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The University of
Montana

UNIVERSITY RELATIONS • MISSOULA, MT 59812 • 406-243-2522 • FAX: 406-243-4520

NEWS RELEASE

May 4, 2005

Contact: William Marcus, John Twiggs or Gus Chambers, UM Broadcast Media Center,
(406) 243-4101.

'BACKROADS OF MONTANA' PREMIERES NEW PROGRAM

MISSOULA--

"Backroads of Montana," the award-winning television program produced by MontanaPBS, will premier the 23rd program in the series at 7 p.m. Thursday, May 5, on MontanaPBS. "Backroads of Montana: Collecting Memories" will repeat at 5:30 p.m. Saturday, May 7, and 8:30 a.m. Sunday, May 8.

The series highlights interesting people, places and events from around the Treasure State.

"The stories in this episode deal with pleasant childhood memories," producer Gus Chambers said. "They're full of pride and nostalgia.

Host William Marcus will introduce viewers to an icon of 1950s television during a profile on Montana native Kirby King, better known as "Sky King," and take them on a visit to the Schafer Air Field in the Bob Marshall Wilderness, the last private airfield in a wilderness area lovingly tended each summer by the Montana Pilots Association.

Viewers also will meet a woman in **Fairfield** with an unusually large hankie collection and a **Missoula** woman whose entrepreneurial dream is an inspiration to those around her.

Marcus also will take viewers on a tour of the Fort Peck Dam near **Glasgow**.

"Montana has so many great people," Marcus said. "We're happy to be able to tell

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their stories to the rest of the state.”

The program is produced by Marcus, Chambers, Ray Ekness and John Twiggs of The University of Montana Broadcast Media Center and KUFM-TV MontanaPBS.

“Backroads” has won five E.B. Craney Program of the Year awards from the Montana Broadcasters Association and a national Award of Distinction from the Communicator Awards. The series also received nominations for an Emmy Award from the National Academy of Television Arts and Sciences Seattle Chapter in 2001, 2003, 2004 and 2005.

The series is funded by grants from the Greater Montana Foundation, Travel Montana and UM. Previous “Backroads” segments are available on the American Field Guide Web site at <http://www.pbs.org>.

MontanaPBS is a service of UM in Missoula and Montana State University in Bozeman.

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