

The 19 April, 2021 board meeting of the Great Falls Public Radio Association was called to order by board president Rich Liebert on the Zoom platform at 6:30 p.m. Board members present on Zoom were Janice Driver, Lonnie Hill, Joseph Moll, Thomas Risberg, Matthias Schalper, Diane Stinger. Guests present on Zoom were Gary Alt, Matt Donnelly, Tim Hodges, Eric Petersen and Gabe Vasichek.

New hosts were discussed. Gary Alt's first show will air April 21 and continue weekly on Tuesdays 8-10 p.m. Eric Petersen presented his program proposal for a bimonthly show featuring brass instruments entitled "Horns Aplenty." His proposal was to pre-record his show and have it ready to air every other week. It was suggested it air either Monday or Tuesday as a Midday Music show. The proposal was approved and referred to Gabe Vasichek for scheduling. Anne Dunkel had submitted a program proposal for a Friday evening world music show. Anne's proposal was discussed and approved. Gabe Vasichek will assist each new host in learning the rules and technical aspects of studio operation.

The minutes from the last meeting were reviewed. Matthias moved to accept the minutes as written, Joe seconded, motion passed.

Rich gave a financial report. GFPR had \$10,002.55 in the First Interstate savings account and \$2008 in the checking account at First Interstate. A balance of the MTPR account was not reported, Sue Ginn at MTPR sent a spreadsheet indicating \$25,225 in pledges paid during the April fund drive. Not all pledges were paid as of meeting time.

Tim Hodges suggested investigating Spectrum's prices on a T! line to see if they are significantly different than Century Link's price. Rich asked Tim to pursue that investigation, Tim agreed to do so.

The merits of liability insurance were discussed. GFPR pays \$930 annually for liability insurance. No determination to change was made.

Current program growth was mentioned. The Wednesday 2 – 3 p.m. slot is going along well alternating the one hour Voices and Views, hosted by Thomas Risberg, with the half hour shows Learned Luck, hosted by Laramie Slavir and Front Range Outdoors hosted by Amy Grisak and Marty Bannon on alternating Wednesdays. The thought was expressed KGPR would keep the underwriting policy flexible in order to accommodate different levels of underwriting.

Rich stated he negotiated with GFCMSU to pay the \$1200 phone bill over the year, and had dropped the fax line to reduce that fee for the next year.

Under New Business Rich gave a shout out to Lonnie Baker for his work editing the local programs.

Thomas noted conceptually KGPR did a good job getting influencers to promote public radio, although some apprehension was expressed about recording themselves and not many made a recording in the end. Janes Weber's was very powerful. It was suggested a video be made of influencers for Facebook posts. Eric Petersen can make and edit videos. Gabe noted testimonials are timeless, once made. Tim suggested they also record a station ID. Lonnie Hill strongly suggested we find a way to get students/kids on the air.

Rich noted the direct donate link is ready on the webpage but needs some adjustments. There was discussion about eliminating MTPR from our webpage. It was decided the advantage of keeping it was to direct donations from other than the 594 area code to KGPR.

The Chamber of Commerce nonprofit showcase Give Great Falls on May 6 at Times Square Plaza was discussed. Volunteers who agreed to ho there from 4-6 p.m. were Janice, Joe, Diane, Gabe and Eric. Eric agreed to be there with a video camera to record Gabe's interviews with other non profits.

KGPR sponsor rates for 2021: General sponsor 4 x week \$120/month; 1x week \$50/month; 2x week \$60/month; 3x week \$75/month; general plus a program: \$150/ month. It was suggested rates be changed to \$50, \$65 and \$80. Gabe said he can and will produce and approve sponsorship messages. Gabe reminded the board there must be no call

to action in the message. Thomas suggested selling annual sponsorships of specific shows. It was suggested all sponsorships can be added to social media.

The meeting was adjourned at 8:00 p.m. The next meeting will be on May 17 at 6:30 p.m. on Zoom.