

The meeting was called to order at 6:30 p.m. on the Zoom platform by President Rich Liebert. Present on Zoom were board members Rich Liebert, Janice Driver, Joseph Moll, Thomas Risberg, Matthias Schalper, and about 10 minutes in, Diane Stinger. Guests present were Lonnie Hill, Tim Hodges and James Rowen.

Rich discussed the engineering report. Rich and KGPR engineer Greg Muir made an inventory of all equipment owned by GFPR, for insurance purposes; Greg looked up replacement values for everything. Totals for the areas were: On-air studio: \$55,650; Production Studio: \$11,527; Transmitter site: \$143,830. Discussion ensued about GFPR liability for equipment at the transmitter site, which would be all equipment other than the land, the tower, and the building. The question arose as to what the lease with Vertical Bridge states about insurance liability if Vertical Bridge owned tower were to collapse. It was assumed Vertical Bridge has some insurance to cover its liability.

Program development: Matthias, Rich and Diane had had a discussion with Dan Manella about programming. Matthias said his main takeaway was the idea of "branding" our station, that we look at establishing an expectation of what will be played, and that we should have consistency in programming so people know at any time what is going to be on the radio. Local content has to fit into NPR as our backbone. Tim Hodges cautioned that with mid-day music established we need to go at programming changes with deliberation. Dan Manella said spoken word is what people want. Podcasts of spoken word shows were suggested. Thomas suggested we look at our schedule and schedule a talk show at the same time every day, such as the 2-3 p.m. slot. Volunteers v.s. paid employees were discussed. Matthias suggested we use a schedule and ask for proposals.

Old business: One last task is to send FCC the list of notifications our application was accepted.

It was discussed that one month ago we didn't know what we didn't know and now we know what we don't know. Rich said he is looking at different teams for the "team of teams": Facebook/podcasting team, live stream or archive programs for 2 weeks. Rich is looking at Lonnie Hill for technology team, James Rowan for program development, Janice in administration.

Station operations: Tim Hodges said PSA's become local content and likes them sprinkled throughout the morning show, Rich wants Community Calendar up front with events tied to specific dates aired at a fixed time, with non date-specific events sprinkled throughout shows. An upcoming Grant Harville interview for this coming week was highlighted. Rich pointed out we can all be pilot students for a training program. Telephone and Zoom interviews were discussed. A part time paid programming coordinator was discussed. Thomas suggested engaging and training GFCMSU students as volunteers.

New board member nominees Lonnie Hill and James Rowen were discussed. Matthias nominated and Joe seconded to bring Lonnie Hill onto the board. Motion passed unanimously. James Rowen said he would like to shadow the board, visit the studio, look at the schedule, consider it till next month. Rich suggested we put out a PSA for hosts to invite more board members.

The minutes from last meeting were discussed. Joe Moll moved, Matthias seconded to accept them as written. Motion passed unanimously. Thomas will post to the website, as well as past minutes.

Tim advised we are not following by-laws for how new board members are voted onto the board, primarily because it has been difficult for several years to get people to be on the board. He suggested we consider changing the by-laws and have membership vote on the changes.

New business: Great Falls College is interested in doing a half hour show weekly. Scott Thompson could link it up with volunteer students. The content would primarily include profiling people and GFCMSU and in the community. Tim suggested a trial season, maybe by semester. He suggested we think around the concept of a season. Rich noted Marty Bannon and Amy Grisak want to continue their show and have worked out a way to do it in Covid.

Matthias crafted some steps and questions: identify objectives, design a plan, execute. Janice asked about our mission statement and vision statement. The mission to provide local programming was stated. A next step of a work session in a couple of weeks was suggested, from which people would be sent out with specific tasks. Rich stated we are not ready for prime time yet. Thomas said he would like to see some deliverables that come out of a work meeting. Matthias said he would like us to restructure schedule and come up with a plan for what we are going to do with the week day shows and week end shows; maintain current shows and look at other windows of opportunity. It was understood a training program has to be established. As training was discussed Tim explained, when asked, he was trained in six one hour sessions. He suggested we charge people for training. Tim said when he was trained trainees could pitch a show and compete to host a show. Thomas questioned whether it was overly difficult to get high quality content "out there." Zoom training was suggested. Tim said there is great training content on Youtube that could be assigned as homework; such as microphone technique and audio production. James suggested a committee to pick out some lessons.

Rich asked whether we could have a training/production curriculum by next board meeting. Diane suggested yes.

Podcasts were discussed again. Tim H. stated in his opinion podcasts are an art form and require certain language.

Matthias moved to adjourn, Janice seconded, all were in favor. Meeting was adjourned at approximately 8:30 p.m.

Minutes submitted by Diane Stinger, secretary, Great Falls Public Radio Association February 13, 2021