MontanaPBS 2020

ANNUAL REPORT
Greetings from General Managers and Friends Board Chair,

The unprecedented events of 2020 affected our stations and staff in ways we will not soon forget, and yet we are proud of MontanaPBS's coverage and response to a global pandemic, social and racial unrest and a tumultuous general election.

In mid-March, MontanaPBS journalists quickly recognized the need for timely, in-depth information about the mysterious Coronavirus invading the U.S. and disrupting the lives of Montanans. Our response was the primetime series *Answering Questions about Coronavirus: A MontanaPBS Special*. For six weeks, we made innovative and previously untested use of the Zoom conference software in a live TV setting. Citizens had the opportunity to ask questions of Montana scientists, state health officials, Governor Steve Bullock and our U.S. congressional delegation on topics ranging from personal safety to economic impacts.

As Montana's schools closed in response to the pandemic, MontanaPBS collaborated with the Office of Public Instruction to launch *Learn at Home*. This revised broadcast TV schedule of Educational Programming and online instructional materials supported the educational needs of children and families locked down in their homes. *Learn at Home*, which continues this year, offers Pre-K through 8th grade curriculum in science, English language arts, social studies and math. The content is aligned to state standards.

In the wake of the George Floyd police killing in Minneapolis, MontanaPBS aired programs addressing the renewed awareness of racial inequity, including *Race Matters: America in Crisis 2020, A PBS Newshour Special*. Even as national events and crises captured headlines, MontanaPBS completed long-anticipated local documentaries *Keeping the Barn* and *The Last Artifact*.

We remain committed to delivering our programs to Montanans, wherever they are and on the devices of their choice. A Next Gen TV transmitter and antenna installation in the Gallatin Valley strengthened our existing signal and paves the way for a new broadcast technology just over the horizon. Finally, we launched live streaming of MontanaPBS on our website, the MontanaPBS app and YouTube TV.

In the fall, MontanaPBS hosted live, primetime, broadcast debates for Montana's Governor, U.S. senate and U.S. representative races and we produced in depth, documentary style profiles of the candidates.

While 2020 presented challenges to every citizen in our state, MontanaPBS has endeavored to educate, inform and entertain our viewers. In response, members and viewers have supported MontanaPBS at unprecedented levels. We are deeply grateful for your trust. You have inspired us to aim even higher in quality and outreach in the coming year as we all hope for a better 2021.

Aaron Pruitt, Director and General Manager KUSM-TV

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

Peggy Kuhr, Chair, Friends of MontanaPBS
## OPERATING REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Sales and services</td>
<td>$16,536</td>
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<td>Contract production</td>
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<td>Broadband lease</td>
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<td><strong>TOTAL OPERATING REVENUES</strong></td>
<td><strong>$557,182</strong></td>
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## OPERATING EXPENSES

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<td>Broadcasting</td>
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<td>Programming and production</td>
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<td>Management and general</td>
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<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>
<td><strong>$6,429,821</strong></td>
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**OPERATING POSITION** **(5,872,639)**

## NON-OPERATING REVENUES

<table>
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<th>Source</th>
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<tr>
<td>Grants from CPB</td>
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<td>Grants from state agencies</td>
<td>60,969</td>
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<td>Grants from public broadcasting entities</td>
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<td>Federal grants and contracts</td>
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<td>State and local grants and contracts</td>
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<td>Nongovernmental grants and contracts</td>
<td>2,490</td>
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<td>Support from the Montana University System</td>
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<td>Appropriations for operations</td>
<td>1,427,583</td>
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<td>Donated and indirect</td>
<td>803,204</td>
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<td>Contributions from Friends used for operations</td>
<td>2138,053</td>
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<td>Underwriting, In-Kind, Royalties and other revenue</td>
<td>201,533</td>
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<td><strong>TOTAL NON-OPERATING REVENUES</strong></td>
<td><strong>$6,286,853</strong></td>
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## OTHER REVENUES, EXPENSES, GAINS AND LOSSES

**TOTAL OTHER** **$6,540**

## NET POSITION

<table>
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<th>Period</th>
<th>Amount</th>
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<td>Beginning of Year</td>
<td>$1,139,531</td>
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<td><strong>CHANGE IN NET POSITION</strong></td>
<td><strong>(420,754)</strong></td>
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<tr>
<td>End of Year</td>
<td><strong>$1,560,285</strong></td>
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An electronic copy of full financial data is available online at montanapbs.org/AnnualReports
MontanaPBS Education
A Year in Review 2020

MontanaPBS Education is a small but mighty team of two former teachers devoted to supporting meaningful media at home and at school through programs that engage families and educators. The pandemic shifted our work slightly to add more online events and resources and a lot more hand-washing. We were able to provide support and resources to families and educators all over the state from Browning to Miles City and so many communities in between. Here are some of the projects of which we are the most proud.
MontanaPBS Edcamp Goes Online
MontanaPBS hosted an online Edcamp in September 2020. Forty Pre-K–2 educators participated in this free day of peer learning while earning ECE or OPI credit at the same time. Similar to our live events, participants had the chance to learn about selected topics with other Pre-K–2 educators while staying safely at home. Topics discussed during Edcamp included social emotional education, teaching online, using technology with young learners and new COVID school routines. All participants received a special gift package in the mail and the chance to earn prizes.

PBS Media Literacy Certification for Educators
Media Literacy is more important now than ever. Teachers in Montana have an opportunity to help students sharpen their skills analyzing media and making good choices about what they read and produce online. K–12 teachers joined MontanaPBS in a year-long professional learning experience to pursue PBS Media Literacy Certification. They attended monthly webinars, created lessons for students and reflected on their learning to earn eight microcredentials. Seven Montana teachers earned PBS Media Literacy Certification in 2020.

Deep Engagement in Rural Libraries in Montana
MontanaPBS Education visited libraries in Montana to offer regular programs for preschool aged children and their families. The communities of Whitehall and Miles City were our partners for 2020 as we developed hands-on learning opportunities for families in rural areas. Parents and caregivers were invited to play and learn with their children as they enjoyed STEM activities, digital games and craft projects facilitated by Early Learning Specialist, Deanna Mydland. These programs will expand to Livingston, Terry and Baker in 2021 sharing the quality content of PBS Kids programming with even more families.

MontanaPBS Watch and Learn OVEE Series
Montana families were invited to join MontanaPBS Education for three different series of interactive viewing events using the OVEE platform. Aligned to PBS Kids programming such as Hero Elementary, Elinor Wonders Why and Wild Kratts the Watch and Learn series was made for families. In the fall, the series partnered with the Montana Science Center. We watched a fan favorite Wild Kratts episode together and then our team from MontanaPBS and the Montana Science Center went live via YouTube to share activities, interactive questions, book ideas and more that paired with each of the episodes.

PBS LearningMedia
Our strongest outreach tool continues to be PBS LearningMedia. This free content website for Pre-K–12 educators is more important now than ever. With a local and national reach, this site continues to provide free, high quality digital content for educators as they teach students in the classroom and online. MontanaPBS is proud to publish collections for students in Montana to explore Montana History and STEM using our award winning programs and films. In 2020, MontanaPBS published collections of resources aligned to The Last Artifact and Keeping the Barn and updated the Charlie Russell collection with resources from the one hour episode Charlie’s Old West. We also worked with WGBH in Boston to learn how to author and publish an interactive lesson for fourth graders about Charlie Russell. There was a sharp increase during school closures in March, April and May 2020.
MontanaPBS
2020 Kids & Special Programming Highlights

Hero Elementary
If you’re a kid with superpowers, you belong at Hero Elementary! It’s where young heroes in training can learn how to master their less-than-perfected powers and practice day-saving action. But when their superpowers aren’t enough for the job, they can always rely on an additional arsenal of powers: The Superpowers of Science! These kids may be superhuman, but it’s science that makes humans truly super.

Sara Snap, AJ Gadgets and Mr. Sparks. Courtesy of © 2019 Twin Cities Public Media Workshop, LLC.

Elinor Wonders Why
Elinor, the most curious and observant bunny rabbit in Animal Town, and her pals, Ari and Olive, explore their world, meeting all kinds of interesting, funny and quirky characters, each with a lesson to share about respecting others, the importance of diversity, caring for the environment, and working together to solve problems. As they ask questions, figure out answers and learn about the natural world using their science inquiry skills, Elinor Wonders Why also helps give parents the confidence to say, ‘I don’t know the answer. Let’s explore it together.’

COVID-19 Adaptations and Response
Springtime 2020 and beyond: the Coronavirus affected the lives of every Montanan. MontanaPBS responded on several fronts. To support continuation of effective K–12 education, we developed our Learn at Home broadcast schedule. At the beginning of the pandemic, to provide timely information to the public, we created a series of live weekly broadcasts, Answering Questions About Coronavirus. To provide normalcy and continuity we adapted our existing live productions Montana AG Live, to provide a safe working environment for our guests and crew.

Learn at Home
This year, MontanaPBS launched a new initiative, Learn at Home. Knowing that our broadcast signal is widely available across the state, even in areas with limited broadband internet access, we collaborated with the State Office of Public Instruction to develop a schedule of broadcast programming designed to help meet the instructional needs of teachers, parents and students. Drawing upon signature PBS programs and our own library of Montana programs, we present age-appropriate and curricular-specific shows for learners of all ages. We’ve made them freely available during every weekday at times that are most useful for the target audiences. We’ve also developed and curated a variety of additional teaching resources, like video clips, lesson plans and suggested activities, which are all aligned with state educational standards and coordinated with our broadcast schedule. Finally, we created outreach efforts designed to help teachers, librarians, daycare providers and parents to learn best practices for using these resources.

Programming Pipeline
We’re looking back at an amazing year at MontanaPBS and there’s always something new coming our way. Nationally and locally, we are looking forward to new documentaries and history shows, stellar dramas and performances, exciting new science and natural history programs, and of course the best in news and investigative journalism. This year, be watching for a new adaptation of All Creatures Great And Small; the story of Helen Keller; a look at the life of the Divine Comedy author, Alighieri Dante; more Backroads of Montana; a look at the Montana Freemen movement 25 years later; Muhammed Ali from Ken Burns; and The Universe on NOVA to name just of few.
MontanaPBS
2020 Made in Montana Highlights

11th & Grant with Eric Funk
Betty Jane
Great Falls Trio Betty Jane blends sophisticated jazz harmony with exciting funk rhythms. Offering Montana inspired originals and arranged covers, Betty Jane showcases a rich palette of music on 11th & Grant. The trio is the inspired creation of singer, songwriter and pianist Britta Lee, known for her powerful, expressive singing. Joining Lee is drummer Alex Platt and bassist Rob Kohler.

Singer, songwriter and pianist, Britta Lee. Photo by Tim Stiller.

Montana AG Live
A regular call-in information program, presented by MontanaPBS in association with Montana State University Extension, this series invites experts onto each week's panel to discuss every type of production agriculture and gardening issue in Montana. This year's topics included rural mental health, legacy planning, current research and economic development, mastering the home garden, the effect of COVID-19 on production, hemp production, 4-H and youth in ag, plus a series of episodes featuring ag associations serving Montana, such as the grain growers, stockgrowers, wool growers, canola producers, and the grape and wine producers.
The Rundown with Jackie Coffin

Fighting Her Wars

In this episode of The Rundown, Jackie travels around the state to collect the stories of female veterans and service members. On fishing boats on the Yellowstone River, a group of veterans re-unites 15 years after two tours in Iraq to find healing and joy in fly-fishing. In Billings, a nonagenarian nurse awaits recognition for her service in WWII. This poignant piece will introduce you to the Montana women who have served and are still serving now.

On the Matter of Mail:
How and When to Vote in Montana this November

COVID-19, changing laws and cuts to the Postal Service have cast a veil of confusion over voting in November. In this episode of The Rundown, Jackie Coffin speaks to postal workers, voting rights groups, county clerks and more, to clarify how and when Montanans are able to vote in the 2020 General Election.

Montana’s Search for the Cure

It’s a race against time for Montana scientists searching for answers about the deadly COVID-19 pandemic, which has killed hundreds of thousands of Americans and infected millions more. Travel to laboratories around the state with Jackie Coffin and learn about vaccines, gene therapy, virus tracing and more from some of Montana’s brightest minds.

Three UM students working on COVID-19 vaccine adjuvants in Missoula, Montana. Photo by Jackie Coffin.
Keeping the Barn
The story of Montana's barns is a personal one. The buildings hold more than just feed and livestock. They remain an iconic part of the Montana landscape. Livelihoods and lives depended on their quality and durability. The barns of Montana are beautiful symbols of hard work and ingenuity and a reflection of the families who use them. Like everything in America, the barn is a melting pot of ideas and styles. As immigrants settled in Montana, they brought their building expertise. The English barn is the grandfather of the American barn and that is also true in Montana. The Finns and Norwegians crafted intricately notched log barns. The Croatians dazzled with their precise stone work. Now, over a century later, these barns are just some of the examples still standing tall across the Montana landscape.

This one-hour program showcases the rich heritage and personal stories connected to the barns of Montana. The show follows one family as a community rallies to help them preserve and maintain their historic barn. The show travels to the state's farms and ranches to show a variety of examples and meet the families so closely connected to these labors of love. The barns of Montana are forever built into the emotional connection between the people and the land.

Answering Questions about Coronavirus:
A MontanaPBS Special
Viewers joined MontanaPBS for a live discussion of current COVID-19 planning for the state. For each weekly episode over the course of six weeks, we hosted a group of knowledgeable panelists from local and state administration, public health and education, as well as medical professionals and small business experts. Viewer questions guided the discussion.

MontanaPBS Election 2020
In addition to several key programs related to American political history and current events, MontanaPBS provided extensive information and coverage of the Primary and General Election, on-line as well as broadcasts.

Primary Election Debates and Election Night Returns
Debates between the Gubernatorial Candidates for both Republican and Democratic nominations and live coverage of the statewide primary election returns.

Republican and Democrat Party National Conventions
Live PBS NewsHour coverage of the nomination conventions for both the Democratic and Republican parties.

Presidential and Montana Candidate Debates
Live coverage of the two Presidential and the Vice-Presidential national debates, as well as debates between the candidates for the U.S. Senate and U.S. House seats and the Montana Governor's office.

Equal Time for Key State-Wide Offices
MontanaPBS provided substantial equal time for all the qualifying candidates in six key state-wide races, allowing them to discuss their views and about four issues relevant to each office.

Candidate Profiles for Governor, U.S. House and U.S. Senate Races
Our public affairs reporters followed candidates for the Governor's office, and the seats in the U.S. House and U.S. Senate, interviewing each candidate and providing a sense of the views and agendas of each.

General Election Live Coverage from MontanaPBS and the PBS NewsHour
MontanaPBS provided live election night reporting and analysis of election returns in Montana, as well as hours of live PBS NewsHour coverage of election results across the country.
MontanaPBS
2020 National Highlights

Frontline
The Choice 2020: Trump vs. Biden
Investigating the lives and characters of Joe Biden and Donald Trump as they compete to be president. Those who know them best reveal key moments that made both men and shape how they would lead America through a time of crisis.


Created Equal: Clarence Thomas in His Own Words
Although Clarence Thomas remains a controversial figure, loved by some, reviled by others, few know much more than a few headlines and the recollections of his contentious confirmation battle with Anita Hill. With unprecedented access, the producers interviewed Justice Clarence Thomas and his wife, Virginia, for more than 30 hours of interview time, over many months. Justice Thomas tells his entire life’s story, looking directly at the camera, speaking frankly to the audience. Unscripted and without narration, the documentary takes the viewer through this complex and often painful life, dealing with race, faith, power, jurisprudence and personal resilience.


PBS NewsHour Presents
China: Power and Prosperity
Explore the future of China’s relationship with the U.S., which will help determine the new international order, the dominant technology supporting the world’s communications infrastructure and the global economy.

Courtesy of PBS Newshour.

Fires of Faith
Fires of Faith is a two-hour documentary narrated by London stage actor, Geoffrey Palmer, that explores the events leading up to the publication of the King James Bible. More than 50 translators worked for seven years to complete the 1611 version of the King James Bible. This great effort, instituted by King James I, brought about a bible that became the standard for the world. Fires of Faith will further explore the effect that the bible has had on the English language and on the course of America; its society, its culture and its religions. Fires of Faith was filmed on location in Belgium, Germany, England, France, Switzerland, Italy, Israel and the United States.
Grantchester Season 5
A young and charismatic vicar and amateur investigator turns to gruff, down-to-earth police inspector Geordie Keating for help and the two become crime-solving partners and friends in the hamlet of Grantchester.

In season 5, it’s 1957, and Will Davenport has settled into his role as vicar of Grantchester, but his faith will be thoroughly tested as he and Detective Inspector Geordie Keating are reminded of the darkness lurking in their little corner of Cambridgeshire.

Great Performances at the Met
Great Performances at The Met delights audiences with productions featuring the world’s leading stars of opera.

Turandot
Enjoy Puccini’s famed final opera with this epic fairytale production set in China from Franco Zeffirelli starring soprano Christine Goerke in the title role. Yannick Nezet-Seguin conducts.

The Gershwins’ Porgy and Bess
Enjoy this classic American folk opera that brings 1920s Charleston to life with a beloved score from George Gershwin in a new production directed by James Robinson. Eric Owens and Angel Blue star in the title roles and David Robertson conducts.

The Last Artifact
The Last Artifact tells the story of the scientists and metrologists around the world who worked to redefine the kilogram in 2018. The world’s base unit to measure weight, the kilogram was the last of the SI units still defined, not by a universal constant, but by a physical artifact — a man-made cylinder located at the International Bureau of Weights and Measurements in France. The program recounts how a necessary update to the standard resigned this object to history.

Film still from The Last Artifact. Produced and directed by Jaime Jacobsen and Ed Watkins.
MontanaPBS
2020 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**

1st Place  *The Rundown with Jackie Coffin: Fighting Her Wars;* Jackie Coffin, producer

2nd Place  *Backroads of Montana: Rumors and Ringers;* William Marcus, John Twiggs, Gus Chambers and Ray Ekness, producers

**Television Station Promotion**

1st Place  MontanaPBS Fall 2019 Sizzle, Scott Sterling, producer

**EMMYs**

The National Academy of Television Arts and Sciences, Northwest Chapter, 57th Annual Regional Emmy Awards

**Seven Nominations**

Health/Science - Program/Special | *The Rundown: Montana’s Marijuana Market;* Jackie Coffin/News and Public Affairs Producer

Arts/Entertainment - Program/Special | 11th & Grant with Eric Funk Featuring John Roberts y Pan Blanco and 11th & Grant with Eric Funk Featuring Laney Lou & The Bird Dogs; Scott Sterling, producer; Paul “Gomez” Routhier, producer; Eric Funk, host and artistic director; Jeremiah Slovarp, audio producer; Aaron Pruitt, executive producer

Documentary - Historical/Cultural | *The Bozeman Trail;* Tom Manning, writer, producer and director; Terry Dugas, Wyoming PBS executive producer; Aaron Pruitt, executive producer

Promotion - Program - Single Spot | MontanaPBS Local Sizzle; Scott Sterling, producer and editor

Editor - Program | Scott Sterling; 11th & Grant with Eric Funk

Audio | Jeremiah Slovarp, Luke Scheeler and Jereco Studios; 11th & Grant with Eric Funk featuring Laney Lou & The Bird Dogs
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. Leadership Society members receive 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 what we stand for. A very significant way to do that is to include MontanaPBS in your estate plans. Your planned gift donation will help to assure that the kinds of programs that have meaning to you today will be available to others long into the future.

Generally, planned gifts to MontanaPBS are invested in a manner that provides long-term stability to the station in order to improve our existing facilities and continue our excellence in providing statewide public television programming. You may want to consider:
• A bequest
• A gift through your Will or Living Trust
This year, MontanaPBS launched a new partnership with FreeWill—an online tool that allows you to create a will for free. Go to freewill.com/montanapbs to learn more.
• Gifts with Retained Income for you or others
• Gifts of Retirement Plan Assets
• Gifts of Real Estate Property
• Gifts of Life Insurance

MontanaPBS is proud to have a strong partnership with planned giving specialists at three wonderful foundations including 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 contributes 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.


**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](http://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 173340
- Bozeman, MT 59717

**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](http://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 406-994-6221 or email membership@montanapbs.org.](http://www.montanapbs.org/support/other)
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 Peggy Kuhr/Missoula
Vice Chair Pat Doyle/Helena
Secretary Katie Kotynski/Great Falls
Treasurer Bill Beecher/Great Falls

BOARD MEMBERS
Bill Beecher/Great Falls
Charlie Callander/Big Sky
Pat Doyle/Helena
Ray Ekness/Missoula
Katie Kotynski/Great Falls
Joaquenia Heinrich/Whitefish
Peggy Kuhr/Missoula
Terry Leist/Bozeman
Margie MacDonald/Billings
Alice Meister/Bozeman
Richard Peterson/Poplar
Sue Malek/Missoula
Kirk Miller/Helena
Aaron Pruitt/Bozeman
Michael Sanderson/Billings
Bruce Whittenberg/Helena
Kent Young/Red Lodge
Diane Hughes Young/Red Lodge
Peg Wherry/Bozeman

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