Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
December 16, 2023 - 10:00 am - WPM in Knight Hall. 12th and Ivinson, 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 Towning, 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