Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
June 13, 2020 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

I. Introductions and II. Adoption of Minutes

III. Significant Issues
+ New UW accounting firm, audit costs doubled.
+ American Towers lease issue.
+ Covid-related operation

IV. Area Reports

General Manager
+ National – COVID-19 – WPM Allocated $112,000 for CARES Act to address unexpected costs.
+ Local – New UW President Ed Seidel, hiring freeze in effect. $30+ million to be cut over next 2 years.

Engineering/Tech
+ Rawlins – FCC permit to increase from 3,000–9,000 Watts. Sheridan & Douglas – sites complete
+ Jackson – New site permission, requesting 80 ft tower, Forest Service doing environmental study.
+ Equipment for reporters & hosts working remotely. Additional costs associated with COVID.
+ Power outage during storm, backup generator kept WPR, Wyoming Sounds on air.

Fundraising
+ Fundraising anticipated on target in Membership/Major Gifts. Membership goal $60 for June mini drive.
+ Corporate lagging a bit; national trends show 30% under expectations due to COVID.

Cultural Productions and Podcasts
+ The Modern West podcast part of national Catapult program. Includes Boston-based training. Funded.
+ Murrow Award for Modern West. First WPM podcast that got Murrow.
+ New Programs – Kamila Kudelska’s Kid’s Podcast, Legal Minute with Corthell & King and Marylin Burman in honor of John Burman. In preliminary stages.

General Programming
+ Listener surveys: Following national trend since COVID, large audience spike, but average ¼ hour is down. Partly because nationally we lost the urban market drive times in morning an evening.
+ Programming changes – MO TH, Commonwealth Club (added 7 pm on Sunday). Fresh Air up in the air.

News
+ Six Regional Murrow Awards. WPM Record.
+ COVID – News working remotely. Follows on-going initiative to base reporters throughout Wyoming.

Promotions/Marketing
+ Outreach – Holiday Open House, Giving Tuesday, Community Minute. Cheyenne Arts Reception Feb 11
+ Newsletters & Press Releases on Web – shared with group

Recommendations to Management (some residual from Nov. meeting)
+ Pursue and conclude with WPM the issue of unexplained and excessive increase in Audit costs.
+ Get clear understanding of the Snow King improperly terminated contract by UW.
+ Continue pursuing Casper options for extended service.
+ Schedule introductory meeting with UW President Seidel for GM and PAC Advocacy Committee.

V. New Business and Discussion
Next meeting scheduled for November 14, 2020.

VI. Adjournment – Mike Stone adjourned shortly before noon
Attending: WPM Staff: Christina Kuzmych, Paul Montoya, Diana Denison; WPM Public Advisory Council (PAC): Shirley Kingston, Laramie; Tim Sullivan, Laramie; Via Zoom Video: Mike Stone (Chairman), Cheyenne; Mary Guthrie, Cheyenne; David Hardie, Jackson; Pete Jorgensen, Jackson; Larry Knopp, Laramie; Maggie Murdock, Casper, Oliver Walter, Laramie