

The meeting was called to order on the Zoom platform by board president Rich Liebert. Board members present on Zoom were Lonnie Hill, Dan Manella, Joseph Moll, Thomas Risberg, and Diane Stinger. Guests present on Zoom was Jayson Olthoff.

Dan Manella discussed fundraising. Dan suggested we formulate a brief one or two minute message highlighting the strengths of KGPR: local, community focused, we are providing great music and entertainment that is not available elsewhere, and we are willing to go the extra mile other (commercial) radio stations aren't willing to go. He suggested three main components important for our message: 1) how many times are we asking someone to sponsor us on KGPR daily? 2) How many of those are we converting to a donation or a sale, 3) What is our average sponsorship? If we think about those three things, one of those is not enough if our revenue is not enough. He suggested if those three things were front and center in 2022 and we look at how each is functioning, we can increase our funds. Rich suggested another survey, but Thomas questioned the value of another survey. He asked Rich what he did not learn from the last survey and what more we needed to learn. Thomas said he believes where we stand now we know what listeners want. Thomas feels content is king. He thinks with regard to Dan's point, it is the 1st and 3rd that are important, and we should focus on those two in 2022: how often and how much we ask. Rich said perhaps we can ask some questions on Facebook to supplement what we got from Mailchimp. Dan said he agrees we already know what we have; standing in line at McDonald's asking people whether they like hamburgers is not research. He suggested we do not need to ask the people who are already listening, we need to go to the people who do not listen, and find what they would like to listen to. Dan said, we already know who we are: GF public radio station, locally and community involved, and that is a powerful message with which to make pitches. We have a good rate of success, we need to ask more often. Jayson agreed, suggested we ask as individuals what people listen to and what they know about public radio. He said he knows many people who do not know KGPR exists. Podcasts were discussed briefly. Dan pointed out Nielsen surveys show radio is strong. KGPR has many people listening to it every day. KGPR can take advantage of events, invite people to come, and talk to them there about public radio. Dan suggested each board member suggest 25 business names and suggest what those businesses could/would contribute. Rich noted he had a table at the Banff Film Festival, consequently was able to reach many people. Rich agreed we need to look for revenue in 2022. Rich asked Dan to work on a marketing and revenue team with Jayson and Matthias.

Old business: Rich solicited a nomination of Jayson Olthoff to the board of Great Falls Public Radio Association. Thomas nominated, Joe seconded, the nomination passed unanimously. Jayson is the newest member, after Dan Manella, of Great Falls Public Radio Association.

T1 alternative: The T1 line connects the studio to the transmitter on the tower. Vision Net will charge \$107 per month, as opposed to \$360 for Century Link connection. Greg Muir, our engineer, reports that for an investment of \$1100 we would get 2 Barix IP Wireless devices, Vision Net installation would cost \$205, total initial investment \$1305. Greg suggests retaining one month of Century Link during transition to insure secure, effective transition. Joe moved to switch to the Vision Net option. Thomas seconded. There was no additional discussion. Jayson recused himself from the vote because he was very recently hired by VisionNet as their marketing director. Motion passed.

During the past month the most significant engineering activity was to add an outlet to the studio. Greg met with an electric firm to see the work was accomplished.

The spreadsheet for expenses, income was posted. The spreadsheet showed \$21, 137.49 in the GFPR Great Falls First Interstate Bank checking account, \$2000 savings, with \$32,899.62 in the UM account from donations to MTPR from the 594 zip code area. Rich projected \$4,000 per month as a revenue stream for 2022, but it is not certain. Income and expenses were shown. Rich projected that by next September, with all expenses paid, we will have \$24,000, and pointed out we are getting sponsorship revenues we have not received before.

Rich showed the proposed broadcast agreement. An extensive conversation ensued regarding the fees. Dan asked whether that should be expanded to include other zip codes. Rich said he doesn't know. Dan said what is the

total fundraising account raising, and what percentage are we getting? Are we getting an equal percent of the revenue? Are there zip codes we are covering but not receiving money for? Rich pointed out our numbers got rolled into their Corporation for Public Broadcasting grant. Joe pointed out 95% of our listening area is in the 594 zip code. Very little is out of the 594 area. Dan asked the likelihood they are paying us too much? Lonnie said zero. The point was made the UM administrative fee was raised from \$533 to \$6200. Diane pointed out the spreadsheets sent by Sue since August don't always reflect a total for the month. The spreadsheet figures don't clearly match the total Ray Ekness sends to Rich, the accounts seem confusing. Lonnie suggested we consider hiring an attorney who could assist sorting out the finances. Rich said five years ago Yellowstone Public Radio came to Great Falls to discuss their new transmitter, and the possibility of KGPR joining YPR. Joe pointed out the federal government eventually wants only one public radio station in the state. He did not elaborate. There was some thought MTPR was possibly trying to push KGPR out. Lonnie asked whether the first step was for the board to put together a letter stating our questions. Diane asked whether we could postpone signing this until our questions were answered. Rich pointed out we pay 8% of their programming costs, but we do not know what percentage of CPB funds are generated by our portion of the listeners to MTPR, what percentage of their number is generated by our demographics. Thomas feels MTPR receives money from CPB for broadcasting to us, then charge us again for broadcasting to us. Rich said the MTPR financials show \$400,000 in community service grants like what KGPR used to get, and also received \$112,000 in Covid related grants from CPB. Diane suggested a strategic planning meeting with MTPR, and suggested Ray's emails of our totals is not a proper accounting of how the money allocated to GFPR is spent. Rich pointed out we have not sent them a budget proposal, Lonnie said neither have they held up their end and we need a meeting to ask what we want. Thomas felt from the meeting in November they did not seem interested in our local content. Joe pointed out we are paying our population percentage into the AP fee, the NPR fee, the Capitol Bureau fee. Joe said the CPB was here 7 or 8 years ago, which is when the CPB's goal is one station for Montana, one per million people, and the one station would probably be at Fort Belknap. Jayson pointed out if a business was slapped with an increase the size of the administrative fees "heads would roll." Rich said we will need to jump the chain of command and go directly to the Board of Regents. Joe said there was an FCC rule in the early 80's that required a studio in order to have a transmitter. Rich said since we cannot solve this tonight he wanted to ask one critical question: what is our percentage of the CPB grant? Diane asked whether we should set up a meeting in January to define the questions. Thomas suggested we send questions to each other via email. Diane suggested comparing the spreadsheets with Ray's figures, in January. Thomas said he would prefer sending potential questions to our board, get what we want to ask in order. It was decided we should email our questions to Rich. Diane said she would attempt to compare the excel sheets Sue has sent and compare them with the figures Ray sends to Rich. Joe pointed out all radio licenses for nonprofits are taken in our area, if we switched to YPR they could not get a license, would just have our transmitter, no local programming. Thomas stated someone needs to have a frank conversation with Ray and ask if they want to push us out, be honest. We do not have any recourse, if they really want to push us out they will. Jayson quipped, "Tell us before we spend the money."

Rich asked Jayson for a last word, he suggested asking our current donors to increase their donations, then seek further donors, once we establish it is not MTPR's goal to cause our demise.

The meeting was adjourned at 7:47 p.m.