

Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting

December 16, 2023 - 10:00 am - WPM in Knight Hall. 12th and Iverson, Laramie WY

I. Introductions

II. Adoption of Minutes

III. Significant Issues

+ Welcome to new PAC members Roz Schliske, Janna Rankin, and Kathleen Bertoncelj

IV. Area Reports

General Manager

- + Radio listening is down due to new technologies, news fatigue. Streaming growing
- + WPM selected for national Community Service Grants review panel. Focus on rural, tribal support
- + WPM received \$360K of CPB State Government Journalism grant, JHCR is partner
- + Partnership with *Buffalo Bill Center of the West* continuing with new journalist, Olivia Weitz

Fundraising

- + Almost at 50% for FY. Plan strong year-end. New drives lower revenue but more sustainers
- + Upcoming projects: Lynne Simpson *Women in Media* and *I Love Wyoming Public Radio* campaigns

Engineering

- + Reorganized department: 3 full-time, 1 part-time project manager, seeking another part-time IT
- + Terrestrial and digital financial investment, but radio still predominant media
- + 46 sites, just completed Alta and Alpine. Upgrading Cody, working on Jackson, CWC PBS building
- + State Emergency Alerting System. Streamlined process, target information to locations
- + Applied for grants – Funds for upgrades, new equipment

Cultural Productions and Podcasts

- + *Modern West - Burn Scar* podcast about Marshall Fire in Colorado. *NPR One* distributed 1 episode
- + Other podcasts: *HumaNature*, *Archived Modern West: Ghost Towing*, *Shall Furnish Medicine*, *Great Individualist*, *Mending the Hoop*. *Kids Ask Why* will relaunch in Cody. Mtn Time Podcast Hour reruns
- + Cultural programming: *Community Minute*, *Archives on the Air*. New *Cowboy Poetry* option.

General Programming

- + *Ranch Breakfast* ended when Tom Wilhelm retired, replaced with Kelli Trujillo's *Buffalo Grass*
- + *Highway 287 Ramble* with Dr. Bob replaced *E-Town*. *E-Town* still on *Wyoming Sounds* (reruns)
- + Live broadcast from *WhatFest* in Saratoga successful. *Retro Cocktail Hour* event at Laramie Depot.
- + Shawn Day hired to host *Wyoming Sounds* from Sheridan
- + *The Middle*, a debate program, in schedule again

News

- + Kamila Kudelska hired as News Director, will advertise Managing Editor position
- + Will Walkey leaving; will still submit stories on freelance basis. Added several News interns
- + State government grant, hiring 2 journalists to cover Wyoming legislation in early January
- + Future Directions: Involve public more in news coverage, town halls, virtual meetings, pop-ups

Student Engagement

- + Mission statement. Volunteer fairs, soliciting interns, *NPR Podcast Challenge*, *Tiny Desk Contest*

Promotions/Marketing

- + Metrics, Promotions. *Women of Influence* advertisement ties to Lynne Simpson *Women in Media*

V. New Business

- + Invite new PAC members from underrepresented areas around the state
- + Summer PAC meeting June 15, 2024. Winter meeting December 14, 2024

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

Attending: WPM Staff: Christina Kuzmych, Grady Kirkpatrick, Ry Woody, Cody Hume, Reid Fletcher; WPM Public Advisory Council (PAC): Mike Stone (Chair), Sherril Bailey, Kathleen Bertoncelj, Tim Sullivan, Bill Voigt, Oliver Walter, Via Zoom Video/Conference Call: Mary Guthrie, Christine Hartley, Maggi Murdock, Janna Rankin, Roz Schliske