Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
December 5, 2020 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

I. Introductions and II. Adoption of Minutes
III. Significant Issues
+ State budget cuts affecting Wyoming Public Media
+ Corporation for Public Broadcasting guideline changes

IV. Area Reports
General Manager
+ National – Waiting for 2nd COVID-19 package. Received first CARES funding, applied to underwriting losses
+ State – Looking into new broadcast signals
+ WPM Diversity data to be submitted to CPB. Looks strong.

Engineering/Tech
+ Remodeling Tech Center
+ Jackson – New site waiting on Application approval from Forest Service Director, Mary Moore

Fundraising
+ COVID impacting donations. Reached goals last year, didn’t surpass, as we usually do
+ Underwriting under target. Operating budgets may go back to 2013 numbers as per national indications

Cultural Productions and Podcasts
+ *The Modern West* and *HumaNature* podcasts doing well nationally. Enough traction for national underwriting.
+ New Podcast *Kids Ask Why* doing well in Cody and in all Wyoming.
+ Public radio’s national listeners Nielsen numbers: 20% down, audience 15% up over last year’s. New listeners in digital. Anticipated 5-10 years transition from analog due to COVID. Fewer commuters also drove decline.

General Programming
+ Programming changes – *Retro Cocktail Hour*. Replaced *Prairie Home Companion*, Chris Thile’s *Live From Here*.
+ Impeachment hearing, COVID hearing, election coverage post online. Air as well if compelling
+ Broadcast Wyoming Governor Gordon’s updates at 7 pm.
+ Diversity of Perspectives - Considering two programs: *Munk Debates & IQ2US*
+ Applying for grant from *StoryCorps*

News
+ Savannah Maher, Wind River Reporter, moving to New Mexico. Looking for replacement. UW hiring freeze.

Promotions/Marketing
+ Promotions for virtual events and podcasts. News platforms taken up a notch.
+ Catapult grant funded *High Country News* digital ads.

V. New Business and Discussion
+ Accounting Update: WyoCloud progress, UW identifies most departments in reports. American Tower addressed
+ Board expansion – Discussion of new Advisory Council members.
+ Next meeting scheduled for June 19, 2021

VI. Adjournment – Mike Stone adjourned shortly after noon

Attending: WPM Staff; Christina Kuzmych, Paul Montoya, Diana Denison; WPM Public Advisory Council (PAC); Via Zoom Video; Mike Stone (Chairman), Cheyenne; Dennis Cook, Laramie; Mary Guthrie, Cheyenne; David Hardie, Jackson; Chris Hartley, Jackson; Larry Knopp, Laramie; Maggie Murdock, Casper, Tim Sullivan, Laramie; Oliver Walter, Laramie