

2025 | ANNUAL REPORT

# MONTANA

# PBS



Montana  PBS



## Greetings, from the General Managers and the Friends Board Chair

Montana PBS had much to celebrate this year as we served Montanans across this great state with access to cultural, educational and enriching programs that inform and keep you connected to your fellow Montanans. Our commitment to serving you has never been stronger.

This year was also marked by seismic change to public broadcasting with the defunding and closure of the Corporation for Public Broadcasting. Our viewers demonstrated that this local public service **matters** by chipping in what they can to ensure that the great local and national favorites continue for all to enjoy. Because of your generosity, we were able to Bridge the Gap from the loss of federal funding for this year, although we will face a similar challenge in 2026 of making up nearly \$2million lost from the rescission of funding for the Corporation for Public Broadcasting. We express our deepest gratitude to you, for your incredible outpouring of support during a challenging moment in the history of public media.

This year our education team launched Media Mavericks Clubs in schools across the state to amplify teen voices through media-making projects focused on real-world journalism and storytelling. We hosted the MTPBS Neighbor Day with hands-on educational activities on STEM and literacy, summer resources

for parents and a Daniel Tiger meet-and-greet. Our PBS KIDS costume characters also visited libraries and museums across the state. By popular demand from MT teachers, we hosted many professional development workshops, featuring award-winning PBS programs and digital resources.

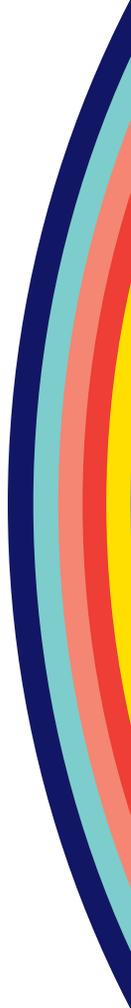
We premiered a new documentary entitled *The Original Man: A. J. Gibson*, an architect that transformed Missoula and helped create an identity for western Montana. *Backroads of Montana* visited Nye School and its five students, and made a stop at Pompeys Pillar, which holds the only physical evidence remaining from Lewis and Clark's historic journey 200 years ago. Our journalists tackled topics such as refining rare-earth elements from toxic mine waste and urban camping pressures in the fourth season of the *IMPACT* series. Music production was in full swing featuring a new season of *11th & Grant of Eric Funk*; a special *Noel Holiday Concert* in December; and a Baroque period instrument production of *Handel's Messiah*.

We take great pride in being your locally owned and operated Montana PBS! Your partnership and support will ensure this public service thrives in the years to come. From all of us here at Montana PBS thank you again for your steadfast support!

**Aaron Pruitt**  
Director and General Manager  
KUSM-TV

**Anne Hosler**  
Director of the  
Broadcast Media Center  
KUFM-TV

**Peg Wherry**  
Chair,  
Friends of Montana PBS



# Montana PBS

## Statement of Activities

FISCAL YEAR 2025

### REVENUES

Donation to friends of Montana PBS .....	3,633,640
Grants from CPB .....	1,595,457

#### Support from the Montana University System

Appropriations for operations.....	1,309,935
Costs paid directly.....	395,386
Contract production .....	696,049
Underwriting, In-Kind, Royalties and other revenue .....	255,961
Station Investment Income, Net .....	87,825
Broadband lease.....	70,060
State and local grants and contracts.....	52,000
National grants (not CPB).....	10,000
Sales and services.....	6,353

**TOTAL REVENUES .....** **\$8,112,66**

### OPERATING EXPENSES

Programming and production .....	\$3,220,980
Broadcasting.....	1,799,572
Management and general .....	847,448
Friends operating expenses.....	975,206
Program information and promotion .....	551,392
Fundraising and membership .....	536,431
Solicitation and underwriting.....	15,813

**TOTAL OPERATING EXPENSES .....** **\$7,946,843**

### NET POSITION

(BEGINNING OF YEAR) ..... **\$5,237,860**

**CHANGE IN NET POSITION .....** **\$165,823**

**NET POSITION .....** **\$5,403,683**

(END OF YEAR)

### REVENUE BY CATEGORY



Local **\$4.8M** • University **\$1.7M** • Federal **\$1.6M**

### EXPENSE BY FUNCTION



Programming & Production **\$3.78M** • Broadcasting **\$1.79M**  
Management **\$847,448** • Development **\$1.51M**

Financial data presented here is a summary of Montana PBS's unaudited year-end financials.



# Montana PBS Education Serving Montana

Montana PBS Education serves the state of Montana

Montana PBS supports kids and the grown-ups in their lives through the meaningful use of media at home and at school. The education department is composed of two full-time staff members and five part-time student staff members from both MSU and UM. Staff members host in-person and online events throughout the state for teachers and families, produce original content for Montana classrooms, and distribute learning materials to classrooms and child care centers in rural communities.



## Outreach Events

Photo Credit: Emma Montgonyery MTPBS

2025 was a record-breaking year for the Montana PBS Education department. The team traveled over 3000 miles across the state, presenting at 28 different conferences and table events, and hosting 11 events for families to meet beloved PBS KIDS characters like Daniel Tiger and Arthur while learning about PBS resources for kids and their families.

## Professional Development Online

Connecting with rural communities is a priority for Montana PBS Education. That is why teachers were invited to earn professional development credit for attending 27 different virtual workshops over the course of the year. These workshops were free and filled with useful resources for teaching all content areas, including building empathy, promoting civic engagement, and making media in the classroom.

## Teacher Resource and Supply Boxes

The PBS KIDS Teacher's Box is a free subscription program for PreK-K classrooms that shipped resources and supplies to 92 different schools across the state and provided fun activities to 1,179 Montana students in 2025.

Photo Credit: Emma Montgonyery MTPBS



Teacher Boxes

Photo Credit: Emma Montgonyery MTPBS

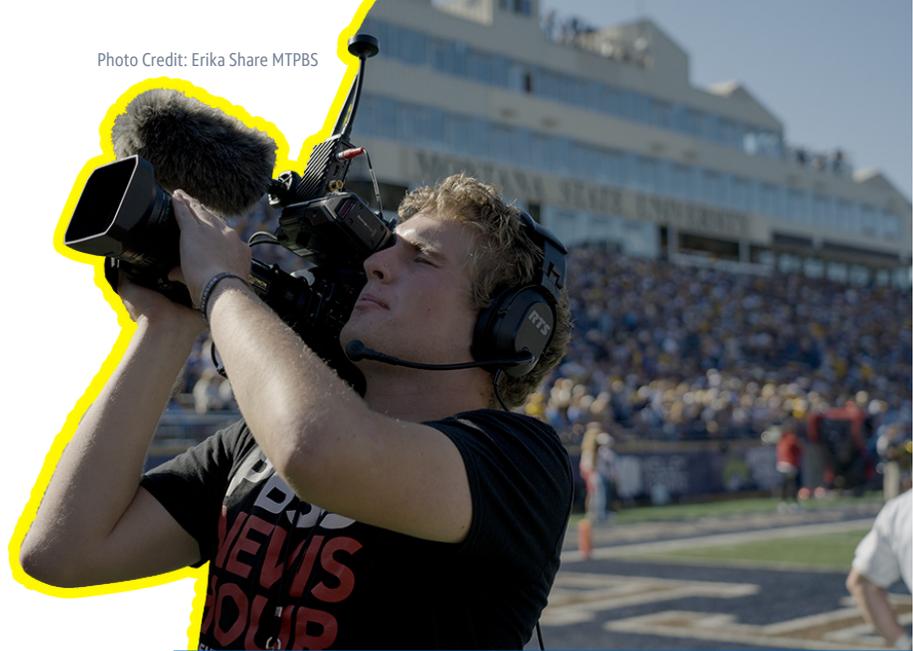


# Montana PBS

## Education Serving Montana

### Middle and High School Programs

Media Mavericks is a new program for teenage students and their teachers that supports media making and storytelling in schools and community spaces. In 2025, eight different teachers signed up to lead Media Mavericks clubs to promote youth media making in their communities with the support of Montana PBS education and production staff. These clubs are full of creative and talented students who submit original media to the Media Mavericks online showcase web page. Fifteen original student submissions were uploaded in 2025, giving students in Montana an authentic audience for their work. Three students from a Media Mavericks club in Bozeman, MT worked with Montana PBS production staff as student interns supporting production in the studio for Montana Ag Live, pledge productions, 11th and Grant, and in the field for Bobcat athletics events. These students are building their skills and preparing for future careers in media production.



### Digital Media for Classrooms

Graduate students from Montana State University and the University of Montana collaborate to produce original content for Montana teachers to be published on PBS LearningMedia—a free content site for PreK-12 teachers. The site had two thousand eight hundred users in Montana in 2025. The LearningMedia production team published resources for teachers to facilitate lessons with students in grades 3-5 about civic engagement and STEM topics. The “Kid Hero” project features stories about real Montana kids who show up for their communities in special ways. The first resource in this new collection was published in May of 2025 and was about a girl who launched a campaign to save a tree from being removed from her school’s playground. Four more stories with accompanying curriculum will be published in 2026.



Photo Credit: Erika Share MTPBS



Photo Credit: Ann Bernard MTPBS

# Montana PBS

## Children's programming

### Donkey Hodie

A puppet series for children ages 3 to 5, is inspired by the quirky, funny side of Fred Rogers as well as his mission to help kids navigate the frustrations and challenges of childhood. Donkey Hodie and her pals empower kids to dream big and overcome obstacles in their own lives! Oh, and to laugh themselves silly along the way!

### Wild Kratts

Aimed at ages 6 to 8, but appealing to both younger and older children, Wild Kratts help teach kids about science and nature. Created by brothers Martin and Chris Kratt, the show cleverly blends adventure, humor, and real science facts about animals, focusing on animal behaviors and habitats through animated adventures and live-action segments.

**making learning fun and accessible.**



TOP: Grumpy Hodie, the original Donkey Hodie character, and Fred Rogers  
Courtesy of Fred Rogers Productions (PBS)

BOTTOM: Martin and Chris help us learn about ducks, loons, and other waterfowl.  
Courtesy of Kratt Brothers Company, Ltd. / 9 Story Media Group, Inc. (PBS)

# “UNDENIABLY AND EFFORTLESSLY ALIGNED”

11th & Grant with Eric Funk: Nick-Spear (I) and Susan-Odea, Big Sky City Lights.  
Photo by Montana PBS/MSU Communications.



# Montana PBS

## Locally-produced programming



### 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 twelve-time Emmy® winning performance series also 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, selects each performer from communities around the state to form a diverse series featuring genres from jazz to classical, country to zydeco, and rock to fusion.

### Big Sky City Lights

Nick Spear and Susan O'Dea live in two completely different worlds. She's Urban, he's Rural. But when they sing together, they are undeniably and effortlessly aligned. Big Sky City Lights is a duo whose harmony-infused, Montana-inspired Americana sound is both vintage and of-the-moment.



### Backroads of Montana

Backroads of Montana is an award-winning public television program that has traveled across the state of Montana visiting its unique people and places since 1991. The series airs regularly on Montana PBS. Teachers can use the videos and lessons in this collection to explore the treasures of Montana's history and geography with their students.

### Keys to Learning

Meet Montanans determined to serve their communities as we travel to Fort Peck, Sanders County, Gold Butte, Ronan, and the Missoula Butterfly House and Insectarium.

Bottom: Safety Town drivers Elyana Olson, Finnley Zupan and Audren Von Eschen practice patience at a stoplight. The two-week summer camp in Great Falls teaches pre-kindergarteners hands-on safety lessons. Photo by Breanna McCabe, Montana PBS.



### Montana PBS Reports: IMPACT

In 2025, the IMPACT team provided in-depth coverage of issues important to Montana's citizens, including carbon sequestration, Medicaid expansion, the operating budgets for the Forest Service and the National Park Service, loneliness in rural Montana, politics and legislators, property taxes, water wells and related legal issues, homelessness, wildfire issues, the power company merger, production ag issues, and much more.

### National Parks Budget Cuts/Accessing Water Wells

With more budget cuts, how will National Parks' services and tourism be affected? Plus, as residential development booms, what's a fair way to access water wells to meet Montana's housing needs?

### Critical Minerals/Wolf Linguistics

Montana researchers search for ways to refine rare earth elements from toxic mine waste. Plus, a Paradise Valley linguist uses Artificial Intelligence to decode the language of Yellowstone's wolves.

Tourists observe wildlife in Yellowstone National Park  
Photo Courtesy of National Park Service





## Montana PBS Locally-Produced Programming

### ***The Original Man: A.J. Gibson***

In the 1890s, Missoula was recovering from a big fire and itching to shed its wooden sidewalks and rustic log cabins. At the same time, an architect named A.J. Gibson had just set up practice in town. He called himself the Original Man, and he was poised to re-design Missoula for the 20th Century.

Top: Western Montana Architect, AJ Gibson with his wife, Maud, in a favorite mode a transportation. Photo Courtesy of Archive and Special Collections, Mansfield Library, University of Montana.



### ***Handel's Messiah: Montana Baroque***

From Montana's heart, Handel's timeless masterpiece returns in historic Baroque style. Montana PBS presents the region's first period-instrument performance of Handel's Messiah, featuring Baroque Music Montana, the Roots in the Sky Chamber Choir, and Grammy-winning soloists. Filmed in Bozeman's Hope Lutheran Church, this landmark performance brings new life to a timeless masterpiece.

Middle: Baroque Music Montana and Roots In The Sky Choir perform Handel's Messiah at Hope Lutheran Church, in Bozeman, MT. Photo by Montana PBS



### ***Business: Made in Montana***

#### **Hoof to Hide: Crafting a Living from Animal Products**

Business: Made in Montana profiles companies that create products in Big Sky Country. The Wool Mill in Belgrade creates and sells beautiful wool roving, yarn and batts for small flock owners. Owner LaVonne Stucky is proud of their zero-waste wool mill, which uses solar energy to run the machines and heat the water to wash the wool. Produced by students in the School of Journalism, University of Montana

Bottom: Turan Albini works at The Wool Mill in Belgrade. Photo by Aiden Havens, Business: Made in Montana 2025, UM School of Journalism.

# Montana PBS

## Nationally-Distributed Programming

### **JANUARY**

#### **All Creatures Great and Small on Masterpiece -- Season 5**

James Herriot's adventures as a Yorkshire vet in the 1940's and through WWII.

#### **Great Migrations: A People on the Move**

Explore how a series of Black migrations have shaped the U.S.

### **FEBRUARY**

#### **NOVA**

PBS' premier science series helps viewers of all ages explore the science behind the headlines.

#### **Baltimore Bridge Collapse**

On March 26, 2024, a massive container ship plowed into the Francis Scott Key Bridge, killing six highway workers. How did the ship lose control? Why did the bridge fail so catastrophically? And how many other bridges around the world are at risk?

#### **Call the Midwife -- Season 14**

This moving, intimate, funny and true-to-life series, based on the best-selling memoirs of the late Jennifer Worth, tells colorful stories of midwifery and families in London's East End in the 1950s.

### **MARCH**

#### **American Masters**

Examining the lives, works, and creative process of our most outstanding cultural artists.

#### **HOPPER: An American Love Story**

Delve into the life of one of America's most influential artists, Hopper. Known for "Nighthawks" and other evocative paintings of American life.

#### **Gospel**

A 4-part history series from Henry Louis Gates, Jr., digs deep into the origin story of Black spirituality through sermon and song.



*The Mavericks. Photo by Scott Newton.*

### **APRIL**

#### **Austin City Limits Celebrates 50 Years**

Music luminaries and some of the brightest stars in Austin City Limits' five-decade history return to the fabled ACL stage in Austin, Texas to celebrate the show's fiftieth anniversary.

#### **Pati Jinich Explores PanAmericana**

Chef Pati Jinich goes on a journey inspired by the Pan-American Highway to celebrate the many cultures of the Americas and how they enrich each other.

### **MAY**

#### **National Memorial Day Concert 2025**

Broadcast live from the West Lawn of the U.S. Capitol in Washington, D.C., this salute to U.S. soldiers features musical performances and an all-star lineup of dignitaries, actors and musical artists, and the National Symphony Orchestra under the direction of Erich Kunzel.

## **FRANCIS SCOTT KEY BRIDGE**



*The collapsed Francis Scott Key Bridge lay on top of the container ship Dali, Monday, April 15, 2024, in Baltimore. Photo Courtesy of the Associated Press.*

# Montana PBS

## Nationally-Distributed Programming

### **JUNE**

#### ***Walking with Dinosaurs***

Six extraordinary dinosaurs emerging from amazing dig sites in an incredible imagining of the most dramatic moments in their prehistoric lives.

#### ***The Orphan***

An orphaned baby Triceratops must outwit a deadly T. rex. Today, paleontologists are uncovering her remains and use stunning VFX to bring her story vividly to life. This episode features Montana's Hell Creek Formation as a key filming and paleontological location.

### **JULY**

#### ***A Capitol Fourth 2025***

Commemoration of our country's 249th Independence Day with the 45th broadcast of America's grand Fourth of July celebration -- a star-spangled event with music, fireworks, and heartfelt tributes.

#### ***The Great American Recipe -- Season 4***

Host Alejandra Ramos and judges Tiffany Derry, Timothy Hollingsworth, and Francis Lam welcome eight new contestants to showcase signature dishes, share heartfelt stories and compete to win the national search for "The Great American Recipe."

### **AUGUST**

#### ***Good Karma Hospital -- Season 3***

The story of junior doctor, Ruby Walker, who arrives in India looking for a job and a distraction from her heartbreak. She anticipates the sunshine, the palm trees and picture-perfect beaches. What she doesn't expect are the realities of work, life and even love at an under-resourced and over-worked cottage hospital.

### **SEPTEMBER**

#### ***Big Cats 24/7 -- Season 2***

A team of local and international wildlife filmmakers uses the latest technology to follow a group of African big cats in Botswana's awe-inspiring Okavango Delta, day and night for six months, revealing their lives like never before.

### **OCTOBER**

#### ***American Experience***

Television's longest-running, most-watched history series brings to life the incredible characters and epic stories that helped form this nation.

#### ***Kissinger***

The life of the brilliant foreign policy powerbroker who shaped the world in which we live. Discover how Henry Kissinger's anti-Communist zeal would shape U.S. foreign policy in Vietnam, China, Chile, and the Soviet Union during the second half of the 20th century.

### **NOVEMBER**

#### ***American Revolution***

Thirteen American colonies unite in rebellion, win an eight-year war to secure their independence, and establish a new form of government that would inspire centuries of democratic movements within the United States and around the globe.

#### ***Cooking with Legends:***

#### ***Lidia Bastianich & Jacques Pépin***

Longtime friends and chefs Lidia Bastianich and Jacques Pépin share mouth-watering recipes and personal family stories.

### **DECEMBER**

#### ***American Masters***

Award-winning specials examining the lives, works, and creative processes of our most outstanding cultural artists.

#### ***Starring Dick Van Dyke***

Celebrate, at his 100th birthday, legendary actor Dick Van Dyke, who has delighted audiences on screen and stage for eight decades.

Jacques Pépin and Lidia Bastianich.  
Photo Courtesy of Breadstick Productions.



A leopard is perched on a thick, gnarled tree branch that extends from the bottom left towards the right. The leopard is facing left, looking towards the horizon. The background is a clear, bright blue sky. On the left side of the image, there is a large, stylized rainbow graphic consisting of several curved bands of color: dark blue, light blue, red, orange, yellow, and green. The text is centered in the upper half of the image.

***“BOTSWANA’S AWE-INSPIRING  
OKAVANGO DELTA”***

Leopard mum Lediba climbs a tree to call for her lost cub.  
Photo by Russell Barnett/BBC Studios.

# Montana PBS

## Programming Pipeline *Our Nation's semisesquicentennial promises to be another great year on Montana PBS*

Another year has come and gone at Montana PBS, filled with opportunities to continue serving Montana's citizens in new and innovative ways. In this report, we'll take a look at some of the highlights from 2025, but there's always something new headed our way. Here's a quick peek at what's coming 2026:

In January 2026, there's a new, 6<sup>th</sup> season, of the audience choice, *All Creatures Great and Small*, along with new episodes of *Miss Scarlett*, plus a new mystery series, *Bookish*, as well. Also, be on the lookout for the next stories from *Call the Midwife*, starting later in March. Also starting in March, we'll present *The Forsytes on Masterpiece*, as well as a new adaptation of *The Count of Monte Cristo on Masterpiece*.

On Sundays, starting on March 8, *Montana AG Live* returns, this season with an emphasis on cutting edge research and new resources for improving agriculture in Montana. Throughout the winter and spring, there'll be new episodes of *Finding Your Roots*, and *Antiques Roadshow*. And be sure to tune in for the new documentary series in February from Skip Gates, *Black and Jewish America: An Interwoven History*. Of course, there's more of the best in Science and Natural History in store for us, too with new shows from both *Nature* and *NOVA*, throughout the coming year. And the fan favorite, *Backroads of Montana*, offers new

episodes featuring more of the interesting people and places in Montana.

Also, in February, we're launching another great new children's program, *Phoebe & Jay*, helping kids develop early literacy skills.

Of course, there'll be new Arts and Music programming throughout the year from *Great Performances*, as well as the annual *Memorial Day* and *Fourth of July Concerts*. There will be documentaries about *Martha Graham Dance Company: We are Our Time* and *Henry David Thoreau* beginning in March. We can also look forward to new instalments of the best from Montana musicians on *11<sup>th</sup> & Grant with Eric Funk* throughout the spring and fall.

Throughout the year, there'll be new episodes of PBS' premiere public affairs series, *FRONTLINE*, as well as daily and weekly coverage of national & international news and public affairs with *PBS News*, *BBC News*, *Washington Week with The Atlantic*, and *Firing Line with Margaret Hoover*. There are also two new weekend reports premiering in January, *Horizons* and *Compass Points*, both from the PBS News team. For the best local coverage, be sure to tune in to new episodes of Montana's outstanding Public Affairs and Investigative Journalism series, *Montana PBS Reports: IMPACT*, now in its fourth season.

Finally, in the next year or so, be watching for our new Montana history doc, the story of George Bird Grinnell, who is remembered for his conservation work in the American West. Mount Grinnell in Glacier National Park is named after him.



Left) Portrait of George Bird Grinnell from Nathaniel Pitt Langford's Diary of the Washburn Expedition to the Yellowstone and Firehole Rivers in 1870 (1905). Public domain (U.S.) image from Wikimedia Commons

Right) Seated, Backroads Producers John Twiggs (L) and Gus Chambers, surrounded by KUFM-TV production crew. Credit: KUFM-Staff/ Montana PBS



GREAT  
NORTHERN  
RAILWAY  
A postal card to the  
undersigned will  
bring detailed  
information  
F R E E

HOMESEEKERS  
EXCURSIONS  
TO  
GREAT NORTHERN  
RAILWAY POINTS



future of their boys  
and girls. Let us  
mail you our books  
and pamphlets des-  
cribing the west.  
Send your address  
to the undersigned  
and you will receive  
a prompt reply.

LET US FIND YOU A  
HOME  
IN A  
New Country

## January 2026

### *(The) Empire Builder: James J. Hill and the Great Northern Railway*

One of America's great railroad magnates, James J. Hill, known as "The Empire Builder" and "The Devil's Curse," emerged as the railroad industry's unrivaled leader, building a transportation empire that stretched across North America and made him a household name during his era.

A) Great Northern Railway advertisement from 1901 intended to induce settlers to move west.  
Credit: Unknown

## February 2026

### *Guardians of Yellowstone: The Yellowstone Cougar Project*

Head into the heart of Yellowstone Nation Park and explore the hidden life of cougars -- stealthy apex predators whose presence is vital to the health and balance of the ecosystem.

B) Baby Nubs is the offspring of F222 "Nubs," one of the most closely monitored cougars in the Yellowstone Cougar Project.  
Credit: Unknown

## March 2026

### *Call the Midwife -- Season 15*

A moving, funny, colorful look at midwifery and family in 1950s East End London. In the new season, the senior Nonnatus House staff go on a mercy mission to Hong Kong, leaving the younger midwives to manage alone in Poplar. The season features storylines centered around Women's Lib, and cases involving issues such as premature births and kidney cancer.

C) Sister Hilda (Fenella Woolgar), Mrs. Ma (Patra Au), Sister Julienne (Jenny Agutter)  
© Neal Street Productions/Olly Courtney.

## Children's Programming

### *Phoebe & Jay*

PHOEBE & JAY is designed to support early literacy skills for children ages 3-5 by showcasing the various kinds of texts they see in their everyday lives -- from signs and posters to labels and movie tickets -- helping them understand, navigate, and participate in the world around them.

D) Phoebe (r) and Jay in their apartment building.  
Courtesy of Mainframe Studios and Phoebe & Jay Productions





# Montana PBS

## Awards & Accolades 2025

### Emmy® Awards

The National Academy of Television Arts and Sciences, Northwest Chapter, 64<sup>th</sup> Annual Regional Emmy® awards

### Emmy® Nominations

**Sports Story - Short Form and Long Form Content** | The Ref and the Red Dress · John Twiggs – Reporter/Writer · Gus Chambers – Photographer

**Entertainment** | 11th & Grant with Eric Funk featuring Marshall Catch · Scott Sterling – Producer · Eric Funk – Host · Aaron Pruitt – Executive Producer · Paul “Gomez” Routhier – Producer · Jeremiah Slovarp – Producer

**Human Interest - Short Form Content** | Ronan’s Skate Ambassador · Breanna McCabe – Multimedia Journalist

**Audio** | 11th & Grant with Eric Funk featuring Marshall Catch · Jeremiah Slovarp – Sound Engineer · Luke Scheeler – Sound Engineer

### 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 Television Program of the Year:

1st Place: 11th & Grant with Eric Funk featuring Marshall Catch • Scott Sterling, Aaron Pruitt

#### Non-commercial Television Program of the Year:

2nd Place: Backroads of Montana: Reading, Riding, and Reffing • John Twiggs, Breanna McCabe, Gus Chambers, AJ Williams, Nick VanHorn

### National Smokejumper Association

Lifetime Member (Associate) • Breanna McCabe, for Higgins Ridge

- a) CJ Janssen, Assistant Director (I), and Scott Sterling, Director, working in the Studio A Control Room during 11th & Grant production. Montana PBS Photo.
- b) Tom Kovalicky, a rookie smokejumper in 1961, and 19 other smokejumpers were surrounded by a blowup fire on Idaho’s Higgins Ridge. Photo courtesy Tom Kovalicky.
- c) The Ronan High School Skate Club traveled to Polson for group skateboarding before Ronan had its own skate park. Photo by Breanna McCabe/Montana PBS.
- d) Max Armstrong (I) and Luke Lautaret of Marshall Catch in performance for 11th & Grant. Montana PBS Photo.
- e) Denver Atkinson makes the call during the Scobey vs. Frazer Class C basketball game. Photo by John Twiggs/Montana PBS.
- f) Helicopter pilot landed on an adjacent ridge as the Higgins Ridge fire started gaining steam. Photo by Rod Snider.
- g) Stephany Novak of Marshall Catch in performance for 11th & Grant. Montana PBS Photo.
- h) Skateboarder Terrence Lozeau beams as construction is underway on a skate park in his hometown of Ronan. Photo by Breanna McCabe/Montana PBS.



# YOU MAKE A DIFFERENCE!

We rely on viewers like YOU to serve our community

There are many ways to demonstrate your commitment to public television in Montana.

## Sustaining Memberships

Join the rest of the thousands of sustaining members of Montana PBS! For as little as \$5 a month—considerably 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. Montana PBS is pleased to offer our Leadership Society members a selection of privileges and benefits as our way of saying thanks for your generous support.

Please consider joining the Leadership Society and receive exclusive merchandise, invitations to VIP events, and more! Contact Jeannie Gracey at 406-994-6189 for details:

- **Copper** \$1,000–2,499
- **Silver** \$2,500 - \$4,999
- **Gold** \$5,000 - \$9,999
- **Platinum** \$10,000+

Leadership Society contributions are transformational, allowing Montana PBS to make significant investments in equipment, technology, programming – all of which elevate our impact throughout Montana. Your Leadership Society contribution makes a significant difference.

## 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.

A very significant way to do that is to include Montana PBS 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. Your planned gift represents a remarkable legacy that you leave to your children, grandchildren, friends, and community.

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

Montana PBS 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 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](mailto: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**

<https://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 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, MT  
Morgan Owen, Owen Legacy Group  
Phone: 406-587-5461  
Email: OLG@dadco.com  
DTC# 000000361

Acct# 22525981 (Friends of Montana PBS)

##### **Your Broker may also ask for the following information:**

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 844-200-5876 or visit Montana PBS Vehicle Donation Program ([careasy.org](http://careasy.org)) to learn more. 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.



#### **THANK YOU for Bridging the Gap!**

In just 3 months, following the cancellation of all federal funding for public media, Montanans stepped up in our moment of need and fully replaced what had been lost. Our funding gap for the year ahead has been completely closed!

We never doubted Montanans would come to our aid, but the speed and generosity of your response surpassed every expectation. The overwhelming success of this campaign is more than financial, it's a testament to the value of publicly-funded, independent, educational media in our state and in our country.

And your support went far beyond donations. We received hundreds of handwritten notes expressing encouragement, sympathy, and solidarity. We shared them with our staff as they arrived, and each message lifted our spirits, renewed our faith, and reminded us why this work matters. We are humbled, inspired, and above all else, grateful.

**Thank you, Montana.**



Montana PBS

# Montana PBS

## LOOKING TO THE FUTURE

### **Montana PBS Building Renovation Project Update**

In early 2026, construction is set to begin on our building expansion project – a campaign over seven years in the making, that will see a dramatic expansion of our space, and of Montana PBS’s ability to serve our Montana communities.

This project will also enhance the student experience on the campus of Montana State University. Upon completion of construction in 2027, the renovated building will be a welcoming, flexible space for all — students, faculty, community members, and visitors alike. The lobby and its adjacent spaces will not only connect different creative disciplines but will also become a hub for students to gather, learn, and grow.

**Thank you to the many generous donors who contributed to this transformational campaign! We will provide updates on the project in the coming year, with progress reports and site tours as appropriate.**

Funding for this project was secured entirely from private donations and is designated specifically to the building campaign.

# Montana PBS 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.

FIRST IN GREAT MOUNTAIN  
IMAGINARIUM



## 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.

## Friends of Montana PBS

Our mission is to support Montana PBS through advocacy, community engagement and fundraising.

### BOARD OFFICERS

**Chair**-Peg Wherry | Bozeman

**Vice Chair**-Jessica Crist | Great Falls

**Treasurer**-Abbie Cziok | Helena

**Secretary**-Joel Krautter | Billings

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### PBS MSU-UM STAFF

**Anne Hosler** | Missoula

**Aaron Pruitt** | Bozeman

### [www.MontanaPBS.org/friends](http://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](http://MontanaPBS.org/AnnualReports)*

# THANK YOU!

Montana  PBS

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