

The meeting was called to order by Board President Rich Liebert. Board members present were Janice Driver, Joe Moll, Thomas Risberg, Matthias Schalper and Diane Stinger. Guests present were KGPR station manager Tom Halverson and also Constance Moll.

The minutes were submitted by Board Secretary Diane Stinger. Matthias moved, Janice seconded to accept the minutes. Motion passed.

Old business:

Rich proposed the streaming bill email for \$1500 should be forwarded to Tim Hodges for his input on its origin and the reason for the bill. It was agreed this should be done. No motion was necessary.

Rich gave the financial report: Savings \$2008.08 Checking: \$7643.29 The amount of money in the KGPR account in Missoula was not discussed. Rich explained that income and financial mail will be mailed to the Great Falls Public Radio Association's P.O. Box while other mail goes to the campus address.

Tom Halverson gave the station managers report. He did not have a physical copy, he said he would email a copy. The report:

- 1) Del Darko thinks underwriting prices look good. Del thinks we should have many underwriters per program.
- 2) Tom met with Del Darko regarding a Farmers' Union show 2 times per month for ½ hour each. Del will be meeting with Walter Schweitzer, president of Montana Farmer's Union.
- 3) Tom is working with Matt Donnelly to do interviews of classical musicians for Matt's Saturday afternoon Classical Journey show.
- 4) Tom asked the radio hosts for ideas for underwriters. Matt suggested Toastmasters. Elizabeth suggested Skyline Veterinarian Clinic, Celtic Cowboy, Pet Posse, Wendt Agency, Taco Del Sol, The Guardian (Malmstrom AFB paper).
- 5) Tom said Land of Grass is converted to Mp3 for Broadcast. Rich asked whether Front Range Outdoors could be a podcast and noted Amy Grischak has 1000 Facebook followers. Discussion ensued regarding the effectiveness of Facebook as a communication medium. It was pointed out that currently DJ's put their shows on their own FB page. A suggestion was made for everyone (Board members?) to put it on their FB page. (It being KGPR?)
- 6) Tom has searched filing cabinets for original KGPR documents and found little. Rich said we need founding documents and reminded Tom we asked for a job description. Tom explained he forgot to look for a job description.
- 7) Tom reminded the Board KGPR should expect to be off the air during the Impeachment Hearings; no local programming.
- 8) Joe Parsetich will interview more people for On Point.
- 9) Tom said he is having trouble with 2 out of 3 CD players and may have Greg install one new one that is currently unused. End of station manager's report.

Rich passed out a handout of underwriting guidelines and costs. Discussion ensued regarding the use of the tern underwriter vs. sponsor or sponsorship. The consensus was to use both. Joe moved to use underwriting. There was no second. Matthias stated we should be able to use "sponsorship" as long as we understand the sponsors are legally underwriters. It was pointed out by the group that underwriting

must not contain comparisons, contain no call to action, and use no superlatives. It was agreed to use the term "sponsorship in the initial ask.

Tom Halverson pointed out there are potentially 44 spots per week available for underwriters; one at the top and one at the bottom of each local broadcast hour. Rich suggested we find a sponsor for Community Calendar. Thomas R. suggested it is better to have sponsors for a specific show to pitch that show. It was suggested a business logos could be added to our website for a fee.

Diane asked if we could have a motion to approve the underwriting rates as passed out by Rich. Joe moved to approve the underwriting rates passed out by Rich, Matthias seconded, motion passed. Rich instructed Tom Halverson to start soliciting underwriters on air. It was noted that everyone who sends a PSA for airing is a potential underwriter.

Rich stated that as a result of the website work meeting the website is ready for Shortgrass to make corrections to.

Matthias suggested creating a new program during which underwriters could come into the studio to play music of their choice and talk about their business or organization in between music.

Rich asked that we have a work meeting to plan a KGPR signature music event similar to what we had for the Volunteer and Listener Appreciation party but on a bigger scale. The work meeting was set for February 3, 6:00 p.m. at Kellergeist.

The meeting was adjourned at 8:00 p.m.