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NEWS RELEASE

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Nov. 21, 1996

KUFM: NOT JUST RADIO ANYMORE

MISSOULA --

For the first time, viewers in the Missoula and Bitterroot valleys have a public television station in their community.

Years of preparation culminated late last month when KUFM-TV Channel 11, based at The University of Montana—Missoula, went on the air in a testing stage. KUFM-TV currently is tapping into the signal used by KUSM's Montana Public Television under program test authority from the Federal Communications Commission.

Meanwhile, local viewers may experience interruptions in KUFM-TV's service while adjustments are being made between now and Jan. 18, when the station officially debuts with a sign-on celebration. KUFM-TV will operate as a partner with KUSM-TV, which is licensed to Montana State University—Bozeman, to comprise Montana Public Television. MPTV will operate as a statewide network, providing viewers with informative, educational and entertaining programming.

While MPTV is similar to other public television stations, it also will offer locally produced programs such as "Backroads of Montana," "Montana Profiles," "Montana: The Second Century," "Montana Ag Live," "Montana Voices" and the award-winning documentary work of UM Radio-TV students. Montana viewers also can look forward to public service specials including "Your Voice, Your Vote: Montana's Statewide Debates" and "Planning Montana: A Town Meeting."

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KUSM-TV will serve as MPTV's primary operations center, while KUFM-TV will use its resources to produce news and informational programs for statewide distribution. A state-of-the-art digital inter-link will be used as a pipeline for programming and information exchanges between stations.

The cooperative effort maximizes state resources to provide educational broadcasting as well as high quality local and regional programs statewide, said Daniel Dauterive, KUFM-TV operations director. The new station is funded by \$1.6 million in grants.

KUFM-TV's studio is located in the Performing Arts and Radio/TV Center on the UM campus. It is the only TV station in Missoula to have its antenna and transmitter located on Mount Dean Stone south of Missoula. This will improve broadcast reception for many viewers over other Missoula TV stations.

Organizers hope KUFM-TV will be as successful as KUFM, Montana Public Radio, which has served Montanans for 31 years. Viewers can expect the same dedication to quality broadcasting from KUFM-TV that they have come to expect from Montana Public Radio, said William Marcus, director of UM's Broadcast Media Center.

World Wide Web users can track KUFM-TV's progress at
<http://visions.Montana.edu/kufm>.

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DD/rm

Local, Bitterroot media, Bozeman Chronicle, Associated Press

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