

Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
November 16, 2019 10:00 am - WPM in Knight Hall, 12th and Iverson, Laramie, WY

I. Introductions and II. Adoption of Minutes

III. Significant Issues

- +UW WyoCloud financial system challenges. Audit issues remain. Audit cost still to be addressed.
- +Update on loan repayment for Lingle site. Forgiven by UW Provost.

IV. Presentation (rescheduled for next meeting) CATAPULT podcast team

V. Area Reports

General Manager

- +National – Federal budget. Expect Continuing Resolutions.
- +State – Signal issues in Rawlins needs resolution. Casper site purchases submitted for evaluation.
- +Local - 2 failed searches for engineer. Continue to recruit. National challenge -dearth of engineers.

Fundraising

- +Membership & Major Giving on target or ahead. Underwriting almost on target.
- +Adding testimonials and produced bits to fund drives breaks very well received.

Cultural Productions and Podcasts

- +[*HumaNature*](#) podcast in 5th season, Erin Jones new host. Several awards.
- +[*Archives on the Air*](#) collaboration with American Heritage Center successful.
- +Holiday Traditions series still looking for strong stories.
- +Community Minute – Public service non-profits. Start week of Nov. 25.

Engineering/Tech

- +Rawlins/Saratoga – Broadcast from Elk Mountain site. Switched Rawlins from 89.9 to 88.9, put other on classical. Hope to boost power and perhaps reverse. Will hold public meet-and-greet to address.
- +Jackson – Moved from leased building to a PBS location. Applying to Forest Service for tower on Snow King. Plan spring/summer build and return to up to old power level. Lease renewal challenges.
- +Casper proposition: Purchase 3 channels for Classical, WS & Jazz. Boulder firm providing estimates.

General Programming

- +Nielsen numbers remain static – some growth in last book.
- +Considering replacing Classical service 8–11 pm with Beethoven overnight service. Cheaper.
- +Might discontinue Fresh Air, move Commonwealth Club to better time.

News

- +Recruiting Morning Edition host to replace Caroline.
- +News Awards – National Murrow by Cooper. Savannah Maher – *Report For America* support 2nd year.

Promotions/Marketing

- +Outreach – Music Festivals & NPR Speakers Sedaris/Stamberg. Classical Wyoming ads & new website.
- +Newsletters Highlight Awards: National Native Media awards, Project Catapult, Murrows, & PRNDI.

VI. New Business and Discussion Next meeting scheduled for June 13, 2020

VII. Adjournment – Mike Stone adjourned at noon

Attending: WPM Staff: Christina Kuzmych, Paul Montoya, Diana Denison;

WPM Public Advisory Council (PAC): Shirley Kingston, Laramie; Mike Stone (Chairman), Cheyenne; Tim Sullivan, Laramie; Bill Voigt, Laramie; Oliver Walter, Laramie

Via Zoom Video/Teleconference: Via conference call: Sherril Bailey, Rawlins; Katharine Conover, Jackson; Maggie Murdock, Casper