

Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting

June 20, 206 - 10:00 am - WPM in Knight Hall. 12th and Iverson, Laramie, WY

I. Introductions

II. Adoption of Minutes

III. Area Reports

A. General Manager

- + First Amendment challenges ongoing; the NPR v. Trump ruling was decided in favor of NPR.
- + NPR fee structure discussions are underway between NPR and general managers.
- + The *Mountain West News Bureau* is planning a news magazine focused on outdoor lifestyle issues.
- + CPB funding of state government positions ended. Chris Clements, and WPM's Energy journalist departed.
- + Monitoring Wyoming 2026 legislative elections. Joint Appropriations Committee reviewing budgets.

B. Fundraising

- + Wyoming Public Media successfully recovered from federal defunding. Donor support remained strong.
- + 208 new members have joined since the start of the calendar year.
- + "I Love Wyoming Public Radio" month (Feb) and International Women's Day (March 8) strong campaigns.

C. Engineering

- + Rawlins signal now at full power (15 kilowatts), providing strong coverage into Saratoga and along I-80.
- + Wheatland translator installed to improve coverage in an area previously on the edge of Pilot Hill signal.
- + Jackson classical signal is being moved to a new site to better cover Teton Village and the Valley.
- + Sandhills site work and Copper Mountain repair scheduled. Engineer Greg Nelson is departing after a year.

D. General Programming & On-Air Operation

- + Fall Nielsen Audience numbers down. Five-survey average total audience close to 48,000.
- + 4th of July programming includes "America 250" series, a Route 66 special, "The Making of U.S." civics special (July 3), a WPM Photo Contest feature, and Grand Teton Music Festival Patriotic Pops (July 4).
- + Streaming numbers—101,787 total streams across all four stations in Q1, steady or slightly increasing.
- + Remote broadcasts: Pinedale Summer Sound Check (6/27), Frontier Days (7/22) with Jan Crossland, and Music on the Mall in Sheridan (8/27). June Studio Sessions live broadcasts were open to the public.
- + Music rights covered through September 2027. Have to register through *Sound Exchange*.

E. News/Public & Cultural Affairs

- + News Director, Kamila Kudelska, will be on maternity leave July – Oct. Managing Editor Nicky Ouellet to assume her role, with Melodie Edwards assisting.
- + WPM covered legislative budget session. Produced "Cheyenne Roundup" with WyoFile; audio and video.
- + WPM signed content-sharing agreements with six local Wyoming newspapers.
- + Social media engagement has increased significantly, largely driven by Jordan Uplinger's content.
- + Regional Murrow Awards (Jordan Uplinger, Caitlin Tan, and Hannah Merzbach via *Mountain West News Bureau*), Top of the Rockies Awards, and Public Media Journalism Association (PMJA) Awards.
- + Report for America environmental reporter, Teal Davis, starts July 1. Also writing for High Country News.

F. Financial Department

- + Revenues exceeded expenses last year, largely due to surge in individual donations following defunding.
- + Working with business manager Norman Frost to ensure the budget is balanced before year-end.
- + University Procedures Obstacles — Procurement and HR Classification Issues.

G. Promotions/Marketing

- + Metrics show increase in viewers, newsletter opens, social media followers.
- + Wyoming State Parks & Cultural Resources America 250 grant-funded Photo Exhibit Presentations.
- + Variety of outreach activities the network is engaged in.

V. New Business

- + Bylaws Amendments – New Co-Chair Position and Executive Committee.
- + PAC member recruitment. Focus on underrepresented regions, NE, SE Wyoming (Wheatland, Torrington, Lusk, Sundance corridor), and Rock Springs. New member Sandra Surbrugg from Cheyenne.
- + Scheduled next PAC meeting for December 12, 2026.

VI. Adjournment – Maggi Murdock adjourned the meeting.

Attending: WPM Staff: Christina Kuzmych, Grady Kirkpatrick, Alec Schaffer, Ry Woody;

WPM Public Advisory Council (PAC): Kathleen Bertoncelj, Tim Sullivan, Oliver Walter,

Via Zoom: Maggi Murdock (Chair), Mary Guthrie, Christine Hartley, Janna Rankin, Rosalind Schliske