Greetings from General Managers and Friends Board Chair,

Highlights from 2019 include a renewed focus on MontanaPBS’ educational mission, the premiere of new Montana documentaries, political coverage, performance programming and continued expansion of our signal into rural communities. New senior leadership across the Development, Content, Finance and Education departments brought fresh energy to our work and improved service to the state.

The New Year kicked off with MPAN’s gavel-to-gavel coverage of the 2019 Montana Legislative Session as MTPBS staff in Helena produced video of concurrent legislative committee hearings, as well as live House and Senate proceedings for Montana citizens to view on-air and online. MTPBS also provided exclusive primetime broadcast coverage of Governor Bullock’s State of the State Address and the Republican response.

MontanaPBS formed an Education Advisory Committee which developed our first strategic plan outlining a new vision and mission for support of PK–12 educators, families and children. The hiring of an Early Learning Specialist will help us leverage PBS learning and media resources to positively impact children’s math, science and literacy skills.

An investigative MTPBS documentary, Safe Enough? asked why seatbelts are still not required on all school buses. The film brought the issue to the forefront of the 2019 Legislature for debate. The Bozeman Trail documentary highlighted the history of the 500-mile long short cut from the Oregon Trail, which brought miners and settlers to Montana Territory, but also sparked conflict with Native Americans who ultimately triumphed in key battles and shut down the trail.

In April, the Montana Legislature approved a proposed expansion to the Visual Communications Building on the MSU campus to be funded by private donations. The VCB has been the home of MTPBS since its inception in 1984. The expansion will address current and future space needs for MTPBS’ growing staff and programs. An anonymous lead gift provided significant momentum for a fundraising effort that will continue over the next few years.

We’re proud of the work of our board of directors, who shared MTPBS’ story during the 2019 MT Legislature, participated in our strategic planning for education services, and represented the station at special events and screenings across our state. We thank them for their time, support and dedication to our service.

Support from “Viewers Like You” continued in 2019, with a record 16,616 MTPBS members. We are grateful for the trust you place in us to tell our collective stories and to celebrate our communities statewide.

Aaron Pruitt
Director and General Manager
KUSM-TV

Ray Ekness
General Manager KUFM-TV and the Broadcast Media Center

Dax Schieffer
Chair, Friends of MontanaPBS
MontanaPBS
Statement of Activities
Fiscal Year (FY) 2019

### OPERATING REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
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<tr>
<td>Sales and services</td>
<td>$27,402</td>
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<tr>
<td>Contract production</td>
<td>$435,886</td>
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<tr>
<td>Broadband lease</td>
<td>$69,167</td>
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<tr>
<td><strong>TOTAL OPERATING REVENUES</strong></td>
<td><strong>$532,455</strong></td>
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### OPERATING EXPENSES

<table>
<thead>
<tr>
<th>Function</th>
<th>Amount</th>
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</thead>
<tbody>
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<td>Broadcasting</td>
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<tr>
<td>Programming and production</td>
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<tr>
<td>Program information and promotion</td>
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<tr>
<td>Management and general</td>
<td>$1,097,588</td>
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<tr>
<td>Fundraising and membership</td>
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<td>Solicitation and underwriting</td>
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<td><strong>TOTAL OPERATING EXPENSES</strong></td>
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<tr>
<td><strong>OPERATING POSITION</strong></td>
<td><strong>(6,822,833)</strong></td>
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### NON-OPERATING REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Grants from CPB</td>
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<tr>
<td>Grants from state agencies</td>
<td>$55,601</td>
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<tr>
<td>Grants from public broadcasting entities</td>
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<tr>
<td>Federal grants and contracts</td>
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<tr>
<td>State and local grants and contracts</td>
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<tr>
<td>Nongovernmental grants and contracts</td>
<td>$13,173</td>
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<tr>
<td>Support from the Montana University System</td>
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<tr>
<td>Appropriations for operations</td>
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<tr>
<td>Donated and indirect</td>
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<td>Contributions from Friends used for operations</td>
<td>$1,665,981</td>
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<tr>
<td>Underwriting, In-Kind, Royalties and other revenue</td>
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<tr>
<td><strong>TOTAL NON-OPERATING REVENUES</strong></td>
<td><strong>$6,548,591</strong></td>
</tr>
</tbody>
</table>

### OTHER REVENUES, EXPENSES, GAINS AND LOSSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL OTHER</strong></td>
<td><strong>$6,368</strong></td>
</tr>
</tbody>
</table>

### NET POSITION

| Beginning of Year             | $1,420,142 |
| Change in Net Position        | (280,610)  |
| End of Year                   | $1,139,532 |

An electronic copy of full financial data is available online at montanapbs.org/AnnualReports.
MontanaPBS Education
A Year in Review 2019

New leadership and Education Advisory Committee
It’s been a year for changes in the education department at MontanaPBS. A new strategic plan for the department was developed and implemented as a result of the collaboration between members of MontanaPBS Friends board and staff. This Education Advisory committee met in the spring of 2019 to discuss and plan for the future of the education work carried out by MontanaPBS. The outcome was a commitment to serve PK–12 educators in rural communities in the areas of media literacy and technology integration. Additionally, MontanaPBS Education will begin supporting families of preschool aged children to promote kindergarten readiness through innovative engagement events held across the state throughout the year.

Strategic Plan
“Meaningful media use at home and at school”
MontanaPBS Education serves,
• PK–12 Educators in rural settings
• Families of Preschool aged children

Continued service to rural teachers customized to their unique needs.
• Two PBS KIDS Edcamps serving more than 100 Montana PreK–3 educators.
• TILT Collaborative professional development for more than 20 educators in rural schools.
• EdTech Fellowship 1:1 Mentoring program for two rural teachers committed to professional growth as a leader in their districts.
• PBS Media Literacy Certification by KQED program support for teachers online and in person
• Student Reporting Labs—supporting rural Montana students and teachers to explore broadcast media production with in depth studio visits and continued support onsite in 2020.
• Media Literacy and Coding Education Emphasis: Classroom visits, monthly, sharing media literacy and coding curriculum with 200+ 1st and 2nd graders in Livingston.
• PBS LearningMedia: teacher authored lesson materials based on local productions—The Bozeman Trail.
• Teacher Recognition Programs: Early Learning Champion and Digital Innovator All Star.

NEW! Early Learning Engagement
• Early Learning Specialist hired and will plan and implement new programs for families and educators of young children.
MontanaPBS
2019 Kids Highlights

Molly of Denali
This series follows the adventures of Molly, a feisty and resourceful Alaska Native girl, as she helps her parents run the Denali Trading Post in their Alaskan village. Viewers are introduced to the rich history and modern-day experience of family life in the heart of the Alaskan tundra through the eyes of Molly, her parents, and her friends. Designed to help kids develop skills around informational text such as using a map and following an instruction manual, this is the first nationally distributed children’s series in the U.S. to feature an Alaska Native lead character.

Tooey and Molly. Courtesy of © 2018 WGBH Educational Foundation.

Xavier Riddle and the Secret Museum
Inspired by the best-selling kids book series, Ordinary People Change the World, by New York Times bestselling author Brad Meltzer and illustrator Christopher Eliopoulos, Xavier Riddle and the Secret Museum follows the adventures of Xavier, Yadina and Brad as they tackle everyday problems by doing something extraordinary: traveling back in time to learn from real-life inspirational figures like Marie Curie, Harriet Tubman and Jackie Robinson when they were kids. Each adventure will help young viewers make the connection between the skills that made these historical figures heroes and those same qualities within themselves, helping them discover that they, too, can change the world.

Brad, Xavier Riddle and Yadina. Courtesy of 9 Story Media Group.
MontanaPBS
2019 Made in Montana Highlights

The Rundown with Jackie Coffin
Medicaid Expansion: Insured or in Doubt?
It’s ideology versus insurance in the Montana Legislature this spring, as legislators
decide how to continue health care coverage for nearly 100,000 Montanans.
Nearing the end of its two-year trial-run in Montana, Medicaid Expansion has
provided federally-funded insurance to tens of thousands of Montanans, added
5,000 new healthcare jobs, and defied lawmakers’ expectations of how many
people would fall under the umbrella of its coverage.
But if that’s a good thing, depends who you ask. On one side of the aisle
Medicaid Expansion is referred to as an ‘entitlement’ while on the other side
it’s called a ‘basic right’. As the clock winds down on the 90-day legislative
session and the sunset built into the original expansion looms closer, healthcare
providers in the state’s largest and smallest hospitals keep apprehensive eyes on
the legislature, afraid that expansion won’t be renewed, and millions of dollars
of new revenue and thousands of new patients will be lost.

A pediatrician listens to the heartbeat of Quinn Ketzer, 1, during a check-up at a Missoula clinic (top right)/Jackie Coffin.

Montana AG Live
A regular call-in information program dealing with agricultural and gardening issues
in Montana. Presented by MontanaPBS in association with Montana State University
Extension, this program invites experts onto the panel to discuss everything from
pesticide use and large-scale agricultural techniques to backyard gardening
questions and even which mushroom to pick in the woods.

Farm to Table: Montana Made - Hops
What would beer be without hops? Locally-grown hops are making their way into
some of the state’s microbreweries. Jake TeSelle, owner of Crooked Yard Hops,
returns for another look at the issues and rewards of growing hops in Montana.

Harvest time at Crooked Yard Hops (middle right). Photo Courtesy of Jake TeSelle, Crooked Yard Hops.
11th & Grant with Eric Funk

*Laney Lou & The Bird Dogs*

Laney Lou and the Bird Dogs is a relentlessly energetic bluegrass-Americana band combining soaring four-part harmony and rock ‘n’ roll drive. This Bozeman-based group gets people dancing and singing along to original tunes and covers alike. With a combined 30 years of experience in blues, rock, country, metal, folk and indie bands, the members of Laney Lou and the Bird Dogs found their common ground in bluegrass and country music, bringing a truly unique sound to the folk scene. This award winning band has been taking their infectious sound on the road since 2013, sharing stages with the likes of Keb Mo’, The Nitty Gritty Dirt Band, The Jeff Austin Band, Amy Helm, Leftover Salmon, The Infamous Stringdusters, Corb Lund, The Mavericks, Mark Chesnutt and many more. The Bird Dogs released a live self-titled studio album in 2016, recorded at Basecamp Studio in Bozeman. Their follow-up album, titled The Vigilante Session, was recorded live at a forest service cabin in the Ruby mountains. Laney Lou and the Bird Dogs features Lena Schiffer on vocals, guitar and percussion, Matt Demarais on vocals, banjo and dobro, Ethan Demarais on bass, Brian Kassay on fiddle, mandolin and harmonica, and Josh Moore on vocals and guitar.

Photo (left) by Radley Gilpin/KUSM.

Saving the Burg: A Story of Love, Sweat and Beers

Few towns in Montana have undergone a community comeback as striking as that of tiny Philipsburg. A deeply depressed former mining town in the 1980’s, “P-burg” has spent three decades restoring its historic downtown and building an enviable reputation as Big Sky Country’s “Comeback Kid.” Award-winning documentary filmmaker Jim Jenner (Route 66 - Return to the Road) was both an eyewitness and early investor in this heartwarming rebirth, buying a vacant building that’s now a vibrant historic hotel and retail space. Jenner blends historic and current footage with dozens of interviews of the natives and newcomers who engineered an economic reinvention so profound it has won national recognition. The inside story of how “love, sweat and beers” brought a community back from the brink.

Restored metal fronts of historic buildings in Philipsburg, and the vibrant business they now house (bottom right).
MontanaPBS
2019 National Highlights

Country Music
Explore the history of country music—from its roots in ballads and hymns to its eventual mainstream success—and meet the unforgettable characters and storytellers who made it “America’s Music.” Directed by Ken Burns.

The Rub (Beginnings–1933)
See how what was first called “hillbilly music” reaches new audiences through phonographs and radio, and launches the careers of country music’s first big stars, the Carter Family and Jimmie Rodgers.

Hard Times (1933–1945)
Watch as Nashville becomes the heart of the country music industry. The genre grows in popularity during the Great Depression and World War II as America falls in love with singing cowboys, Texas Swing and the Grand Ole Opry’s Roy Acuff.

The Hillbilly Shakespeare (1945–1953)
See how the bluegrass sound spreads in post-war America, and meet honky-tonk star Hank Williams, whose songs of surprisingly emotional depth are derived from his troubled and tragically short life.

I Can’t Stop Loving You (1953–1963)
Travel to Memphis, where Sun Studios artists Johnny Cash and Elvis Presley usher in the era of rockabilly. Ray Charles crosses America’s racial divide by recording a country album. Patsy Cline shows off Music City’s smooth new Nashville Sound.

The Sons and Daughters of America (1964–1968)
See how country music reflects a changing America, with Loretta Lynn speaking to women everywhere, Merle Haggard becoming “The Poet of the Common Man” and audiences looking beyond race to embrace Charley Pride.

Will The Circle Be Unbroken? (1968–1972)
Learn how country music responds to a nation divided by the Vietnam War, as Army captain turned songwriter Kris Kristofferson sets a new lyrical standard, and artists like Bob Dylan and the Byrds find a recording home in Nashville.

Are You Sure Hank Done It This Way? (1973–1983)
Witness a vibrant era in country music, with Dolly Parton finding mainstream success; Hank Williams, Jr. and Rosanne Cash emerging from their famous fathers’ shadows; and Willie Nelson and Waylon Jennings launching the “Outlaw” movement.

Don’t Get Above Your Raisin’ (1984–1996)
Learn how “New Traditionalists” like George Strait, Randy Travis and the Judds help country music stay true to its roots. Witness both the rise of superstar Garth Brooks and the return of an aging Johnny Cash to the industry he helped create.
NOVA

PBS’ premier science series helps viewers of all ages explore the science behind the headlines. Along the way, NOVA programs demystify science and technology, and highlight the people involved in scientific pursuits. Image courtesy of BDH Creative.

The Planets Mini-Series

**Inner Worlds**  The rocky planets—Mercury, Venus, Earth and Mars—were born of similar material around the same time, yet only one supports life. Were Earth’s neighbors always so extreme? Is there somewhere else in the solar system where life might flourish?

**Mars**  Mars was once a blue water world studded with active volcanoes. But when its magnetic field and protective atmosphere faded, it became the frozen desert planet we know today. With so many necessary elements in place, did life ever form on Mars?

**Jupiter**  Jupiter’s massive gravitational force made it a wrecking ball when it barreled through the early solar system. But it also shaped life on Earth, delivering comets laden with water—and perhaps even the fateful asteroid that wiped out the dinosaurs.

**Saturn**  NASA’s Cassini explores Saturn for 13 years, looping through its icy rings and flying by its moons. The probe captures stunning ring-moon interactions, but when it finds the ingredients for life on the moon Enceladus, a bittersweet decision is made.

**Ice Worlds**  In the far reaches of the solar system, Uranus and Neptune dazzle with unexpected rings, supersonic winds and dozens of moons. And NASA’s New Horizons gets a stunning up-close view of Pluto before venturing deep into the Kuiper Belt.

**Victoria on Masterpiece**  Follow Victoria’s dramatic story, from the time she becomes queen in 1837 at age 18, through her relationship with Lord Melbourne (Rufus Sewell), her first prime minister, and her courtship and marriage to Prince Albert (Tom Hughes), and onward through 1848 and beyond as revolution breaks out across Europe. In Britain, one woman stands between order and chaos: Queen Victoria. Jenna Coleman stars as the young but fearless monarch, facing a crisis that threatens to end her reign. Image courtesy of © ITV plc (ITV Global Entertainment Ltd).
MontanaPBS
2019 Awards & Accolades

EB Craney Awards
The Montana Broadcasters Association, EB Craney Awards, are presented in June each year and recognize excellence in Montana produced programming.

Non-commercial Program of the Year
Safe Enough? | Anna Rau/Producer

Non-commercial Program of the Year Runner-Up
Backroads of Montana: Speed of Sound | William Marcus, John Twiggs and Ray Ekness

EMMYs
The National Academy of Television Arts and Sciences, Northwest Chapter, 55th Annual Regional Emmy Awards

One Award
Audio | Jeremiah Slovarp, 11th & Grant with Eric Funk “Paige & the People’s Band”

Three Nominations
Historic/Cultural - Program/Special | Backroads of Montana: Speed of Sound, Ray Ekness/Producer, John Twiggs/Producer, William Marcus/Host/Producer

Documentary – Topical | Safe Enough?, Anna Rau/Producer
Audio | Jeremiah Slovarp, 11th & Grant with Eric Funk, “Paige & the People’s Band”

NETA Award
The annual NETA Awards recognize member’s finest work in education, community engagement, marketing/communications and content. The National Educational Telecommunications Association (NETA) was founded in 1997 to serve public television licensees and affiliated educational organizations.

2018/Locally Sourced Production Backroads of Montana: Rich with Tradition | Ray Ekness/Producer, John Twiggs/Producer, Gus Chambers/Producer and William Marcus/Host/Producer
MontanaPBS Contribute
You make a difference...in so many ways.

Sustaining memberships
Join the thousands of sustaining members of MontanaPBS, in knowing that for as little at $5 a month—less than the cost of a movie ticket—you are ensuring that award-winning, high-quality programming remains accessible to viewers in Montana for generations to come.

Benefits of becoming a Sustainer:
• Quick, easy and secure.
• Automatic monthly payments deducted from your bank account or credit card.
• Provides reliable funding for the programs you enjoy.
• Membership always remains current.
• Access to MontanaPBS Passport, our on-demand library of your favorite PBS shows.
• Receive the monthly program guide without interruption.

Join the Leadership Society
The Leadership Society is a special group of contributors who give annual membership gifts of $1,000 or more. MontanaPBS is pleased to offer our Leadership Society members a selection of privileges and benefits as our way of saying thanks for your generous support.

• Copper $1,000–2,499 All regular membership benefits plus an annual gift membership for a friend/family member, invitations to special VIP events, your choice of one free DVD of a Montana made program upon request, a special Leadership Society logo clothing item of your choice upon request, in addition to recognition on the MontanaPBS website and in our annual report.
• Silver $2,500–4,999 Copper level benefits plus two annual gift memberships for friends/family, your choice of three free DVDs of Montana made programs upon request, and lunch with the KUSM or KUFM General Manager or Leadership Team member of your choice upon request.
• Gold $5,000 Silver level benefits plus three annual gift memberships for friends/family and quarterly on-air recognition.
• Platinum $10,000 Gold level benefits plus an all-expenses paid invitation to attend the PBS Annual Meeting.

Leave your legacy to Montana's largest classroom
Each of us wants to know that our lives have made a difference. Through our actions and deeds, we seek to leave our mark on our community and demonstrate to friends and family what we stand for.

MontanaPBS is proud to have a strong partnership with planned giving specialists at three wonderful foundations, the Montana Community Foundation, the Montana State University Alumni Foundation and the University of Montana Foundation. All three of our partners provide outstanding information that will assist you in learning about the many options available to MontanaPBS supporters.

For more information about planned giving, or to request a Personal Estate Planning Guide, contact Kristina Martin, Director of Development, at 406-994-6221 or kristina@montanapbs.org.
Endowment
An endowment fund is a permanent, self-sustaining source of funding. Endowment assets are invested. Each year, a portion of the value of the fund is paid out to support the fund’s purpose, and any earnings in excess of this distribution are used to build the fund’s market value. In this way, an endowment fund can grow and provide support for its designated purpose in perpetuity. When you establish or contribute to an endowment fund, you create a permanent legacy of support for MontanaPBS.

MontanaPBS is proud to have three endowments established and available to accept your contributions. Please visit the following websites for more information.

• Montana Community Foundation
  www.mtcf.org/Giving/
  Give-Now?fn=Montana+PBS+Endowment
• Montana State University Alumni Foundation
  http://plannedgiving.msuaf.org/endowed-gifts
• University of Montana Foundation
  http://supportum.org/guidetogiving/Endowments/default.php

Increase the impact of your donation
Did you know that with a matching gift you can sometimes double or even triple the power of your gift? Your company may match your gift to MontanaPBS and increase the total amount of your contribution.

Here’s how it works: check with your Human Resources office to see if they offer a matching gift program. If they do, they will match your gift to a certain level. All you need to do is pick up your company’s required form and send it to us. We’ll take care of the rest.

Our website has a limited list of organizations who participate in matching gift programs. If you are a current or retired employee of one of these companies, they may match your contribution. Visit our website to find out more: www.montanapbs.org/support/other.

If your company is not listed, ask your personnel department if they have a matching gift program. Many do. Maybe yours does too. Send your companies matching gift form to:

Friends of MontanaPBS
PO Box 10715
Bozeman, MT  59719-0715

Donate a vehicle, motorcycle, RV or farm machinery
You make the donation, we receive the proceeds of the sale, minus the costs. We gladly accept cars, trucks, motorcycles, RV’s, boats, campers and even some farm machinery. Your donation supports the Friends of MontanaPBS—and you may be able to take a tax deduction.

Just call toll-free 1-844-200-5876 or fill out the online form at www.montanapbs.org/support/vehicles and we’ll take care of the rest, including pick-up at no cost to you. Once your vehicle has been sold, you’ll be sent a receipt for your tax records, and the sale proceeds will be donated to MontanaPBS in your name. You will also receive a one-year membership to MontanaPBS.

To donate a vehicle, it must be clear of liens or assignments; you need a clear title—a title with your name as owner. You may be eligible for a tax deduction equal to the gross proceeds from the sale of the donated vehicle. Contact your tax advisor about the possible tax deduction.

For other ways you can help support your public television service contact us at 1-406-994-6221 or email membership@montanapbs.org.
MISSION

Quality television has the power to elevate our understanding of the world, encourage respect for one another and influence our lives in a positive way. MontanaPBS shares diverse stories; connects our citizens; discovers common ground; and celebrates the independent spirit and beauty of Montana.
VISION
MontanaPBS will provide all Montanans with local, public television that is fully supported by the citizens, businesses, foundations and public representatives of this state.

MontanaPBS will broadcast programs that educate our people; that discuss current issues and reveal our history; that satisfy our curiosity, our musical ear, our artistic eye and even our sense of humor; and, ultimately, present programs that respect our intelligence.

MontanaPBS will connect the residents of this state to each other, to their country and their world through the use of broadcast television, the Internet and community outreach projects. We will be an electronic town square that encourages the sharing of ideas, opinions and information.

MontanaPBS will choose programs based on community impact and will engage in services that echo the independent spirit and neighborly concern that is the hallmark of our state.

VALUES
Honesty All that we do must be with integrity and fairness, whether we are choosing programs to air; communicating with our viewers, members and citizens; or working with our colleagues and volunteers.

Unity Our programs and outreach services should unite us to each other and to the world around us, all the while respecting our differences and celebrating our uniqueness.

Tolerance By offering a window into the world of people next door as well as worlds away, MontanaPBS encourages tolerance and respect.

Citizenship MontanaPBS seeks to build a strong community of citizens who are able to make educated, informed choices for their state and their world. We encourage involvement in civic life and respect the values of our democratic society.

Accountability MontanaPBS will always take ownership of the choices made by the staff and volunteers, and will use its mission, vision and values to inform all decisions. Donors and viewers have the right to know about the station’s goals, structure and activities.

Independence By serving as a local, independent voice that is beholden to the citizens of Montana and not outside influences, MontanaPBS can focus on making a difference in our state.

Impact Our programs will be measured by the positive impact they have on our citizens and not by the supporting revenue they generate. The feedback of our viewers and members will inform our choices for programming and outreach.

Friends of MontanaPBS
Our mission is to support MontanaPBS through advocacy, community engagement and fundraising.

BOARD OFFICERS
Chair Dax Schieffer/Bozeman
Vice Chair Peggy Kuhr/Missoula
Secretary Katie Kotynski/Great Falls
Treasurer Bill Beecher/Great Falls

BOARD MEMBERS
Bill Beecher/Great Falls
Tony Brockman/Kalispell
Charlie Callander/Big Sky
Pat Doyle/Helena
Ray Ekness/Missoula
Jaquenio Heinrich/Whittish
Katie Kotynski/Great Falls
Peggy Kuhr/Missoula
Terry Leist/Bozeman
Margie MacDonald/Billings
Sue Malek/Missoula
Kirk Miller/Helena
Richard Peterson/Poplar
Aaron Pruitt/Bozeman
Dax Schieffer/Bozeman
Bruce Whittenberg/Helena
Diane Hughes Young/Red Lodge
Kent Young/Red Lodge

www.montanapbs.org/friends

An electronic copy of this report, as well as full financial data and other information is available online at montanapbs.org/AnnualReports
Thank you!