



Broadcast Media center Center Review Recommendation

A. Written Report Summary:

1. **Purpose:** The purpose of the Broadcast Media Center is to coordinate The University of Montana's efforts in the production and broadcast of radio and television programming through the operation of KUFM/Montana Public Radio and KUFM-TV/Montana PBS. In addition to this Public Service role, BMC supports the academic programs of The University of Montana through video and audio production.
2. **Objectives:**
 - As a member of National Public Radio, MTPR (Montana Public Radio) maintains the objective to run local radio programming.
 - MTPR maintains the objective to broadcast lectures from The University of Montana academic programs.
 - MTPR maintains the objective to provide broadcast service through a digital satellite-interconnected network of six transmitters to: Missoula, Kalispell, Helena, Butte, Hamilton and Great Falls.
 - Through a collaborative effort between KUFM-TV and KUSM-TV at Montana State University, Montana PBS maintains its service.
 - Connected to the satellite uplink at Montana PBS in Bozeman, the Broadcast Media Center provides television networks the opportunity to conduct live interviews in the U.S. and abroad.
3. **Anticipated activities:**
 - MTPR programs include: 7 hours of weekly children's programs, award winning-news coverage including *Morning Edition*, *All Things Considered*, and *Montana Evening Edition* and music programming in diverse forms such as jazz, blues and folk.
 - MTPR coverage of lectures includes: selected President's Lectures, the Community Lecture Series and the Wilderness Lecture Series.
 - MTPR is active in its "rite of spring," fundraiser for the community.
 - As a member of PBS, KUFM-TV offers a distinguished service in local programming including historical documentaries, election coverage, Montana history for young viewers and the award-winning *Backroads of Montana* series. Also included is news coverage including *The NewsHour with Jim Lehrer* and *Now with Bill Moyers*. Additionally, the documentary series, *Frontline*, *P.O.V.* and *Wide Angle* provides in-depth analysis and investigative reporting.
 - KUFM-TV reporter Anna Rau provides investigative documentaries exploring issues of importance to Montana viewers including: the Alternative School Industry in Montana, the rules that regulate lobbyist activity at the state legislature and the science and politics behind "clean" coal in Montana's vast reserves.
 - The BMC television studio, through its satellite uplink in Bozeman, allows television networks in the U.S. and abroad to conduct live interviews with UM researchers, authors, professors and administrators.
 - High quality audio circuits link the BMC radio studios with broadcast networks around the world on the BBC, ABC (Australia) and NPR (National Public Radio).
 - With HD digital production and editing capability, the BMC produces high-quality production elements for UM's academic, public service and administrative units as well as state and federal agencies. These elements are used for activities such as: marketing, academic and instructional support, commemoration and celebration or public service and information.

4. **Other organizations involved:** The BMC has significant involvement with the UM School of Journalism's Radio-TV Department. Additionally, the BMC has contractual or organizational involvement with a broad cross-section of the university from Collegiate Athletics to the Maureen and Mike Mansfield Center. The BMC has produced promotional videos for the UM Foundation, the President's Office, University Relations, the School of Journalism, The UM Law School, the School of Pharmacy and Allied Health Sciences and others. Off-campus involvement projects include those with the Montana Arts Council, the National Park Service and the Montana Historical Society.

The Montana Public Radio Outreach Representative Board and the Board of Directors of the Friends of Montana PBS act in advisory roles for programming, administrative and operational issues. The Board of Regents is listed as the "owner" of the stations KUFM-FM and KUFM-TV in all FCC filings.

5. **Reporting line:** The Director of the BMC reports directly to the President's Office through the Executive Vice President.
6. **Relationships with institutional mission and contribution to academic programs:** The BMC bridges the areas of public service and instruction. Montana Public Radio and Montana PBS are distinguished sources of cultural outreach for The University of Montana, presenting programming in the areas of history, science and the arts.

Academically, the BMC has significant involvement with the School of Journalism's Radio-TV Department. Montana PBS broadcasts productions by Radio-TV students including the nightly *Montana PBS Newsbrief*, quarterly *Montana Journal*, *Made in Montana* and the yearly hour-long documentary produced by the Student Documentary Unit. The Radio-TV student programs, supervised by the Radio-TV faculty, give students an excellent opportunity to present thoroughly researched and highly produced television to audiences statewide.

Three BMC staff producers have adjunct faculty appointments with Radio-TV and teach courses in news writing, beginning video shooting and editing beginning radio/audio production and upper-level digital video production. Faculty members in the Radio-TV Department occasionally produce programs for Montana PBS.

7. **Similar programs:** There are no similar programs in Montana that encompass the mission, objectives and activities of the BMC. The digital production facilities housed by the BMC share characteristics with the UM Media Arts Program and the UM Information Technology Center but again, reflect a different mission and priority.

Other public broadcasting or telecommunications programs include: KUSM-TV at Montana State University (KUFM-TV's partner for Montana PBS), the Burns Technology Center at Montana State University and Yellowstone Public Radio at MSU-Billings. There are public television and radio stations in Spokane, Boise, Salt Lake City, Seattle, Portland and North and South Dakota. Oregon Public Broadcasting and Prairie Public Broadcasting (ND) are the other joint-licensure organizations in the area. Neither is affiliated with a unit of higher education.

The Edward R. Murrow Center at Washington State University, with academic ties on campus as well as public radio and television service, is the most similar to the BMC.

8. **Budget:**

- a. **1. Current faculty and percentage of time:** There are not any faculty members associated with the BMC. Three staff members hold adjunct appointments with Radio-TV.

Current staff:

- a. **Montana Public Radio has six full-time staff members, eight .5FTE staff members and more than 20 part-time producers.**

William Marcus, Director, Station Manager, KUFM-FM and KUFM-TV

Beth Ann Austein, Media Production Technician

Susan Benson, Media Technician, MTPR*

Joe Brown, Electronic Equipment Technician*

Gus Chambers, Television Producer
Terry Conrad, Station Manager Emeritus, MTPR*
Germaine Conrad, Media Technician, MTPR*
Daniel Dauterive, Operations Director, KUFM-TV
Doug Drader, Chief Engineer, KUFM-FM
Marcia Dunn, Children's Programmer Emeritus, MTPR*
Katrin Frye, News Reporter*
Larry Garde, Media Technician, MTPR*
Ann Garde, Children's Programmer, MTPR
Sue Ginn, Administrative Accountant
Susan Jamerson, Membership Director, MTPR
Joe Korona, Media Technician
Charles Lubrecht, Technical Director
Kevin Maki, News Reporter*
Michael Marsolek, Program Director, MTPR
Tim Martin, Electronic Equipment Technician
Sally Mauk, News Director, MTPR
Marguerite Munsche, Media Technician, MTPR
John Myers, Media Technician, MTPR
Cherie Newman, Media Production Technician, MTPR
Edward O'Brien, Assistant News Director, MTPR
Fred Rice, Media Technician, MTPR*
Emilie Ritter, Capitol Bureau Reporter, MTPR
Joan Schweinsberger, Media Technician, MTPR
Olivia Sears, Media Technician, MTPR*
Victor Stampley, Media Programmer, MTPR*
Linda Talbott, Director of Marketing and Community Relations
John Twiggs, Television Producer
Kay D. Wilson, Development Director, (Retired) MTPR
Kathy Woodford, Membership, Development Office, MTPR

* less than .5 FTE

2. Need and cost for new staff (next five years):

Engineering/Technical Specialist: \$60,000 (including benefits)
Electronic Equipment Technician: \$50,000 (including benefits)
Network/Web Administrator: \$60,000 (including benefits)

b. Use and anticipated needs (next five years) of University Resources:

1. Library: N/A

2. Technology/equipment: Telecommunication and computing needs mirror the needs of the University at large. Yearly funding is approximately \$15,000. Equipment needs are driven by advancements in broadcast electronic and digital production technology. Equipment is quickly outmoded, is no longer supported by the manufacturer, has incompatible formats with next generation devices and suffers from orphan technology syndrome. Optimal replacement/upgrade schedules would cost approximately \$100,000/year.

3. Facility and space: Space for personnel is the most critical need for the BMC. The current facility was designed before the advent of KUFM-TV. There is no meeting space, miniscule reception space to greet the public, and most staff members are required to share cramped offices or the corners of studios or the maintenance shop. A building addition of 10,000 square feet would begin to address these problems. The anticipated cost of this project is \$5 million.

c. Source of Funding (Provide figures for the last fiscal year): FY 2008

Revenue:

Memberships: Radio/TV	\$1,104,250
State Funds	\$603,200
Federal Grants	\$180,309
Production Contracts	\$43,500
Total	\$1,921,259

Expenditures:

Personnel (including benefits on gift and designated accounts)	\$1,096,700
Operations	
Consultant Costs	\$72,000
Equipment	\$82,000
Contracts	\$8,200
Supplies	\$62,825
Travel	\$28,200
Other	\$524,497
Capitol Purchases	\$65,500
Total	\$1,939,922

B. Review and Approval Process

2. The Faculty Senate through its Chair, who in turn shall distribute it to ECOS and other committees, and approve or disapprove the proposal by a vote of the Senate.

Review in terms of Scope as stated in academic policy 100.0

To provide instruction, scholarship, or service to the University, state or world by: (1) focusing attention on an area of strength and/or addressing a critical issue, or (2) facilitating collaborative, multi-disciplinary endeavors to combine resources from several programs or institutions to address issues of common interest.

Review in terms of the University's mission.

- Comments:

The Broadcast Media Center continues to provide community outreach as well as an invaluable service to Montana through its programming provided through Montana Public Radio and Montana PBS. The BMC goes further than its role as a conduit of public service to support the academic programs at The University of Montana by providing Radio/TV students with the theoretical foundation and the practical application of radio/television technology and techniques for the Radio/TV curriculum. This affiliation with higher makes the BMC a unique center that bridges the areas of public service and instruction in the Northwest. KUFM performs very well in local ratings surveys and listed as #1 in most dayparts in spring 2008 (Eastlan Ratings Service). The service recently converted to an all-digital production and master control facility and is now available to more than 350,000 Montanans. The producers of KUFM-TV have won numerous awards, including seven regional Emmy Awards, two Cine Golden Eagles, INPUT Competition National Finalist, and numerous Program of the Year Awards from the Montana Broadcasters' Association. The BMC is in need of three new staff positions with the specializations of engineering, electronic equipment, and network/web administration. Furthermore, the BMC continues to articulate its need for 10,000 square feet of additional operating space necessary for offices, meetings, and public reception. Lastly, due to the technological foundation required to run the BMC, a replacement/upgrade equipment budget has become

- necessary and would cost approximately \$100,000/year.**
- Does ECOS/Faculty Senate consider this center controversial?
No
 - Is the relationship with academic units beneficial?
Yes. The BMC provides practical, important and valuable experiences for journalism students in the radio/television industry thus further preparing them for the professional world of radio/TV. The BMC also provides current news, historical and cultural resources and commentary for the University, Missoula community and citizens of Montana that would otherwise be unavailable.
 - Is the program revenue neutral or does it consume more resources than it generates? If so, is the use of University resources justified?
State funds comprise 31% of the BMC revenue while membership fund-raising, federal grants and production contracts are allocated for the remainder of the \$1.9 million budget. The BMC's expenditures fall well within the range of its revenue making it incredibly close to revenue neutral. The BMC's use of University resources is well justified.
 - Is the entity making progress toward objectives?
Yes

Recommendation: Continue