Greetings from General Managers and Friends Board Chair,

As we reflect on 2021, we are thankful to our dedicated Montana PBS staff who showed continued resilience. They remained focused on excellent programming, education and reporting for Montana during challenging times.

They provided weekly updates on the 2021 Montana Legislature, live, primetime broadcast coverage of the Montana Governor’s State of the State Address and the Democratic Response. In the midst of the pandemic, our arts and performance producers developed an innovative home-video program, Live From Home: A Montana Musical Video, featuring Montana musicians performing a variety of musical genres.

Our Emmy-award-winning 11th & Grant series returned to the studio last summer for a new season. In November, we broadcast the first episode featuring internationally renowned singer and songwriter Jim Salestrom. Viewer favorite Backroads of Montana traveled from Eureka to Big Sandy and from Fort Peck to Ovando, as long-time host William Marcus waved a retirement farewell. William leaves Backroads in the trusted hands of Montana PBS’s John Twiggs. John was inducted into the 2021 Northwest Regional National Associational of Television Arts and Sciences Silver Circle in recognition of his years of public service, mentoring, leadership and professional accolades in the broadcast industry.

The Montana PBS Education team grew more than two-fold in 2021. We also launched a new graduate teaching assistant program. In partnership with MSU’s School of Film & Photography and the Colleges of Education at UM and MSU, our graduate teaching assistants create educational content for the online PBS LearningMedia platform. Our education team offered a blend of online and in-person programs for educators and families in more than 20 communities. In libraries and schools, we presented Sesame Street in Communities workshops, designed to strengthen childhood educator’s skillsets in media literacy and digital learning.

We are especially proud of the unprecedented accolades our producers received at a regional and national level last year, including seven Emmy® awards, the Western Heritage Award and several E.B. Craney Awards (a complete list begins on page 18).

We are thankful for the continued support of our parent universities, elected state and national leaders, and especially the more than 19,000 Friends of Montana PBS who made generous contributions. With their help, we look optimistically to the future.

Thank you!

Aaron Pruitt, Director and General Manager KUSM-TV
Ray Ekness, General Manager KUFM-TV and the Broadcast Media Center
Peggy Kuhr, Chair, Friends of Montana PBS
Montana PBS
Statement of Activities
Fiscal Year 2021

OPERATING REVENUES
Sales and services ........................................ $23,314
Contract production .................................... $367,025
Broadband lease ........................................... 62,765
TOTAL OPERATING REVENUES .................. $453,104

OPERATING EXPENSES
Broadcasting ............................................. $1,816,360
Programming and production ..................... 2,477,781
Program information and promotion ........... 409,332
Management and general ......................... 987,219
Fundraising and membership .................... 742,471
Solicitation and underwriting ................... 24,567
Friends operating expenses ....................... 467,074
TOTAL OPERATING EXPENSES ............. $6,700,469
OPERATING POSITION .......................... (6,247,365)

NON-OPERATING REVENUES
Grants from CPB .................................. $1,198,605
Grants from state agencies ...................... 93,813
Grants from public broadcasting entities ..... 16,780
Federal grants and contracts .................... 7,804
State and local grants and contracts ......... 18,064
Nongovernmental grants and contracts ....... 0
Support from the Montana University System
— Appropriations for operations ............ 1,428,753
— Donated and indirect ......................... 850,091
Contributions from Friends used for operations .................. 2,114,103
Underwriting, In-Kind, Royalties and other revenue .................. 296,395
Friends revenue and gains ..................... 1,117,444
TOTAL NON-OPERATING REVENUES .... $7,141,852

Revenue by Source
Federal $1.4M • Local $3.9M • University $2.3M

Expense by Function
Programming + Production $3.1M
Broadcasting $1.8M • Management $1.0M • Development $0.8M

OTHER REVENUES, EXPENSES, GAINS AND LOSSES
TOTAL OTHER ........................................ $21,518

NET POSITION
Beginning of Year ................................... $1,958,211
CHANGE IN NET POSITION ............. $916,005
NET POSITION End of Year ............... $2,874,216

An electronic copy of full financial data is available online at Montana PBS.org/AnnualReports
Montana PBS Education
Supporting the meaningful use of media at home and school

With a blend of online and in person events, the education team at Montana PBS engaged with communities all across the state in 2021. Our team grew from two to five this year and offered programs for early childhood educators and families in community spaces such as libraries and schools. They also provided media literacy, digital learning training and created teaching resources for K-12 teachers.
LearningMedia Production
PBS LearningMedia is a free resource for teachers who want to use digital media to teach their students. It remains one of our strongest outreach tools here at MTPBS. In 2021, PBS LearningMedia was used by over 19 million educators across the country and saw a 78% increase in traffic to the site. Here in Montana, traffic to the site by Montana teachers increased from 2020 by 19% with over 34,000 visits from Montana teachers.

2021 was an important year for the production of learning resources by MTPBS on PBS LearningMedia. This year Montana PBS dedicated time and resources to producing content for this free site for educators. Three graduate students from MSU and UM were hired to collaborate on this project. This team of students from the Schools of Education and Film & Photography are working together to determine a content need that exists in PreK–2 classrooms that can be met with digital learning media from Montana PBS. The LearningMedia production team is currently working on a collection of resources that teachers of young children can use to explore Montana State Parks. This collection is set to be published in the spring of 2022. Stay Tuned!

Montana PBS 2021 productions
Ghost Forests
This collection features media from the Montana PBS production about the whitebark pine and was chosen by PBS National to be featured in a national report about PBS LearningMedia.

Harvest of the Month
This collection was produced in collaboration with the Montana Harvest of the Month food program and features media and lessons for teachers and community members to teach students about the sources of the food they eat.

Playing for the World
This collection features media content from the popular MTPBS production about the Fort Shaw Girls Basketball team and their travel to the World’s Fair. Teachers can use these lessons created by a Montana teacher to meet Indian Education for All standards for middle and high school students.

Ag EDU
This collection is a collaboration with MSU’s Department of Agriculture with resources created by MSU students studying informal education in agriculture using media from MTPBS local favorite Montana AgLive.

K–12 Teacher Engagement
In 2021 MTPBS provided virtual and in-person learning opportunities for K–12 teachers who wanted to build their skills in media literacy and digital learning. These programs supported hundreds of teachers across the state to build their skills and expand their knowledge. Teachers can learn from Montana PBS Education staff online, at conferences or in their communities.

K–12 Teacher Learning Opportunities
- Montana Media Lab virtual hands-on learning
- After school Tech Talks in local schools
- Media Literacy Certification online cohort
- Edcamp online and in person
- Summer online book study
- Tech Talk Tuesday weekly video series on YouTube

Early Learning
MTPBS Education supports families and early childhood educators by offering events online and in communities across the state. Families of young children attended MTPBS Education events in local libraries, community centers and science museums across Montana. Early Childhood Educators attended workshops online and in person at conferences and Edcamp events in 2021.

Early Learning Programs from MT PBS
- Sesame Street in Communities Workshops for early childhood educators — eight workshops with more than 100 participants.
- Community Library Partnerships — hosting family events in rural libraries and community centers.
- Family Science Museum partnerships — hosting family events at Montana Science Center (Bozeman) and SpectrUM Science Center (Missoula).
- Food Resource Center Partnerships — working with food resource centers in Livingston and Whitehall to provide make-and-take activities for families to take home with them when they pick up their distributions from the resource centers.
Montana PBS
2021 Kids Programming Highlights

Donkey Hodie

*Donkey Hodie* follows the adventures of a little yellow donkey who dreams big. With perseverance, great pals and a laugh along the way, there’s nothing she can’t do. Hee-haw!

Produced by Fred Rogers Productions and Spiffy Pictures, *Donkey Hodie* encourages preschoolers to aim high, embrace challenges and work hard to achieve their goals. Set in the whimsical land of Someplace Else, created by Rogers on *Mister Rogers’ Neighborhood*, the imaginative social-emotional series for children ages 3–5 centers on the adventures of Donkey Hodie, an enthusiastic, “can-do” yellow donkey with a bright magenta mane, and her pals: Purple Panda, her loyal and empathetic best friend who wears his big heart on his sleeve; Duck Duck, a practical, quick-witted young mallard who loves to figure things out; and Bob Dog, an energetic and eager canine who is always ready to boogie to music or fetch a ball.

In the land of Someplace Else, everyone’s big dreams are possible — whether it’s Purple Panda finding the end of the Golden Rainbow, Duck Duck planning a Book-A-Paloza Festival or Bob Dog playing the largest kickball game in history.

Alma’s Way

Ever wish you could pause life long enough to figure out the answers to all your problems? Alma can! Follow her adventures in *Alma’s Way*, as she learns to think for herself—making mistakes and decisions and finding solutions along the way.

This new animated series from Fred Rogers Productions, is created by Sonia Manzano, beloved by generations as “Maria” on *Sesame Street*, who broke new ground as one of the first Latino characters on national TV. Inspired by Manzano’s own childhood, *Alma’s Way* features 6-year old Alma Rivera, a proud, confident Puerto Rican girl who lives in the Bronx with her parents, Mami and Papi; younger brother, Junior; her Abuelo; and their lovable little dog, Chacho, along with a diverse group of close-knit friends and community members.

Infused with Manzano’s humor and grounded in a social and emotional curriculum, this engaging series gives children ages 4–6 the tools to find their own answers, express what they think and feel, and recognize and respect the unique perspective of others.

In every episode, Alma speaks directly to young viewers with asides and her “think through” moments, where she stops, thinks and processes. She models optimism and determination, showing that if she puts her mind to a problem, she can figure it out. Young viewers tag along with Alma as she learns to speak up for herself, make tough decisions, figure out how to help friends, and so much more.

Alma family picnic.
Courtesy of © 2022 Think It Through Media, LLC.
Montana PBS
2021 Made in Montana

Ghost Forests
Head into the high country of the Rocky Mountains to examine the imperiled whitebark pine and meet the people determined to save it. As a keystone species, the stately five-needle pine provides shelter to dozens of high mountain creatures, while its nutritious cones are packed with protein-rich seeds—a major food source for grizzly bears. A clever bird, the Clark’s nutcracker, depends upon the seeds, too, and the whitebark pine relies on the bird to distribute its seeds. But native mountain pine beetle and an exotic disease called white pine blister rust are killing the tree at alarming rates. Forest managers face an uphill battle to restore it before it’s too late. Meet tree climbers collecting cones in Canada’s national parks and a University of Montana scientist whose promising discovery could help harness genetic resistance to save the tree. Learn why they think the whitebark pine is worth the incredible efforts to save it.

Parks Canada whitebark pine specialists Sean Higgins, Laura Kroesen and Roslyn Johnson prepare to cage cones on Paget Peak in British Columbia. Photo by Breanna McCabe-Montana PBS

The Rundown: Capitol Report
Every week throughout Montana’s 67th Legislative Session, Jackie Coffin brought viewers an in-depth look at the Session’s activities with weekly updates, analysis and interviews. From COVID-19 to public lands, education to energy development, Coffin tracked issues of importance to Montanans as they move through the legislature and towards the new governor’s desk. In additional to in-person reporting, this series of The Rundown relied on remote footage and media partnerships to maintain best practices in preventing the spread of COVID-19.

Montana State Capitol Rotunda
Photo by Jackie Coffin - Montana PBS

montanapbs.org
11th & Grant with Eric Funk

11th & Grant with Eric Funk is the premiere outlet for music performance in Montana, seeking out the state’s most acclaimed, accomplished, and pioneering talent. The Emmy winning performance series devotes significant time to each artist’s personal story, insights into their music and their approach to life, ultimately providing a deeper experience than a seat at a concert. Accomplished composer and musician Eric Funk serves as host and artistic director. He hand selects each performer from communities around the state. The result is a diverse series featuring genres from jazz to classical, country to zydeco, and rock to fusion.

Jim Salestrom

Internationally renowned singer, songwriter and performer Jim Salestrom takes the stage on 11th & Grant. Jim’s storied career includes performances and recordings with Dolly Parton, John Denver, Jimmy Ibbotson, Kenny Rogers, Emmylou Harris and countless other legendary artists. Meeting new folks and sharing his songs and stories have taken Jim around the world, where he writes compelling music based on his experiences, putting emotional depth front and center. He says, “I try to write thought-provoking songs that will get people to take a look at their lives, songs to make you laugh or cry, tunes with family values about the way I was raised.” He has played for four U.S. Presidents and at the Supreme Court. Jim regularly sings the National Anthem at ball parks and continues his musical adventure that began at 15 years old. Jim Salestrom shares his touching music and notable life story on 11th & Grant.

Jim Salestrom
Photo by Stephanie Miller
Meet a northeastern Montana woman who appreciates the value of hard work. We examine a substance that’s been stopping Montanans in their tracks for years, from present-day motorists to the state’s earliest explorers. The Monture Guard station north of Ovando gets heavy use year-round. It takes a special effort the keep the historic cabin and barn in working condition. *Backroads* finds a group of retired smokejumpers fit for the job; and they get a little something out of it, too. *Backroads of Montana* host William Marcus tells viewers the story of the Blackfoot Pathways: Sculpture in the Wild Park near Lincoln.

*The Great Outdoors*

Retirement is busy for a special group of volunteers that comes to Montana every summer. The longtime friends all hail from a community college in Tucson, Arizona. They serve as congenial hosts for the campgrounds near Seeley Lake. Their wisdom and hard work leave their mark, not just on the campers and campgrounds, but on the community of Seeley Lake, too. You may think working on a Montana ranch is one way to disappear, but not at Lolo’s Dunrovin Ranch. Someone’s always watching. But that’s all part of the plan. Cameras stationed around the ranch allow the world to participate in the daily ranch happenings without leaving their homes. A sure sign of winter is when Montana’s rivers freeze. We observe the quiet and beautiful process of ice forming on a western Montana river, and learn a little science along the way. It’s touted as the most visited state park in Montana, but Giant Springs State Park means much more to the residents of Great Falls. It’s where they continually return to recreate and reflect. In 1991, Giant Springs was one of our first Backroads adventures. Now we return to rediscover this treasured area.

Anderson family.

*Courtesy of Montana PBS*
Montana PBS
2021 National Highlights

**Great Performances**
Great Performances, the longest-running performing arts anthology on television, continues to feature the best in the performing arts.

*A John Williams Premiere at Tanglewood*
Experience a concert of works by legendary composer John Williams from Boston Symphony Orchestra’s summer home at Tanglewood including Williams’ new violin concerto performed by virtuoso Anne-Sophie Mutter and other works conducted by Andris Nelsons.

John Williams (opposite)
Photo by Todd R. Hires

**Hemingway**
This film by Ken Burns and Lynn Novick, examines the work and life of Ernest Hemingway, one of the most influential writers America has ever produced.

Photo by Evan Barlow

**Masterpiece**
For more than 30 years Masterpiece has enthralled audiences with the works of the finest classic and contemporary writers interpreted by the world’s foremost actors.

**All Creatures Great and Small**
Follow the adventures of James Herriot and his fellow vets, brothers Siegfried and Tristan Farnon, and all the other Darrowby characters at the start of Herriot’s storied career in rural Yorkshire in the 1930s.

Tristan Farnon (left) and James Herriot (right).
Courtesy of Masterpiece/PBS

**A Capitol Fourth**
America’s Independence Day celebration featured performances by top stars, capped off with a spectacular fireworks display over Washington, D.C.

Courtesy of PBS
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.

Beyond the Element
The fascinating chemistry that makes our world and everything in it—including us.

Courtesy of WGBH-NOVA

Universe Revealed
The expansive and dramatic story of the universe, from its moment of inception 13.8 billion years ago, to what could be its ultimate fate, trillions upon trillions of years in the future.

Philly D.A.
An examination of the emotional, high stakes work that Philadelphia District Attorney Larry Krasner and an ensemble of idealistic outsiders from different walks of life take on as they attempt a fundamental overhaul of an entrenched criminal justice system.

Courtesy of Ryan Collerd

Frontline
Frontline’s stature is reaffirmed each week, as PBS’ premier public affairs series, through incisive documentaries covering the scope and complexity of the human, social and political experience.

American Experience
As television’s longest-running, most-watched history series, American Experience brings to life the incredible characters and epic stories that helped form this nation.

Sandra Day O’Connor: The First
Sandra Day O’Connor, the Supreme Court’s first female justice, grew up on a cattle ranch in Arizona in an era when women were expected to become homemakers. Graduating near the top of her class at Stanford Law School, she could not convince a single law firm to interview her, so she turned to volunteer work and public service. Eventually, O’Connor served in the Arizona state senate, and then became a judge on the state court of appeals. During her 25 years on the Supreme Court, O’Connor was the critical swing vote on cases involving some of the 20th century’s most controversial issues.

Courtesy of Ryan Collerd

American Veteran
America has 18 million living veterans, whose service ranges from WWII to Afghanistan and Iraq. AMERICAN VETERAN illuminates the veteran experience from today and across the arc of American history; every voice featured is a veteran’s. From the citizen-soldiers returning from the American Revolution to today’s warrior class, they tell a deeply moving story, highlighting personal remembrances, drawing civilian viewers into an unfamiliar culture, and highlighting the evolving relationship between Americans who have served in the military and those who have not.

Courtesy of Ryan Collerd

Rally in Richmond, Virginia, November 21, 2020.

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Montana PBS
Programming Pipeline

We’re looking back at an amazing year at Montana PBS, but there’s always something new coming our way.

Nationally and locally
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.

In January of 2022 We’ll feature a new season of the popular All Creatures Great and Small, plus a new adaptation of Jules Verne’s Around the World in 80 Days. In the spring, also be watching for new seasons of Sanditon and Call the Midwife. In January and beyond, Henry Louis Gates, Jr. returns with new episodes of Finding Your Roots.

Connecting with the XXIV Olympic Winter Games, we’ll proudly present a Montana-made documentary, Mavericks. Learn how Montana skiers came from backwoods jumps of Montana to compete on freestyle skiing’s biggest stage, winning Olympic Gold.

February We’ll look for inspiration in the stories of American contralto, Marian Anderson, and civil rights activist, Fannie Lou Hamer.

March More than 25 years after the events, we’ll take a look back at the Rise of the Montana Freemen.

April Be watching for the story of Ben Franklin, the next historical documentary by Ken Burns.

Throughout the year There’ll be new episodes of PBS’ premiere public affairs series, Frontline covering the scope and complexity of the human, social and political experience in our current events around the world.

Of course, your favorite Montana-made series continue throughout the year: Montana Ag Live, 11th & Grant, and Backroads of Montana.

For science and nature lovers, there’s great new episodes about hi-rise buildings, Alaskan dinosaurs, the Mayan civilization, Arctic sink holes, mammoth hunters and Alzheimer’s disease research on NOVA. We’ll explore wildlife around the world, including penguins, American horses and hippos on Nature.

Finally, among many great music programs and other performance art, this spring Great Performances at the Met presents Fire Shut Up in My Bones. Great Performances presents the third season of Now Hear This, a celebration of Stephen Sondheim, plus the Chamber Music Society: Brandenburg Concerts, and much, much more.

Bradley Wilson competing at the 2018 Visa Freestyle International World Cup, Deer Valley, Colorado. (opposite)

Photo by Kelly Gorham
Montana PBS
2021 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 *Keeping the Barn*; John Twiggs, producer; Ray Ekness and Aaron Pruitt, executive producers
2nd Place *Charlie Russell’s Old West*; Gus Chambers, producer/director; Paul Zalis, co-producer/writer; William Marcus and Aaron Pruitt, executive producers

**Television Writer – News & Long Form Programming**
1st Place Paul Zalis, *Charlie Russell’s Old West*

Emmy® awards
The National Academy of Television Arts and Sciences, Northwest Chapter, 58th Annual Regional Emmy® awards

**Eighteen nominations**

Health/Medical, Short Form Content | *The Nightly Howl*; Breanna McCabe, producer
Politics/Government, Long Form Content | *The Race for the U.S. Senate*; Anna Rau, producer, editor, photographer | *The Race for the U.S. House*; Breanna McCabe, producer
Historical/Cultural, Long Form Content | *The Rundown with Jackie Coffin: Fighting Her Wars*; Jackie Coffin, producer
Documentary, Cultural/Historical | *Charlie Russell’s Old West*; Gus Chambers, producer/director; Paul Zalis, co-producer/writer; Maria Anderson, associate producer; William Marcus and Aaron Pruitt, executive producers
Documentary, Topical | *The Last Artifact*; Jaime Jacobsen, producer; Ed Watkins, producer; Aaron Pruitt, executive producer
Entertainment | *11th & Grant with Eric Funk feat. Betty Jane*; Scott Sterling, Paul “Gomez” Routhier and Jeremiah Slovarp, producers; Eric Funk, host/artistic director; Aaron Pruitt, executive producer
**Program Promotion, Single Spot**  |  *The Last Artifact*  | 60 Second Program Promotion; Kyle Sorenson, Editor

**Director**  |  Scott Sterling; 11th & Grant with Eric Funk  |  Jaime Jacobsen and Ed Watkins; *The Last Artifact*

**Editor, Non-News (Short/Long Form Content)**  |  John Twiggs; *Keeping the Barn*  |  Ben King and Stefanie Watkins; *The Last Artifact*

**Writer, Non-News (Short/Long Form Content)**  |  John Twiggs; *Keeping the Barn*  |  Ben King, Ed Watkins, Stefanie Watkins; *The Last Artifact*

**Audio**  |  Jeremiah Slovarp, Luke Scheeler, Parker Brown, Sheridan Tongue; *The Last Artifact*  |  Jeremiah Slovarp, Luke Scheeler; 11th & Grant with Eric Funk

**Photographer, Non-News (Short/Long Form Content)**  |  John Twiggs; *Keeping the Barn*  |  Rick Smith, director of photography; Scott Sterling, colorist; *The Last Artifact*

**Seven awarded**

**Documentary, Cultural/Historical**  |  *Charlie Russell’s Old West*; Gus Chambers, producer/director; Paul Zalis, co-producer/writer; Maria Anderson, associate producer; William Marcus and Aaron Pruitt, executive producers

**Documentary, Topical**  |  *The Last Artifact*; Jaime Jacobsen, producer; Ed Watkins, producer; Aaron Pruitt, executive producer

**Director**  |  Jaime Jacobsen and Ed Watkins; *The Last Artifact*

**Editor, Non-News (Short/Long Form Content)**  |  Ben King and Stefanie Watkins; *The Last Artifact*

**Writer, Non-News (Short/Long Form Content)**  |  Ben King, Ed Watkins, Stefanie Watkins; *The Last Artifact*

**Audio**  |  Jeremiah Slovarp, Luke Scheeler, Parker Brown, Sheridan Tongue; *The Last Artifact*

**Photographer, Non-News (Short/Long Form Content)**  |  Rick Smith, director of photography; Scott Sterling, colorist; *The Last Artifact*

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**NATAS Silver Circle**
The Northwest Chapter of the National Academy of Television Arts & Sciences annually inducts industry professionals into Silver Circle. Honorees will have served for a minimum of 25 years, and are the best and brightest in our business.

**2021 Silver Circle Award**  |  John Twiggs, producer/adjunct professor, KUFM

**SPUR Award**
Presented by the Western Writers of America. WWA promotes and honors the best in Western literature. Awards, for material published last year, are given for works whose inspiration, image and literary excellence best represent the reality and spirit of the American West.

**Documentary Script**  |  Paul Zalis, *Charlie Russell’s Old West*

**Western Heritage Award**
Presented by the National Cowboy and Western Heritage Museum. The museum is America’s premier institution of Western history, art and culture.

**Documentary**  |  Gus Chambers, director/producer; Paul Zalis, co-producer/writer; *Charlie Russell’s Old West*

**Telly Awards**
The national Telly Awards honor excellence in video and television across all screens.

**Silver – General Documentary**  |  *Keeping the Barn*; John Twiggs, producer

**NETA Award**
The annual NETA Awards recognize member’s finest work in education, community engagement, marketing/communications and content.

**NETA nominations**

**Content: Historical Documentary**  |  *Charlie Russell’s Old West*

**Overall Excellence: Excellence in Content**  |  Montana PBS Local Productions
Montana PBS Contribute
You make a difference...in so many ways.

Sustaining Memberships
Join the thousands of sustaining members of Montana PBS, in knowing that for as little as $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 Montana PBS 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 Montana PBS 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. An inspired way to do that is to include Montana PBS in your estate plans. Your planned gift donation helps 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 Montana PBS 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
• Gifts with retained income for you or others
• Gifts of retirement plan assets
• Gifts of real estate property
• Gifts of life insurance

Last year, Montana PBS 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.

Montana PBS 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 Montana PBS 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 Montana PBS.

Montana PBS 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

Gifts of Stock
Gifts of stock and securities are very welcomed by Montana PBS. Please be sure to consult with your financial advisor before making any decisions.

Information for your financial advisor:
Brokerage Account:
DA Davidson, Bozeman, Montana
Morgan Owen, Owen Legacy Group
Phone: 406-587-5461
Email: OLG@daco.com
DTC# 000000361
Acct# 22525981 (Friends of Montana PBS)

Your Broker may also ask for the following:
Legal Name: Friends of Montana PBS, Inc.
Tax ID #: 81-0426350

Please notify Montana PBS if you choose to donate a gift of stock, as electronic stock transfers usually come to us without any donor identification.

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 Montana PBS—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 Montana PBS in your name. You will also receive a one-year membership to Montana PBS.

Montana PBS Specialty License Plate
A beautiful plate for a beautiful state! Spread the joy of learning with this illuminating design.

Montana PBS is excited to announce our new specialty license plate. This elegant, vibrant image of the northern lights displays handsomely on any car and captures the sense of wonder and awe that comes from learning about the natural world. Proceeds from all purchases will go directly to the Friends of Montana PBS, funding early childhood education, news and public affairs programming, local documentaries, and more.

Support a trusted and valued service. Go to your local county treasurer’s office and request the “Montana PBS” plate the next time you renew your vehicle registration.

To learn more and to find out about other ways you can help support your public television service contact us at 1-406-994-6221 or email membership@MontanaPBS.org. Thank you!
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. Montana PBS shares diverse stories; connects our citizens; discovers common ground; and celebrates the independent spirit and beauty of Montana.
VISION

Montana PBS will provide all Montanans with local, public television that is fully supported by the citizens, businesses, foundations and public representatives of this state.

Montana PBS 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.

Montana PBS 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.

Montana PBS 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, Montana PBS encourages tolerance and respect.

Citizenship  Montana PBS 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  Montana PBS 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, Montana PBS 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.
Thank you!