

Friends of  
Montana  PBS



## Building Possibilities

Imagine a new Montana PBS Public Media Center serving future generations.





# Looking to the Future

Building Possibilities is a \$19 million transformative campaign - the next and most ambitious chapter in the development of Montana PBS's service to the community and vision for the 21st century.

- Our world is changing. Media is changing. Montana PBS needs to change too.
- Montana PBS must invest in new technology, new facilities, and programming to grow our audience beyond today's weekly 250,000 viewers. Montana PBS risks becoming obsolete if we do not shape our content for future generations.
- To remain an essential media organization, Montana PBS must grow, to focus on more local community storytelling and expand our reporting on statewide issues.

The new Montana PBS Public Media facility will be a civic center where Montanans can participate in statewide dialogue, a hub for news and journalism, a homeroom for education and childhood development, and a creative nucleus for treasured Montana stories.

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# Public Facing

For the first time in its history, Montana PBS proposes a public face.

Our reputation for producing high-profile PBS programs, and Emmy® Award-winning Montana films, requires space where we can grow and a facility that welcomes Montanans and reflects our commitment to excellence.

A welcoming building will encourage the public to engage with us – in person and through technology – attract more donors and create a strong foundation of support well into the future.

No matter where you live in Montana that increased support secures Montana PBS's presence in your daily life. This inspiring public face will create a whole new way for Montana PBS to get the conversations started.



Scan QR code for interior panoramic view



Scan QR code for exterior plaza view






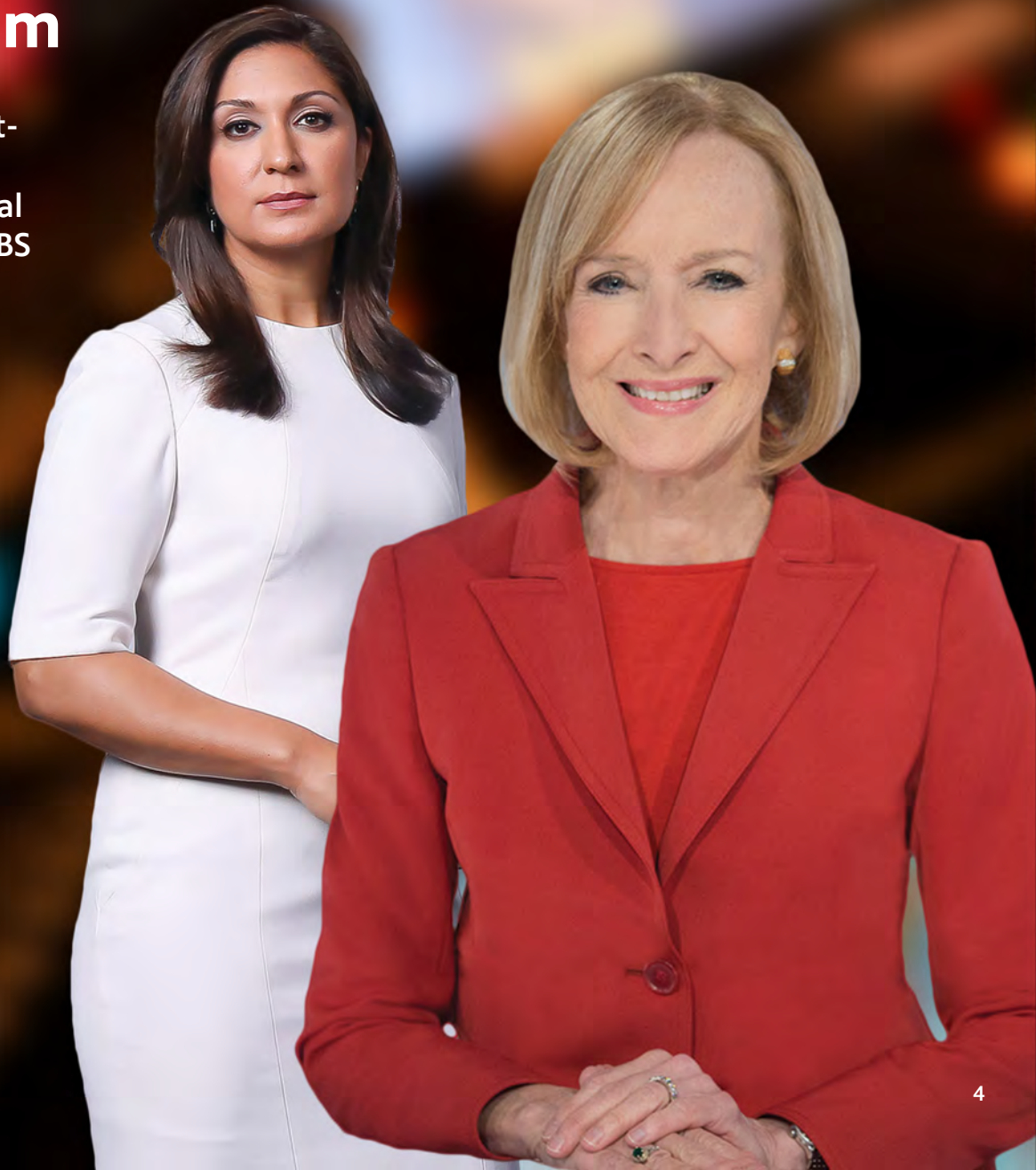
# Invest In Trusted Journalism

There has never been a more important time for trust-worthy, independent journalism. PBS is ranked #1 for trust in news and public affairs programming. National polling confirms public confidence in programs like PBS Newshour and Frontline.

The Building Possibilities Campaign will:

- Invest directly in more local journalism and unbiased reporting across the state.
- Provide needed technology and facilities for new key personnel, such as researchers, fact-checkers, on-location crew, and video producers and editors.
- Expand regular news/public affairs series like Montana PBS Reports: Impact as well as election coverage, candidate profiles and debates.
- Increase investigative reporting on complex issues.

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Scan QR code for panoramic view



## Keep Montana Informed

The Public Media Center will enhance Montana PBS's journalistic capabilities with expanded production facilities and cutting-edge technology, including the emerging the NextGen TV broadcast standard. Montana PBS journalists will have the tools to host debates and town hall discussions, and produce regular news programs and investigative documentaries.

### Designed to Adapt

The new Montana PBS Public Media Center production studio is a model for efficiency. When not in use as a broadcast studio (shown above), it will double as a public screening and event space (page 9) or as a university classroom (page 10).





# Advance Education

We know that education doesn't just take place in the classroom. That's why Montana PBS invests in community outreach programs. We support parents, caregivers and teachers by helping them build confidence and learn new strategies for supporting the children in their lives.

As using technology becomes the norm in homes and classrooms, we must focus on media literacy. Montana PBS is in a unique position to train teachers and families, but we are limited by small staff size and inadequate space to host events. To inspire and engage learners across the state, Montana PBS must expand and improve our programs.

### The Building Possibilities Campaign Will:

- Support hiring Education and Outreach Specialists at the University of Montana.
- Connect more families to PBS KIDS and PBS LearningMedia content and community programs.
- Provide professional development for more Montana teachers.



# Strengthen Community Relationships

The Montana PBS Learning Gallery will host hands-on workshops for kids, teachers and parents focused on:

- Early Literacy
- STEM
- Social Studies
- Media Literacy

This adaptable, public space, will also host station fundraising and shared events with the MSU Film School and Black Box Theatre. As an informal gathering place for university students, it will encourage collaboration with our PBS professionals.



Scan QR code for  
view of Learning Gallery



The new Public Media Center will create the first-ever homeroom for Montana PBS education as we work to strengthen our place in the Learning Ecosystem.

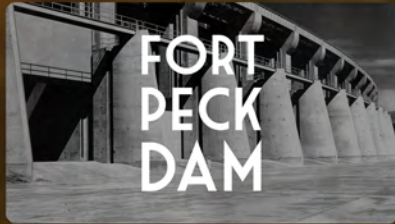


# Tell More Montana Stories

We live in a state renowned for its independent people, history, and many natural treasures. Montana PBS has established itself as a nationally recognized producer of high profile, Emmy® Award-winning films. *Imagine the untold stories that we will research, produce, and share when our facilities and technology meet our needs.*

The Building Possibilities Campaign will:

- Increase the number of Montana PBS cultural and historical documentaries and artistic performance programs as well as informative and investigative journalism.
- Invest directly in programs that will appeal to and have long-lasting impact with Montana audiences.
- Build a creative and state-of-the-art video production hub to foster collaboration among our producers and with independent filmmakers.





# Engage Communities

The Public Media Center's production studio (shown on page 5) will double as an event center, hosting performances, screenings (view shown here), fundraising galas and more. This adaptable space will allow community members to gather and participate in conversations inspired by Montana PBS content.





# Support Higher Education

With offices at each of Montana's flagship universities, our shared educational mission and institutional ties run long and deep. The Public Media Center will build on our commitment to serving higher education.

The Building Possibilities Campaign will:

- Create the first, large, multi-media university classroom in the Visual Communications Building.
- Deliver additional hands-on media training for students in a live, high-tech broadcast production facility.
- Respond boldly to the video streaming age, with facilities and opportunities for media professionals, students, and educators through professional mentorship, internships and student employment.



Multi-media classroom shown when not in use as a production studio (page 5) or event space (page 9).



# Building Possibilities Campaign

## \$19 Million

### Facility & Technology - \$16M

Classroom/Studio/Performance Hall & Technology.....	\$6M
Community Engagement Lobby.....	\$4M
MontanaPBS Learning Gallery.....	\$3M
Office Space.....	\$3M

### Montana Program Fund - \$2M

Historical & Cultural Documentary.....	\$.75M
Arts/Performance.....	\$ .5M
Journalism.....	\$.75M

### Increased Staff - \$1M

Education Staff.....	\$.5M
Journalism Staff.....	\$.5M



The \$19 million campaign for the Montana PBS Public Media Center is about much more than a building. It is about building connections across the state, delivering new and engaging content, and creating educational opportunities for students and educators.

It is about Montana PBS creating more award-winning content and delivering programs over-the air, online, and on the device of your choice. It is about spurring community conversations, welcoming many voices and staying relevant in today's changing media landscape.

We envision YOUR public media station working for you in an inspiring and welcoming facility, full of a new generation of storytellers.



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## **Building Possibilities**

Help make the Montana PBS Public Media Center a reality, in service to future generations of Montanans.

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