in the studio.

One current issue is the so-called "nuclear option" of removing the filibuster provision in the Senate that Democrats want to use to stall President Bush's judicial nominees. One of those nominees, William Myers, is from Boise. Other issues before the Senate include the war in Iraq, the federal budget, Social Security, bankruptcy reform and health care concerns. Sen. Crapo speaks about these issues, as well as his involvement in the downwinder issue and his efforts to secure federal compensation for those affected by fallout from nuclear testing. Crapo, who is a cancer survivor, also talked about his recent treatment for prostate cancer and the need for increased public awareness of the illness.

Crapo, who is presently serving his second term, was first elected to the U.S. Senate in 1998. He is presently a deputy whip in the Senate, and is a member of the Banking, Housing and Urban Development Committee; the Budget Committee; the Finance Committee; the Senate Agriculture Committee; and the Senate Indian Affairs Committee. Sen. Crapo also chairs the Subcommittee on Forestry, Conservation and Rural Revitalization; is the founder and co-chair of the Senate Nuclear Cleanup Caucus; co-chairs the Western Water Caucus; and is Co-Chairman of the Sportsmen's Caucus. Before going to the U.S. Senate, he served three terms in the U.S. House of Representatives, and was a state senator from 1984 to 1992, where he was also Senate president pro tem.

## DOWNWINDERS AND ADVOCATES APPEARED ON DIALOGUE

— Aired Thursday, April 28, at 8:30/7:30 p.m. MT/PT  
— Repeated Sunday, May 1, at 5:30/4:30 p.m. MT/PT

On this episode of DIALOGUE, two Idaho downwinders, who have been exposed to nuclear testing fallout, and two of their advocates discussed efforts to receive compensation from the U.S. government.

DIALOGUE host Marcia Franklin was joined by Preston J Truman of Malad, the founder of Downwinders, an advocacy group for fallout victims; Sheri Garmon, a cancer survivor; State Rep. Kathy Skippen (R-Emmett); and Tona Henderson of Emmett.

The program also included a taped interview with Senator Mike Crapo who along with the Idaho Delegation has been working with downwinder groups to receive compensation from the U.S. government.

Franklin and her guests talked about a National Academy of Sciences report that was released on the day of the program's broadcast. They also discussed the experiences of Idahoans exposed to radiation released by nuclear testing at the Nevada test site more than 40 years ago. Winds blew radioactive materials into several Idaho counties, with Gem County among the hardest hit.

Today, residents of that area who are suffering from cancer and other diseases have asked the government to include them in the Radiation Exposure Compensation Act (RECA), which compensates radiation victims \$50,000 for their exposure to nuclear fallout. A National Academy of Sciences hearing on the subject last November in Boise drew hundreds of cancer survivors.

## DIALOGUE TALKED ABOUT SUSTAINABILITY FOR EARTH DAY ANNIVERSARY

— Aired Thursday, April 21, at 8:30/7:30 pm MT/PT

— Repeated Sunday, April 24, at 5:30/4:30 MT/PT

The week which marked the 35th anniversary of Earth Day, DIALOGUE took a look at what humans can learn from plants and animals about sustainable living.

Janine Benyus, author of *Biomimicry*, and Larry Selzer, president and CEO of the Conservation Fund, join host Marcia Franklin in the studio to discuss the concept of sustainable living and to explore how scientists and researchers are finding ways to use natural strategies to create products.

Benyus discussed how industry researchers and scientists are turning to strategies used in nature to manufacture products that create fewer than normal amounts of toxic byproducts. For example, developers study spiders to learn how they can spin silk stronger than Kevlar, and scientists are creating paints that mimic the self-cleaning properties of leaves. Selzer discussed steps the Conservation Fund – a private, non-profit, non-advocacy organization formed in 1985 – takes to help purchase and preserve tracts of land. The Fund has helped protect four million acres of land, including portions of the Lewis and Clark Trail.

## DIALOGUE DISCUSSED GOVERNOR'S "CONNECTING IDAHO" ROAD PROJECT

— Aired Thursday, April 14, at 8:30/7:30 pm MT/PT

— Repeated Sunday, April 17, at 5:30/4:30 MT/PT

This episode of DIALOGUE examined Gov. Dirk Kempthorne's plan to build and upgrade 258 miles of Idaho roads this week.

Idaho Transportation Board chairman Chuck Winder and Jon Barrett of SmartGrowth joined host Marcia Franklin in the studio. The panel discussed the next phase in the project, now that the bill has passed the Legislature. They also explained how citizens can take part in the process.

The plan, which calls for up to \$1.6 billion in Grant Anticipation Revenue Vehicle, or GARVEE, bonding to fund construction, has generated much controversy. Some lawmakers did not like the idea of Idaho incurring such a burden of debt, which would be repaid out of future federal road funding. The GARVEE measure was one of the last of the session to be passed, and its delay provoked the governor to veto eight bills in retaliation before lawmakers amended the bill to place a cap on the percent of federal funding that can be used to service the GARVEE debt and passed the legislation.

## DIALOGUE FOR KIDS LOOKS AT THE SCIENCE OF FIREWORKS

— Aired Tuesday, May 17 at 2:00/1:00 p.m. MT/PT

Fireworks dazzle the eyes and light up the sky. They are also science in action. How do scientists create all those colors and make such a loud bang? And how do they get them to go off at just the right moment? Students can send in questions for expert, University of Idaho Chemist Dan Stelck, to answer live on television.

## 2005-2006 DIALOGUE FOR KIDS SCHEDULE

September 20th	Science of Lewis and Clark
October 18th	States of Matter
November 15th	Planets
December 20th	Archaeology
January 17th	Simple Machines
February 21st	The Heart
March 21st	Geology (Volcanoes)
April 18th	Bears
May 16th	Fish/Salmon

## THE NEW YORK TIMES

Editorial

May 4, 2005

Politicizing Public Broadcasting

The last thing Americans need is public broadcasting where the politics of the moment limits the news of the day. Yet that could be where the Corporation for Public Broadcasting is heading if Kenneth Tomlinson, the chairman, keeps pushing for partisan Republicans in the management of public television and radio.

Mr. Tomlinson, a former editor in chief of Reader's Digest, has repeatedly criticized PBS as too liberal over all and has said that his goal is to satisfy a broader constituency. Satisfying more people with public television and radio is a worthy aim, but several recent surveys for public broadcasting have shown that most viewers and listeners admire what's on now. More than half of PBS's viewers say they find its news more "trustworthy" than the commercial stations'. Public television and radio programs like "Frontline," "The NewsHour With Jim Lehrer" and "All Things Considered" have even higher "favorable" ratings.

There was a time when a passionate conservative might have looked at PBS programming and called it too liberal. But those days seem long past. And in any case, as an article in The Times this week showed, Mr. Tomlinson's goal of expanding the audience for PBS does not include bolstering PBS's balance with centrist programming. It involves pushing public broadcasting over the ideological line to the Republican side, with blatantly partisan programming and the hiring of more Republican partisans to control the corporation.

Mr. Tomlinson seems to have aimed primarily at the program "Now With Bill Moyers," which he found too liberal and "populist." As a result, he pushed for a new conservative talk show featuring right-leaning editorialists from The Wall Street Journal as "balance." Many stations now take both shows, even though Mr. Moyers has left "Now," which features investigative journalism, and The Journal's show is not too different from many offerings on cable news.

Mr. Tomlinson has hired a staff member from the Bush White House to set up guidelines for the ombudsmen hired to critique shows on public broadcasting. And he is trying to hire a State Department official, a former co-chairwoman of the Republican National Committee, as the Corporation for Public Broadcasting's president and chief executive.

Although he has insisted that he does not want to politicize PBS or cut any programs, Mr. Tomlinson has managed to spread the word throughout the PBS community that he does not like anything that he considers too anti-corporate, anti-White House or anti-Republican. For journalists whose basic code is to “speak truth to power,” this is not good news: those are the main powers in the country.

Their real fear, an understandable one at this stage, is that Mr. Tomlinson and his supporters have a larger agenda - to “hollow out” public broadcasting and fill it with programming that suits their political agenda. And if public broadcasting becomes too political to suit all but the most loyal Republicans or too boring in the name of balance, that could mean the slow death of such broadcasting, which could have been the goal all along.

Unlike such organizations as the Voice of America, where Mr. Tomlinson once worked, public broadcasting is not supposed to be an arm of the government. The Corporation for Public Broadcasting was designed to serve as a heat shield protecting the broadcasting wing from Washington’s political friction. Instead of shielding PBS, Mr. Tomlinson’s corporation is in danger of spreading today’s political heat throughout every level of the network.

## DON’S NEW TEMPEST: HEWITT CONJURING PBS 60 MINUTES

by Joe Hagan, New York Observer, April 20, 2005

Tick, tick, tick, tick ...

Tick.

Nearly a year after his retirement, Don Hewitt, the 83-year-old inventor of 60 Minutes, is talking with PBS about creating a new project—an hour-long program consisting of three separate documentary segments.

In other words, Mr. Hewitt’s new idea is ... 60 Minutes.

“With general reality being shoved aside by NBC, ABC and CBS for contrived reality TV, public television is in a position to bring back CBS-style news,” Mr. Hewitt said by phone from his office at West 57th Street. “In that regard, I think an hour of television a week, devoted to two, three or four well-crafted, judiciously edited documentaries on a variety of subjects would be a winner.”

Technically, Mr. Hewitt can’t pull the trigger on any new projects until his CBS contract expires in June, and he said he doesn’t intend to.

But he’s ready to dream. And so, he said, he’s taken three existing documentaries—“one shocking, one entertaining, one poignant,” he said, declining to elaborate—and edited them into an hour-long test pilot. Mr. Hewitt said he gave CBS parent Viacom a first look at his project, in keeping with the terms of his contract. They passed on it, he said.

“I want to do it 60 Minutes-style,” said Mr. Hewitt. “I want to take the great moments from documentaries, just like we took great moments from our documentaries and made them 60 Minutes pieces. And I think there’s a world of that stuff out there.”

As the network newsmagazines fight for air time and the cable-news outlets go on 24-hour tabloid chimney alert, where’s well-meaning documentary news to go? Well, PBS. Considering the shrinking air time for network news, PBS could find a huge infusion of available talent in the coming years—for instance, Nightline host Ted Koppel and his longtime executive producer Tom Bettag, who will depart ABC News in December. No, they’re not announcing anything, but Mr. Bettag did say PBS had great potential to make up for what’s been lost at the networks.

“There is a real opportunity for PBS, in that the networks are under enormous pressure from advertisers to deliver an 18-to-49 audience,” said Mr. Bettag, “which is not the easiest news audience to have. If PBS could find a way to deliver news to the 49-plus audience, it would be a real service to the citizenry.”

But anyone who wants to create a news show for PBS faces byzantine issues: inconsistent time slots across member stations; in-fighting over political bias; and the need to constantly kiss up to corporate sponsors, who aren’t exactly in huge supply right now. Just ask Pat Mitchell, PBS’ chief executive, who announced she would step down next year, after suffering the feudal system for five years. That included political heat from Bush Education Secretary Margaret

Spellings over the appearance of some lesbian moms who were set to appear in passing on the kids' show Postcards from Buster. (The show was never aired, angering liberals in turn.)

And as it stands, PBS already features a slew of public-affairs programs, including NewsHour with Jim Lehrer, Tavis Smiley, Washington Week, Frontline and Wide Angle.

Also: Does anyone really care to watch quality news?

Jim Lehrer, host of NewsHour, attempted to answer that question at a PBS Showcase Meeting in Las Vegas on April 12.

"I hear what some people are saying," he said to an audience of 800 public-television employees. "With all of these other outlets, broadcast and otherwise, who needs public television?"

Mr. Lehrer argued that there was "an increasing need—and demand—within the public for assistance in sorting through it all."

As it stands, he observed, News Hour had three million viewers, "significantly outdrawing CNN, Fox News and MSNBC in our time period."

In July 2003, this incarnation of NYTV began with a story about the future of 60 Minutes, the great ticker of TV news. So it ends with another.

We want to believe, we really do. In fact, we'd like to officially declare long-form investigative journalism narrated by newscasters who add ponderous weight to subjects worthy of ponderous weight the new black. But it's probably more like the new burnt umber.

Close enough. Tonight, Dan Rather puts his reporter's cap back on and investigates celebrity poker on 60 Minutes Wednesday. [WCBS, 2, 8 p.m.]