

The May 18, 2020 meeting of Great Falls Public Radio Association was called to order at 6:35 p.m. by Board President Rich Liebert; Thomas Risberg was thanked for hosting the meeting at Alliance for Youth. Board members present were Janice Driver, Joe Moll, Matthias Schalper, Thomas Risberg and Diane Stinger. Constance Moll. was present as a guest. Station Manager Tom Halverson called in and attended via speaker phone.

The minutes from the April meeting were read and approved by voice vote.

Rich Liebert went over the financials. He noted that Montana Public Radio withdrew the annual broadcast fee of \$35,000, which covers costs for NPR, from the GFPR Missoula account in the past month. \$59,563 remained in the Missoula account.

Rich announced GFPR received a PPP loan. Thomas noted GFPR could use up to 25% of that loan for expenses other than payroll, Rich said he preferred to use it all for payroll.

Pledge sheets for 2015 -2019 were gone over. It was noted that for three years contributions exceeded pledges, and then for the last two pledges exceeded contributions.

Tom Halverson delivered a station manager's report. He said there were technical issues with the Grant Stebbins Facebook Live broadcast on KGPE but the issues were worked out and the broadcast proceeded

Rich said Matt Donnelly and Dan Manella planned to coordinate the Facebook live broadcast of the Memorial Day ceremony from the Veteran's Memorial, Matt in the studio and Dan at the Memorial. Tom said a meeting is planned for Wednesday at 1:00 p.m. to make certain the feed works. Rich commented that Thomas put the party on Facebook live and we could have more musicians on KGPR through that medium. "Diane said she would like to see the musicians who played for the party featured on the radio. Matthias asked whether the on air concerts would all be FB live? Rich said yes, depending somewhat on what happens on Wednesday.

The engineering report was discussed. Rich said he talked to Greg about the phone system and discussed replacing Century Link with VOI, Voice Over Internet, it was agreed it would be a challenge to complete and perhaps involve an investment of \$2000. Matthias noted a normal commercial line costs \$130 and includes hardwired phonelines, he wondered why KGPR is paying \$300 per month for phone service from Century Link. Thomas asked what were we getting for \$300? Joe suggested it was from the 1990's and involved the T1 line. Thomas suggested it must be some kind of legacy deal we are paying for and maybe we should ask Spectrum for a quote. Rich noted our additional monthly fee to Vertical Bridge for the tower. Matthias suggested a call to Spectrum might immediately resolve the issue with Century Link fees. Joe suggested inquiring into Speed Connect. The consensus was we need to investigate and pursue a new telephone provider and/or a smaller fee.

Under old business: Rich noted we have crafted a KGPR brand: "keeping it local, keeping you informed." Rich asked Tom H. from whom he needs testimonials for the pledge drive. Tom said it could be done over the phone by every board member and asked that the members email him to set up a time to make a testimonial for broadcast.

Janice asked whether Tom needed more people for Voices and Views and said she would like to have River City Harvest on; Tom H. said to send him an email. Diane suggested more rural people be featured on Voices and Views, Tom H. said email suggestions. Rich suggested the interviews with rural people could dovetail with the farm show.

Rich said he obtained copies of the KGPR newsletter from Fall of 2007 to use as a template for a current newsletter. He wondered how many were sent out and how often newsletters were sent. He noted that he would like Tom H. to have a newsletter ready for the June board meeting. Janice suggested we need to include Amazon Suite, as they will give 1% of profit to a non profit of your choice. This writer is unclear what Jancie meant by that.

Rich noted he had not had time to write a letter from the board to donors and asked for a volunteer to write one. Diane agreed to volunteer to write the letter to donors. Rich noted we have a list of 400 donor email addresses.

Facebook posts were discussed. Janice suggested we have a regular post about local businesses. Matthias asked whether there was a protocol or whether we could each post what we choose? Thomas R. said we adhere

to the “reasonable person standard”, which maintains the spontaneity and strength of the posts. Matthias noted if we all are using our best judgement it will work, if any of us are “off” we will be told so by the others.

Rich asked Tom H. whether he had a phone provider recommendation for a business cell phone. Tom H. said he thought his personal Tracfone resolved the issue. Joe suggested T Mobile offers a good deal for people over 55 years old. It was noted the Tracfone is Tom’s personal phone and Rich would like him to have a second phone for business use, and asked that Tom H. have a recommendation for one he would like to use for KGPR business by next meeting.

Rich noted the Spring Pledge Drive is coming up on June 3 and said to Tom H. if there is anything he needs let us know. Tom H. noted the drive will be of shorter time duration than usual.

New business:

Item 1: Rich said the Memorial Day broadcast via Facebook Live will be a good model for future events, we can assess how the “poor man’s” remote capability works.

Item 2: The FCC license renewal window coming up in 2021. Rich asked that Tom H. have founding documents ready for the next board meeting.

Item 3: KFPR podcasting policy and Podbean. Thomas R. said we need access to Podbean and Louis at Shortgrass has not gotten back to him about that access. Rich said he will call Louis tomorrow. Thomas R. said if we have access to Podbean we can post podcasts on our website without needing assistance from Shortgrass. Tom H. agreed.

Item 4: Rich asked Tom H. to have all agendas and minutes for board meetings from the last six months ready to send to Louis at Shortgrass for posting on the website in one batch.

Item 5: Mail Chimp survey. In 2017 then Board President Kearn put out a survey via Mail Chimp and received over 100 responses. Rich said his takeaway from the responses was people liked local coverage. People like and want NPR but also appreciate local coverage.

Item 6: City commissioners on Voices and Views: Diane noted Rick Tryon was on Voices and Views two Tuesdays in a row and asked about other city commissioners being featured as well. Rich asked whether Tom H. had reached out to other commissioners. No response received. Matthias suggested the board make a list of possible contacts for Voices and Views and send the list to Tom H. Rich agreed. Joe Moll suggested he interview the County Treasurer. Matthias asked Tom H. whether he would like some help with interviews. Tom H. said he has some ideas for interviews and we have to be careful during COVID 19. Rich suggested we need a volunteer to help with Voices and Views, such as Kerry Callahan, who did V and V for 27 years. Matthias suggested that reporting on local businesses could become part of regular programming on KGPR. Diane asked when could it be aired? Joe said “anytime”. Tom H. said “let’s create the opportunity on Voices and Views” He noted that two interviewees had cancelled in the last week. Rich said we should have a separate work session on programming after the Pledge Drive, Janice agreed.

Rich mentioned the Great Falls Symphony’s economics are grim right now, perhaps we can get them on the air, do a quarantine concert or something, Diane said she would contact the Symphony this week.

Item 7: It was suggested we broadcast “chicken coop” concerts from the Kellergeist and compile a list of musicians to feature there. Matthias said he had a plan for concerts every other Thursday.

Item 8: Tom H. has new volunteers ready to go after Pledge Drive.

Item 9: more discussion about featuring local businesses on Facebook Live. Keeping it appropriate. Joe moved to adjourn, Matthias seconded, all were in favor of adjournment.

The meeting adjourned at 8:06 p.m.

submitted by Diane Stinger, Secretary, Great Falls Public Radio Association