Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting

June 17, 2023 - 10:00 am **-** WPM in Knight Hall. 12th and Ivinson, Laramie WY

I. Introductions and **II. Adoption of Minutes**

III. Significant Issues

+ National drop in revenues, also at WPM. Realigning operation to new fiscal realities

IV. Area Reports

General Manager

+ CPB FEMA national broadcast system going through Congressional Appropriations
+ New NPR network truncated due to NPR losing staff
+ WPM invited to participate in CPB Station Revenue Grants Review
+ UW employees receiving salary increases, WPM filling only critical positions, reviewing revenue

Fundraising

+ Designated projects, planned gifts, tribal and Cody reporting successes. Membership short.
+ New member campaign. At ½ year, not ½ way to 500 person goal. Fiscal year-end drive in June

General Programming

+ Spring 2022 listener number one of highest of all time. Spring 2023 lowest, might be inaccurate
+ Replacing *Undercurrents* since host is retiring. Main channel will go to Jazz earlier
+ *E-Town* on Saturdays after *Ranch Breakfast* is switching to *Highway 287 Ramble*
+ July 4 Weekend Tree Fort festival, July 10 Michael Lange, former WAC director, plays Wyo music
+ Starting July 13, GTMF concerts broadcast a week and a half later, What Fest to air live July 28-29
+ Considering Wyoming author/writer segment similar to Garrison Keillor's writer series
+ *The Middle*, aired before election, hope to air in Sept. *Retro Cocktail Hour* host to be in Laramie Oct

Cultural Affairs

+ *HumaNatur*e back, doing well, *Archives on Air* produced in conjunction with AHC
+ *Modern West - Mending the Hoop* season sponsored by Wyoming Humanities
+ *Modern West* earlier seasons: *Shall Furnish Medicine, Juvenile Justice, The Great Individualist*
+ *Community Minute* AHC program. *Kids Ask Why*? Will continue with new NW Wyoming reporter
+ *Open Spaces* continues. Every 3rd or 4th Friday WPR airs one of PBS' Wyoming programs on OS
+ *Carbon Valley* – no longer in distribution. Interviews with artists continue
+ Moved cultural reporting into the news area, increasing stories. Major productions expensive

Engineering/Tech

+ Alec Schaeffer and Cody Hume promoted, Reid Fletcher with us again
+ Backtracking Alta, working on Alpine, Kemmerer. Priority secure Jackson area. 2nd look at Gillette
+ Rawlins signal - had to reapply. Buffalo resolved. Issues in Cody/Powell, Shoshone, Copper Mtn.

News

+ *Around Wyoming* popular program. *WyoFile* partnered with WPM for *Cheyenne Roundup*
+ Hannah Habermann hired as Tribal / Rural Reporter. Few applicants for News Director position.
+ Kamila is Managing Editor, acting News Director. Her husband running for President. Reassigned.
+ WPM selected for *Solutions Journalism and Reporting.* Finalist for State Government reporting

Promotions/Marketing

+ Online Metrics reflect listeners switching from radio to online. *How to Listen* Campaign

V. New Business

+ Identifying new members for PAC
+ New Student Campaign – Erik Zafft developing strategic plan with media literacy, partnerships
+ Next meetings: December 16, 2023, June 15, 2024 (both proposed)

VI. Adjournment – Mike Stone adjourned the meeting shortly before noon.

Attending: WPM Staff: Christina Kuzmych, Diana Denison, Grady Kirkpatrick, Ry Woody, Ben Slater (set up), Erik Zafft (via Zoom) WPM Public Advisory Council (PAC): Mike Stone, Cheyenne; Sherril Bailey, Rawlins; Tim Sullivan, Laramie; Oliver Walter, Laramie; Via Zoom Video/Conference Call: Mary Guthrie, Cheyenne; Christine Hartley, Jackson; Maggi Murdock, Casper