

Rich Liebert called the meeting to order at about 6:35 p.m. in meeting room #4 at Alliance for Youth. Present in the room were board members Joseph Moll, Jayson Olthoff, Thomas Risberg, Matthias Schalper. Guests present in the room were Constance Moll and Gabe Vasichek. Present on Zoom were board members Dan Manella and guests Matt Donnelly and Steve Keller. Board member Diane Stinger joined 15 minutes into the meeting on Zoom, board member Lonnie Hill joined 49 minutes in on Zoom.

Richard asked Thomas to introduce Steve Keller. T said s has a #1 radio show in GF for many years and has a metal banc and is a great producer and has a show to discuss, details of which Thomas will share, called the Last Best Place. Steve corrected it to Last Best Music. He proposed he and Kerek Frnch would record weekly in front of a live audience at a location TBA. Steve and Derek would gather guests, 60 minutes, prime time, music show all about Great Falls and regional Montana aritsts, providing a central place to bring original music. Could reach out to people in their location and show it on a big screen at the location, possibly the Kellergeist. Steve and Derek would front a house band that would play its own original music, then have the guests play two original songs, talk about the artist, play one or two more songs. There could possibly be two guests per show. He said "one of the great things about the house band is we can learn these songs so quickly, and if the guests needs backing the house band is already there." They could talk about live events in Great Falls, bring back the original guest or a second guest for one more song, wrap up. The show would be loosely based on Prairie Home Companion or Austin City Limits. Steve reviewed sponsorship possibilities. Gabe said he thinks it is a great idea, recording live and producing it for air would provide flexibility. Right now we have an 8-10 p.m. time slot on Tuesday eveings that would be a good spot to fit it in. It seems public radio friendly. Gabe said if Steve and Derek are willing to host and produce. The challenge would be to have someone in the station to run the program. Further discussion ensued, including sponsorship possibilities, people who want to "sell something of the Montana mystique", in Steve Keller's words. Matthias "loved" the idea. Steve said he is willing to do anything to make sure everyone is happy, (guests, KGPR, audience, etc.) Dan Manella thought it was a great idea, and could include touring artists. Dan said "it has all kinds of possibilities." Steve would ask artists to share talents for free, in return for promotion. Dan pointed out promotion is the key, we should not have to worry about compensating the people. Rich suggested creating a pilot and go from there, Gabe agreed. Thomas noted the "Montana Mystique" is peaking and "no one has really capitalized on it." Diane questioned what the "Montana Mystique: is, discussion followed. Rich mentioned a motion to start the process, Joe questioned the need for a motion, Dan moved we embrace anything Steve proposes, The proposal was made to produce a pilot, Steve will meet with Matthias at the Kellergeist, Joe said if this works out we could be the cultural center of Montana, Rich said we are seen as an industrial town, Dan said we plant the flag and claim to be the musical center of Montana, there is great music in the area. Matt Donnelly said it is a tremendous idea. Rich asked for everyone in favor of producing a pilot signify. "Ayes" were unanimous. Dan pointed out how little "local" was on commercial stations, asked Steve to comment on localism in commercial radio. Steve said Great Falls stations are now operating under franchises and using creativity is limited, and quality of general programming, including promotion, is nationally oriented. He suggested we could promote a wide variety of music on the show. Rich asked that Steve and Gabe meet sometime. Steve said "We can get to the point where people go to KGPR when they want local information." Dan feels now is the time to generate underwriting for KGPR, and that commercial radio has been sold to national franchises and this is generally an opportunity to promote local, obtain underwriters.

The minutes from May and June meetings were reviewed. The May minutes were accepted unanimously as written. The June minute minutes were accepted unanimously as written.

Rich noted Philip Aaberg would be playing in Great Falls sometime in October, or the fall. Matt Donnelly said he would be happy to interview Philip Aaberg.

Gabe offered any Tuesday or Wednesday for board members to come into the studio and learn the board.

Rich review 33,046 in Missoula account, broadcast fee has been paid to MTPR, 1st Interstate checking account holds a little over \$18,000, savings account \$2000 . Sustaining memberships were about \$4,000 for July.

Engineering report was reviewed. No significant issues were managed Greg handled some issues with the FCC as they change requirements. Turntable 1 is working, it was noted. Matt noted he has been using the working turntable.

Programming director report: Gabe noted we lost Gary Alt on Tuesdays, he will keep Missoula as a back-up, but may use Tuesday's for new show. Eric Peterson is now doing every Friday, Horns A' Plenty alternating with a 70's show. Gabe continues to interview local people, as does Thomas for Voices and Views. Gabe can continue to be in the studio on Tuesday and Wednesday. Gabe interviewed Lyle Monroe for a full hour about being a Constitutional Convention Delegate. Rich interviewed people at the air show for On Point.

Lonnie said the podcasts are averaging about 100 shares, some are up to 500 shares on Facebook, especially those who are shared by others with their groups. Eric is putting shows together with photos to promote shows. Eric's idea is to have a poster including a photo of host. Lonnie's idea is to share a specific picture along with link to podcast. Rich hopes to tape interviews at the Farmer's Market next month. Gabe will talk with hosts about photos.

Eric Peterson is continuing Neighborhood Council shows and is suggesting a Crimestoppers feature. Gabe suggested using Electric City Currents for a brief crime related feature each month. Eric sent proposal via chat. A program that focuses on criminal activities in the local area and educate the public how to respond. Scheduled interviews with law enforcement, criminal justice, judiciary would be featured.

Social media was discussed. Matthias noted Lonnie's new proposal is good, Lonnie noted by having others put interviews out into their circles it multiplies our exposure, and is working well. Jason suggested sharing with the groups we belong to.

It was agreed to meet the third Monday of the month going forward, next meeting August 15, 2022.

Joe made a motion to adjourn, it was seconded by consensus, meeting was adjourned at 8 p.m.

Minutes submitted by Diane Stinger, secretary, Great Falls Public Radio Association.