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NEWS RELEASE

Oct. 10, 2001

Contact: William Marcus, director, Broadcast Media Center, (406) 243-4154.

'BACKROADS OF MONTANA' FEATURED IN PBS ONLINE SERVICE

MISSOULA—

The Public Broadcasting Service has launched the American Field Guide Web site – www.pbs.org/afg – which includes the best of local PBS productions that highlight outdoor adventure and livelihoods, animals, recreation and more.

KUFM, the Montana PBS station based at The University of Montana, contributed more than two dozen stories from its award-winning "Backroads of Montana" series. The "Backroads" segments include hang gliding over the Missoula Valley, fly-fishing on the Madison River, wildflowers near Dillon and hot-air ballooning over Miles City.

The American Field Guide provides searchable access to more than 1,000 online video clips. An extensive resource area for educators complements the easy-to-use site. Embedded within the site are lesson plans that weave segments of video together around specific inquiry topics. Educators using national and state standards contributed to the lessons.

"'Backroads' is proud to be included in this elite group of productions that represent the very best in nature photography and storytelling from PBS stations around the country," said William Marcus, KUFM station manager and host of the "Backroads" series. "Our show presents the best of Montana, and it's great to share it with users around the world in the Internet."

Cindy Johanson, senior vice president for PBS Interactive, said, "Local PBS stations are positioned to deliver unique value and perspectives. This opportunity significantly builds upon the relationship between PBS and its stations and enables us to showcase an enhanced and interactive viewing experience to more audiences."

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