Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting  
June 25, 2022 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

I. Introductions and II. Adoption of Minutes

III. Significant Issues
+ New VP Office of Research & Economic Development (ORED) Parag Chitnis
+ WPM replaced 5 reporters, one membership associate, and several part-time positions
+ Review of WPM accounting procedures in progress by Advocacy Committee

IV. Area Reports

General Manager
+ National/Regional–PPP loan repaid through Community bank in Durango, Colorado.
+ CPB public broadcasting likely two-year funding decision
+ Industry data continued softening in radio listening coupled with increases in digital
+ New NPR Network initiative: new digital audiences, and to grow diversified audiences.
+ State–No direct cuts to WPM state block grant appropriation. 2011 to now fell from approximately 900K to 760K.
+ Local–Staff will receive pay increases effective July 1. First in several years.
+ WPM operational staffing changes. Membership Department & Digital Director.

Fundraising
+ Individual giving stabilized. Projection below goal. COVID checks last year, this month year-end one-day drive.
+ Corporate (underwriting) contracts close to goal.

Cultural Affairs
+ Podcasts delivered base funding in the last fiscal year. Approximately 40K
+ HumaNature part-time producer, host
+ WPM short-form radio minutes are continuing. Community Minute, Archives of the Air
+ Podcast Kids Ask Why? is on hold pending new directions with the Buffalo Bill Center of the West.

General Programming
+ Nielsen radio tracking number overall lower. Due to post-pandemic listener changes, alternative listening devices
+ The Munk Debates ended, looking at Intelligence Squared, from WNYC
+ WPM broadcast live first day of the house Committee Jan 6 hearings. Subsequent hearings offered online video
+ Summer music festivals: Snow King event, Ten Sleep No Woodstock, Frontier Days,

Engineering/Tech
+ A number of sites that are in the pipeline for improvements including Jackson Snow King location
+ The FCC NCE license application has been successful. Alta is the first to be implemented.
+ Engineering is advertising for a full-time engineer.

News
+ Three Murrow awards, and 4 first-place awards in 4 categories from the Public Media Journalists Association.
+ The News Department has been totally “remodeled!” Six new reporters replaced six reporters who left.
+ House debate June 30th. WY PBS video, aired on WPM. WPM Bob Beck panelist. Working on other races.
+ Facebook live event on Monday, June 29–focus is on Wild horses. Cailyn Tan will moderate.
+ Planning live call-in as part of Open Spaces in July.

Promotions/Marketing
+ Variety of promotional approaches. Modern West national audience, Wyoming Sounds concert on Facebook
+ Table tent, bookmark for digital audience.

V. New Business and Discussion
+ Current PAC members retained for another year, discussed recruiting additional PAC members
+ Next PAC meeting scheduled for Saturday, December 17, 2022.

VI. Adjournment – Mike Stone adjourned shortly before noon

Attending: WPM Staff: Christina Kuzmych, Bob Beck, Grady Kirkpatrick
WPM Public Advisory Council (PAC): Mike Stone, Cheyenne: Sherril Bailey, Rawlins; Oliver Walter, Laramie;
Via Zoom: Bill Voigt, Laramie