



**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 to each other and the world; discovers common ground; and celebrates the independent spirit and beauty of Montana.**

MontanaPBS, the state's public television service, is a pioneer. MontanaPBS offers quality programming to over 60 cities and communities statewide. We cover over 147,000 square miles – one of the largest geographic television coverage maps in the western hemisphere.

With stations in Bozeman (KUSM-TV) and Missoula (KUFM-TV), MontanaPBS is a working partnership of Montana State University, The University of Montana, and the 8,500 contributing members of the Friends of MontanaPBS. Friends is a non-profit Montana corporation providing viewer support. Members of Friends of MontanaPBS provide about 30% of our programming and operating costs each year.

### **What does public television mean to Montanans?**

For young families, MontanaPBS broadcasts 8 hours of children's programming each weekday. Special outreach efforts are available for parents, teachers, early childhood caregivers, and home-schoolers. *Ready to Learn* and other instructional programs provide television that can be shared by mothers, fathers and children. Whether you live in a city or in rural areas, these programs help improve literacy rates and the goals of elementary education.

Equally important are the local programs like *Backroads of Montana*, *Montana Focus*, *11<sup>th</sup> and Grant* and countless documentaries that tell the story of our history and current events. MontanaPBS offers balanced public affairs reporting, programs chronicling science and agriculture, humanities and literature, and award-winning arts and drama productions.

Citizen and corporate involvement, a working partnership of the state's two major universities, and a growing viewer base are the elements that contribute to the growth of MontanaPBS.

Our public broadcasting service is more than just television, it is a community resource that serves as an electronic town square for the citizens we reach. We choose our programs based on the contributions they can make to public discourse, art appreciation, education and quality entertainment. This distinction is more important now – with hundreds of channels vying for attention. MontanaPBS, and public television stations in general, are some of the last independent media sources on the landscape today.

As Montanans, we take pride in our independence and individual spirit. It is this same sense of integrity that provides the philosophical balance and commitment to fairness that is the foundation of MontanaPBS.

*MontanaPBS meets community needs, measures its value and relevancy by how many minds we open, how many lives we change and how many ways we strengthen our community and serve this democracy.*