



June 3, 2020

Dear Great Falls Public Radio/ KGPR Supporters;

The board of Great Falls Public Radio Association wishes to thank you for your support of public radio in Great Falls. Since the creation of GFPRA and radio station KGPR in 1983 we have grown in our scope, our programming, and our audience. KGPR 89.9 FM conducted a survey of listeners in 2017 and learned that in addition to the well-loved and important National Public Radio (NPR) programming, Great Falls area listeners appreciate the local news and local programming with which KGPR supplements national and Montana Public Radio (MTPR) programming from Missoula. As commercial broadcasters move towards using Artificial Intelligence (A.I.) to broadcast commercial radio programming to mass markets and work towards eliminating local origination programming, local public radio becomes more and more critical and important.

When this year's traditional Spring Fund Drive was postponed from April to June 3-8 because of the COVID-19 Pandemic, KGPR provided timely COVID-19 updates, in depth interviews with local community members, and support of local businesses and groups hit hard by pandemic related shutdowns. KGPR intends to continue providing local information and local support.

The KGPR team also hosted a wonderful and successful listener and staff appreciation party last November at the Kellergeist Pub Theater featuring marvelous local musical talent and we broadcast that party live on Facebook. KGPR also had the honor to be the ONLY radio station broadcasting the 2020 'virtual Memorial Day' ceremony at the Montana Veterans Memorial to help the community help honor our Fallen balanced with public health protocols. Our station manager Tom Halvorson also produced veterans features for MTPR that honored Rodger McConnell, who started KGPR's 'On Point' veterans program, during Veterans Day last year.

This year for Memorial Day KGPR provided MTPR the riveting story of Army combat nurse Diane Carlson Evans who vividly described the often traumatic moments in Vietnam and she led the campaign to establish the Womens Vietnam Veterans Memorial shown here.



We are working to reinstate local mid-morning programming on Mondays and Tuesdays. We intend to offer an online survey soon to learn more about what you currently enjoy and what, if any, changes you would like to see in our programming.

Some of our plans for the coming year include making and attaching a new cover to the transmitter satellite disk, upgrading studio equipment, and purchasing remote broadcasting equipment to enable us to make quality broadcasts from local businesses and events.

We are in the process of enhancing our underwriting, seeking new underwriters, and perhaps seeking some grants for equipment upgrades. Our listenership is estimated at around 7,000 in the local area. We are seeking local businesses whose support of local public radio would result in a great return to themselves in awareness and increased use of their products and services. We hope to increase awareness not only of public radio but also of the many fine businesses and services available in and around Great Falls.

Once again, thank you for your support of KGPR public radio for Central Montana, ***'Keeping it Local, keeping you informed.'***

Sincerely,

The Board of Great Falls Public Radio Association

Richard Liebert, President

Joseph Moll, Vice President

Diane Stinger, Secretary

Janice Driver

Thomas Risberg

Matthias Schalper

PS – we welcome your feedback, suggestions, comments and please send to kqpr@gfcmsu.edu, thanks!