

Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting

December 17, 2022 - 10:00 am - WPM in Knight Hall. 12th and Ivinson, Laramie WY

I. Introductions and II. Adoption of Minutes

III. Significant Issues

- + Review WPM personnel changes
- + Discuss three open WPM positions: Technology Operations Director, Media Operations Director – Assistant to General Manager, Corporate Director

IV. Area Reports

General Manager

- + CPB forward funded 2 years
- + CPB/FEMA systems coming up likely to improve Wyoming scene with Homeland Security
- + NPR announced new NPR network, move to digital to diversified audiences
- + 10 commercial signal applications submitted and accepted

Fundraising

- + Corporate, going up a bit last 2 or 3 years
- + Major donors have been going up; annual Membership bit down
- + Corporate (underwriting) close to goal

Cultural Affairs

- + Podcasts with strong storytelling component doing well
- + *HumaNature*, restarting.
- + *Modern West, Indian Wars* - new production, Wyoming Humanities underwriter

General Programming

- + Audience report for Fall 2021 shows listening numbers not as high as expected
- + *Daily Roundup* doing well, started 9 months ago. Daily and weekly
- + Continuing broadcast with Cheyenne Symphony Orchestra and GTMF
- + Virtual Open House, live broadcast Ten Cent Stranger
- + Will be replacing *Undercurrents*. National producer is retiring

Engineering/Tech

- + New applications for Alta, Dubois, Kemmerer, etc. FCC gave us permission for most sites
- + Need \$17,000 worth of remote monitoring equipment where there is no remote access
- + Improving flexibility and facility recording booth in Cody to enable live hosting from there

News

- + Kamila Managing Editor, Interim Director, was a panelist with WY PBS candidate forum
- + Taylar Stagner leaving us for internship with *High Country News*
- + News Director search has produced some candidates
- + Didn't get grant for Report for America
- + Will Walkey walking tour was very successful. More of these to be scheduled

Promotions/Marketing

- + Yellowstone podcast by intern/part-employee student from Princeton excellent
- + Photo Contest – increased Facebook views. Nice images for cards, social media

V. New Business

- + Recommend and discuss new PAC members
- + Summer PAC meeting June 17. Winter meeting Dec. 16

VI. Adjournment – Mike Stone adjourned the meeting shortly after noon

Attending: WPM Staff: Christina Kuzmych, Diana Denison, Grady Kirkpatrick, Ry Woody

WPM Public Advisory Council (PAC): Mike Stone, Cheyenne; Sherril Bailey, Rawlins; Bill Voigt, Laramie; Tim Sullivan, Laramie; Oliver Walter, Laramie

Via Zoom Video/Conference Call: Mary Guthrie, Cheyenne; Maggi Murdock, Casper