

## CORPORATION FOR PUBLIC BROADCASTING LOCAL CONTENT AND SERVICE REPORT 2015

1. KGLT-FM went live on the Montana State University in Bozeman in 1968. Celebrating its 48th year, the goal and focus of KGLT and its staff of nearly 90 announcers (trained in thrice yearly nine week long Apprentice classes), is to share all genres of music and to communicate to the public information about all issues social, educational, aid-giving and empowering. We, the listeners and announcers, share a bond that is much like a family bond; we are loyal to each other and love each other because of our similarities and our differences. KGLT is relied upon for great entertainment, live announcers, true and objective information, live and pre-taped interviews, live music performances, lost and found pet ads, avalanche reports, fishing reports, and KGLT is the Emergency Alert System for the County of 84,100 people. Our locally produced programs are proof positive of our love of the community, the state, the university, the environment, and the people .

Public Service, key to KGLT's mission, equates to playing at least two minutes of public service announcements per hour. Approximately 1,500 public service announcements (psa's) are presented over the air yearly, consisting of live reads and produced in house. Over one third of psa's relate to campus activities and services offered to students and the public. These services come from The Voice Center, The Women's Center, Diversity, Veteran's Services, Student Success, Native American Studies, Lesbian/Gay/Transgender/Bisexual/Questioning (LGTBQ), medical services, handicap issues, extended education, new programs, research in the sciences, art events in four campus galleries, music performances and workshops. These offerings extend to the community and the communities KGLT serves have similar and more offerings. Public service issues on and off campus includes Aids awareness, medical care and preventative options, teen sex education, awareness of abuse, parenting and foster care. The KGLT website hosts a Community Calendar that announces lectures, concerts, classes, nature programs, and exhibits in all areas where there are radio signals. Montana is an Agriculture state and a haven for tourism. Montana is dependent on the tourist trade for fishing, hiking, and hunting as well as summer and winter recreation. It is one of the only states making a conscientious effort for a meeting of the minds of the ranchers and outdoors enthusiasts. As a result, there is a lot of informative and educational discussion offered and shared as PSAs on the air.

KGLT has two on-air calendars called "Unzipping the Weekend", and "Around Town" that share entertainment events and locations. KGLT informs the public of City and County open forums regarding environmental and planning issues including water quality, building, parks, and development. The audiences reached are diverse; KGLT ranks number five and six of the 17 stations in Gallatin County and collaborates with NPR stations in Montana. Montana Public Radio in Missoula, Montana, home of University of Montana, hosts two KGLT shows and KGLT does the same, with their locally produced Musical Spotlight and The Write Question. Yellowstone Public Radio airs Chrysti the Wordsmith, produced over the last 20 years at KGLT. KGLT is the matriarch of community radio in the state of Montana, offering openness, inclusiveness, and commitment to community.

According to statistics offered non-publically by a ratings firm, the listening audience has increased from 8,570 to 11,888 in the past year. The population of Montana is just over 1,000,000 people. KGLT's open door policy is coming to the attention of many groups who may have not known their voices could be heard over the air, including transgender, all cultures (the 2015 campus demographics show 16% of students are Hispanic/Latino, American Indian, Asian, Black/African, Native Hawaiian, two or more races, International, or Unknown). That equals 2,510 students. The two cities with larger populations where we have signal are Helena and Bozeman. In Helena, 7.9% of the population, or 2,228 (2013 data) are Hispanic, American Indian, two or more races, Asian, or Black. Lewis and Clark County is home to

Helena, with a population of nearly 66,000, of which the diverse non-white population is 8.4% or 5,544 people. In Bozeman, 9.9% are not white, or 3,932 people. Bozeman is in Gallatin County, part of KGLT's listening area, with a population of over 97,000 (including students) and the diverse percentage is 7.6%. This does not include data for LGBTQ.

The focal point of the information in the paragraph above is that KGLT informs with Public Service Announcements and calendars, that which creates bonds and forges understanding.

2. KGLT is happy in its relationship with Montana State University and The Associated Students of Montana State University (ASMSU), of which the station is one of 22 programs. ASMSU provides approximately 4% support to the station annually. KGLT provides outreach for the University to the listeners. Montana State University, home of KGLT, is located just south of the center of town, bordering on neighborhoods of historical houses that burgeon onto paths leading right into the mountains.

The station is in good standing with the City of Bozeman, which is the type of town where everyone knows almost everyone. Montana has the feel of connection no matter where one travels. Of note, KGLT's daily Listeners Personals and PSA's have been responsible for reuniting and/or finding homes for numerous pets and owners. The Woman's Center and Voice Center, along with Diversity are three Montana State University offices on our floor with which the station interacts daily. To that, the station offers notices and phone numbers to call for support. There are times when the General Manager has actually walked a harried and scared student right into one of the aforementioned offices, where help was immediately provided.

KGLT informs the listeners through Public Service Announcements, a Community Calendar, two on-air calendars, about: psychological counseling, book clubs, Head Start programs, help with utility payments, cancer support, free dental and medical care, free spay/neuter, free food and clothing, environmental issue awareness, recycling, alternative energy use, senior citizen support, hotlines for sexual abuse, warm lines for mental health issues, and fund raisers for Food Bank, or to help pay a sick child's medical bills. KGLT provides information about Music Festivals, free summer events like Music on Main, Christmas Strolls, parades, Halloween trick or treating, the Sweet Pea Festival, celebrating arts, food, music, and non-profit organizations. Groups with which KGLT works: Queer MSU, Montana Wilderness, Montana Wildlife, 4-H, Head Start, Human Resources Development Council, Shakespeare in the Park, Montana Spay/Neuter Task Force, all animal shelters, Gallatin Bicycle Club, American Lung Association, MT., Montana Shares, Bridgercare (low cost medical choice), Befrienders (friendship for seniors), libraries on and off campus, Brain Injury Association, Tobacco Use Prevention, Fair Housing, Arts Centers, Small Business Associations, Montana State University Colleges of Arts and Letters, Engineering, Nursing, Art, Media, Voice Center, Music Technology, International Studies, Job Corps, Adoption Options, Cancer Institutes, Alzheimer's patients, Montana Conservation Voters, Montana Association for the Blind, Women's Voters (informational programs about voting), Humanities Montana, Greater Montana Foundation, and has over 80 underwriters (support from businesses).

KGLT works with students from the MSU School of Business as part of their class projects to help local businesses and learn from them. This is beneficial to both the students and the station. KGLT needs help with social media management and implementation. One student project in 2014 was to create a social media position at KGLT with a booklet of instructions for succeeding students to follow. The students are calling on incentives from businesses for the annual on-air fund drive. Soon they will promote our locally produced educational programming to other stations.

The nutrition announcements recorded with the first lady of Montana, Lisa Bullock, and Superintendent of Schools, Denise Juneau, have made their way to the Montana Food Bank Network website and are free to every station. The aim of the project was to spread information about the importance of breakfast for students' abilities to retain information and learn. In the interest of students forging ahead to reach their highest potential, a KGLT student employee who is in the Music Technology program wrote the background music and was given credit and recognition for that.

Veteran announcer Tim Tate's Indie Chill Wave Show and Chrysti the Wordsmith air on KUFM, the Missoula Montana NPR station. KGLT airs two of KUFM's programs: Musician's Spotlight and The Write Question. Montana PBS and KGLT have an 'in-kind' underwriting agreement.

KGLT makes its services available for Public Service Announcements to every program of the Montana University Systems campuses, including the Schools of Business, Engineering, Art, Science, Education, Nursing, the pre-med and pre-vet programs, Engineers without Borders, the veterinary pre-program, and the new two year colleges offering associate degrees. KGLT works with Wonderlust (<http://eu.montana.edu/wonderlust/>), the Senior citizen exploration and education program, to inform about voter registration, and health department notifications and does public service announcements for Senior Centers events in the listening areas.

KGLT has live performances by local musicians on the air, from high school students to an 80 year old yodeler. Young poets perform readings; actors from Shakespeare in the Park share news of upcoming plays, the director of the Fairgrounds shares information about Winter Fest and the Summer Fair.

A new one minute segment called "Around Town" is on the air weekdays, sharing with the listeners what is happening in all the cities with a signal, about lectures, meetings, readings, events, and documentaries. KGLT's "Chrysti the Wordsmith", a two minute, 20 year old program exploring the origins and histories of words, phrases and idioms in the English language is carried on both Yellowstone Public Radio in Billings and Montana Public Radio in Missoula. It also is on KCPW in Salt Lake City and worldwide on Armed Forces Radio and Television Network. "Montana Medicine Show" is also produced at the station. There are over 300 two-minute segments of Montana history, a book in its second printing and a second book on the way. MMS is researched, written and narrated by Bozeman High School Award winning History teacher, Derek Strahn. It airs six times a week on KGLT and seven times per week on three AM stations in Eastern Montana. A second book of Medicine Show stories is coming out by summer, 2015 and the series itself will be offered to libraries across the state. The first, published in 2014 is called The Montana Medicine Show's Genuine Montana History, by B. Derek Strahn, Montana High School History Teacher of the Year.

3. Partnerships start with the community. KGLT touches community with music, public service announcements, programming, and concise reports. Partnerships start with the announcers, and Timothy Tate, a long time announcer said this of KGLT: "Her legacy, both earnest and playful, reaches back further than my thirty-three year love affair with her goes. Could it be that a mountain valley town, rimmed by staunch mountains, fed by wild rivers flush with rainbow trout, furnished with a University and an airport, soundtrack provided by a FM station, a combination only dared to be dreamt of, exist? Yet after four cuts sequenced flawlessly of brash syncopated UK rock, I began to wonder. Then a song by the WHO came on the radio and I exclaimed: "We'll build the cabin here.""

The Friends of KGLT Music Swap brought many people onto the Montana State University campus. Vinyl is making a well-deserved comeback and 1,000 albums were sold at the event. People in Bozeman spent hours of enjoyment reviewing album covers and talking to knowledgeable DJ musicologists and music historian, strengthening the bond between listeners and volunteer staff.

The Annual Fund Drive increased 11% from 2014 to 2015. The Fund Drive outcomes provide some of the most concrete data to show that the listeners have been 'touched' by the station. Listener loyalty in age range 18 to 49 is number one in Gallatin County and listenership has risen by 3,000 listeners in the last year.

The Apprentice classes to become a KGLT announcer are full. They are nine week courses offered three times a year. We do know that there is increased awareness regarding campus safety, sexual preference and pet adoptions. The Dean of Students visits regularly to update the listeners on campus improvements for retention and safety. Diverse groups are requesting public service announcements. Animal shelters tell us that people came in having heard the announcements on KGLT. This is also the case with underwriters. If KGLT can help build a business, it is good for the city, the business owner and the consumer.

KGLT is in constant mentoring mode when it comes to the spoken word. Of the 1,500 public service announcements written and/or produced yearly, editing and rehearsing are part and parcel. We help build communication skills, writing skills and spread valuable information. The general manager had an opportunity to send a failing student for appropriate help and a number of sexually harassed women to the Voice Center and the police for support.

Organizations inform us of their programs, their Pets of the Week, their lectures on Adoption Options, Suicide Support, the Hospital Emergency Room advising about driving and texting, and fitness programs for seniors and students. Underwriters from health and environmental organizations are consistent in their support and include the Gallatin County Health Department, Western Sustainability, Hopa Mountain (quality education), Cardiac and Orthopedic Care branches of the hospital. KGLT makes sure their resources are known and produces announcements that can be shared with other stations.

In 2015, underwriting rose 13%. Businesses utilize KGLT to bring in customers. That groups consistently work with KGLT is proof of the dependability of the station's and listeners ability to rely on the station for information.

Community Voices:

This statement is a result of having recorded 11 successful "Breakfast for students" public service announcements with Superintendent of Schools, Denise Juneau and Montana First Lady, Lisa Bullock. They are posted on the Food Bank Network website and free to the public.

-"Great work...! We love the PSAs here at MFBN. They sound wonderful, and are truly such a great resource to have. Thanks for reaching out!

Best,

Tirza Asbell, Public Policy Coordinator, Montana Food Bank Network

From listeners:

-Loved the ballads from 5-6 on Monday. So cool. So svelte. Thanks for making my Monday. I \$support\$ you. Peggy

-My wife and I are listening to Zane's Hodegepodge show right now and we are totally loving it!!

-This is how a radio show should be, fun surprising music that keeps you guessing, and not too much commentary from the host either.

-I wanted to let you know how wonderful the Saturday morning programming was yesterday. Cathy had a fun, foot stomping and educational show, featuring songs from Bluegrass festivals around the country, over the years. ...Cathy can create a festive mood over the air waves! In between all of the planned music, Cathy was able to play several songs that were requested, not to mention the PSA's! A one woman show! Thank you for having Bluegrass/Folk music, every other Saturday morning! Awesome!

Jim's Pure Bluegrass show is always FUN as well!!

- If there is a record sale I would consider donating several thousand of my LPs--Jazz, Blues, Soul, Motown, Bluegrass. I would pack them in U-Haul boxes 18.5X16.5 which weigh 50-60 lbs. I can foresee about 25 boxes or more. I cannot lift such boxes with my back It would require 2-3 strong men with a pick-up truck.

-Hi Rik! You and Karen did it again! You hit a home run! Glad you got your voice back! Super show and great history on the artists, always great to get that knowledge. Your show two weeks ago, was excellent! The interview you did with Larry Sparks was so interesting, it sounded like you had to do lots of "prodding?" Good for you for being quick on your feet, you were excellent!

-...Well...bless your little pea-pickin' heart and thanks....just keep on keep on doing what y'all do....That's the best present you could ever send me.....Happy, Joy, jolly and merry to you all.....Rich....

4. KGLT is part of Montana State University and licensed to the Montana University System Board of Regents as are the other public media in Montana supported by CPB. The belief and philosophy systems of both University and KGLT are one. We are diverse and share knowledge. We collaborate. KGLT is a part of the University message and so its responsibility is simpler: We entertain, share music, non-political and non-bias community information, and education.

From the University Website: "Montana State University is committed to creating a culture of intellectual and personal growth. Because learning is enhanced when topics are examined from diverse perspectives and because individuals possess unique outlooks which reflect the world around us, Montana State University is dedicated to creating an inclusive community that embraces a rich mix in the composition of its student body, staff and faculty. The distinction in viewpoints that comes from differences in race, gender, age, language, socioeconomic status, religion, political affiliation and geographical background are appreciated and valued at MSU as important aspects of the campus community at every level and in every sector of the campus.

To this end, MSU welcomes international students and faculty and enthusiastically seeks engagement with peers from around the globe to expand our depth of understanding and share in the discovery of knowledge. MSU has an especially strong commitment to Native Peoples and actively engages in the development of social and educational initiatives to preserve the cultural integrity of all American Indian students, faculty and staff. MSU strives to advance the ideals of human worth and dignity for all by facilitating open discussion, supporting rational resolution of conflict and encouraging on-going examination of values.

Montana State University is dedicated to ensuring an environment of non-discrimination and equal opportunity in its education programs and employment opportunities in compliance with state and federal laws. The Office of Institutional Equity supports the University's goals by promoting an inclusive, diverse and supportive environment for external members of the campus community and our employees and students to excel regardless of their race, color, national origin (ancestry), sex, sexual preference/orientation, gender identity, gender expression, transgender, marital or parental status, age, creed, religion or political beliefs, mental or physical disability, genetic information or status as a veteran. "

KGLT has become a more common 'go-to' media outlet with the University and all its student groups, its Arts, Science, Music and Lecture programs, even introducing new concepts and classes to campus and community. Diversity, Community Involvement, Associated Students of Montana State University, the Women's Center, the Voice Center, the University newspaper, the Exponent, International students, and off campus Conservation, Arts, Film, Science, come to KGLT to create public service announcements read live as well as recorded and produced at the station. Announcements include support group meetings for Veteran's, women, Native American students, and educational celebrations such as Festivals of Lights, Food Bazaars, Muslim Fasting Day and food support for students. Non-Profit and music groups post their events and presentations dates on KGLT's Facebook page. The KGLT online Community Calendar posts events, lectures, concerts, and classes. KGLT announcers are community and campus members who range from students to seniors. Diversity is celebrated at KGLT. The current year has involved the station staff in much training from being a Safe Zone for diverse students to visit to readying ourselves for possible threats. Open MSU and Service Excellence, two programs offered by MSU, signal to employees, students and community the intent of the University to 'walk the walk', providing top notch education to Undergraduates, Grad Students, and Extended Education/Lifelong learning students. KGLT announcers are a microcosm of the rest of the community: old and young, Native American, Italian, Latino, Asian, challenged (KGLT has special computer programs for the sight challenged), LGTBQ .

KGLT presents to Student Orientation leaders and in Orientation regularly, resulting in Apprentice classes full of students and community members. The station thrives on the energy of students and what they add in willingness to learn. They also have the real experience of coordinating a three hour on-air effort, providing entertainment cohesively to a wide audience. It is great for their non-classroom, campus experience and their resume's. Many MSU Alumni stay connected to the University through KGLT.

5. Thanks to CPB, the Station's goal of longevity has become a reality. This means that efforts supported by CPB such as archiving much of the programming, getting more signals, reaching a wider audience, digitizing the 65,000 CD library, updating equipment, streamlining methods – all of this is due to CPB standing behind this station's concept of live radio, its love of music and community. CPB has a place in the Montana University System, supporting public media in Bozeman, Billings, and Missoula.

Those signals reach statewide. The gift of CPB support is the greatest ongoing gift public media can have because it supports connection to community, arts and education.

Because of CPB, KGLT's role in public media and the University system has become more concrete. The station's business practices are audited yearly by independent auditors, a CPB requirement. Sponsorship grew 13% in Fiscal Year 2015, pointing to businesses regarding KGLT as a good resource to bring them attention. KGLT has been able to utilize new marketing strategies and take advantage of professional staff training via conferences like Development Exchange Incorporated and attend PBMA (Public Broadcasting Management Association). Listenership is up 26%.

Greater Montana Foundation, Golden Pearl Foundation, Gilhousen Foundation, Mericos Foundation continue to support the station because the Station is solid and growing, thanks to CPB. Without CPB, KGLT would not have created and sustained The Montana Medicine Show, now in its sixth year and supported by many of the foundations mentioned above as well as funding Chrysti the Wordsmith. Without CPB, KGLT would have taken years to accomplish any of these achievements.

Thank you Corporation for Public Broadcasting for your support of KGLT and public media.