Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
December 5, 2020 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

I. Introductions and **II. Adoption of Minutes**
III. Significant Issues
+State budget cuts affecting Wyoming Public Media
+Corporation for Public Broadcasting guideline changes

IV. Area Reports
General Manager
+National – Waiting for 2nd COVID-19 package. Received first CARES funding, applied to underwriting losses
+State – Looking into new broadcast signals
+WPM Diversity data to be submitted to CPB. Looks strong.

Engineering/Tech
+Remodeling Tech Center
+Jackson – New site waiting on Application approval from Forest Service Director, Mary Moore

Fundraising
+COVID impacting donations. Reached goals last year, didn't surpass, as we usually do
+Underwriting under target. Operating budgets may go back to 2013 numbers as per national indications

Cultural Productions and Podcasts
+*The Modern West* and *HumaNature* podcasts doing well nationally. Enough traction for national underwriting.
+New Podcast *Kids Ask Why* doing well in Cody and in all Wyoming.
+Public radio's national listeners Nielsen numbers: 20% down, audience 15% up over last year's. New listeners in digital. Anticipated 5-10 years transition from analog due to COVID. Fewer commuters also drove decline.

General Programming
+Programming changes – *Retro Cocktail Hour*. Replaced *Prairie Home Companion,* Chris Thile's *Live From Here*.
+Impeachment hearing, COVID hearing, election coverage post online. Air as well if compelling
+Broadcast Wyoming Governor Gordon's updates at 7 pm.
+Diversity of Perspectives - Considering two programs: *Munk Debates* & *IQ2US*
+Applying for grant from *StoryCorps*

News
+ Savannah Maher, Wind River Reporter, moving to New Mexico. Looking for replacement. UW hiring freeze.

Promotions/Marketing
+Promotions for virtual events and podcasts. News platforms taken up a notch.
+Catapult grant funded *High Country News* digital ads.

V. New Business and Discussion
+Accounting Update: WyoCloud progress, UW identifies most departments in reports. American Tower addressed
+Board expansion – Discussion of new Advisory Council members.
+Next meeting scheduled for June 19, 2021

VI. Adjournment – Mike Stone adjourned shortly after noon

Attending: WPM Staff: Christina Kuzmych, Paul Montoya, Diana Denison;
WPM Public Advisory Council (PAC): Via Zoom Video: Mike Stone (Chairman), Cheyenne; Dennis Cook, Laramie Mary Guthrie, Cheyenne; David Hardie, Jackson; Chris Hartley, Jackson; Larry Knopp, Laramie; Maggie Murdock, Casper, Tim Sullivan, Laramie; Oliver Walter, Laramie