Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting

December 14, 2024 - 10:00 am **-** WPM in Knight Hall. 12th and Ivinson, Laramie WY

I. Introductions

II. Adoption of Minutes

III. Significant Issues

+ Post-election environment for public broadcasting. Anticipating changes.
+ Anticipated budget reductions to accommodate media trends.

IV. Area Reports

General Manager

+ *Mountain West News Bureau* has new leader. Statewide reporting continues.
+ Didn't receive engineering grant. WY PBS was awarded one for Snow King site which will helps us.
+ Alec Schaffer, Kamila Kudelska, Ben Slater won honors. Expanding internship program.
+ Tightening budget, reapplying for engineering grant, hired new business manager.

Financial Department

+ Now can view WPM spending immediately. *Corporation for Public Broadcasting (CPB)* audit coming up.
+ Improving procurement functions. Working with UW sponsored programs on grants.
+ Anticipating next year's cost savings. Negotiated for lower NPR fees.

Fundraising

+ Matching last year. Underwriting down. Membership moving up. Major gifts about the same.
+ *WyoGives* a success, *UW Giving* better this year with intern focus. *Retro Cocktail Hour* event success.
+ Increased digital presence, social media. Considering *Old Bill Fund Run, Lynne Simpson Women in Media.*

Engineering

+ Several updates in Rawlins, Saratoga, Pinedale, Dubois, Afton, Lingle.
+ Corrected ERP on a few sites. A few overpowered or underpowered.
+ Next summer Sand Hills, Copper Mountain upgrades. Switch needs replacing.
+ Laramie studio has new batteries for UPS (Uninterruptible power supply). Working with UW on contract.

General Programming & On-Air Operation

+ Audience higher than last fall, but less than previous years. 2000 people average at any time of day.
+ Baby Boomers listening to *NPR*, younger audience listening to music.
+ Providing more Wyoming-centric content. More local news, studio sessions. *HumaNature* partner.
+ Mark Jenkins, previously a *National Geographic* reporter, contributes to Saturday/Sunday WE.
+ Holiday programming online, virtual holiday concert with Wyoming Singer-Songwriter winner.
+ Laramie *Winter Festival* in February, might broadcast from downtown. *WhatFest* this summer.

News/Public & Cultural Affairs Department

+ WY State Government, more reporting, 2-year CPB grant. Community college events, interviewed students.
+ Election coverage almost twice what was before, because more staff and permission to use AP info.
+ Wildfires page added during summer. Fires in Sheridan biggest EAS issue in Wyoming.
+ Kamila attended conferences. Hired managing editor and new state digital reporter.
+ Social media revamped. New digital director, Cody Hume.
+ Focusing more on videos and reels. *Road to Cheyenne* collaboration with *WyoFile*.

Student Engagement

+ Tabling in UW Student Union ~ 7 times. Focusing on internship opportunities and events.
+ Coming months UW career fair, volunteer fair, *I Love WPR Month* in February

Promotions/Marketing

+ WPM Intern page has summaries of intern work for past ~ 10 years. Used for *WyoGives* day,
+ Metrics – Most have gone up; newsletters, podcast downloads look good. Streaming metrics down.

V. New Business

+ PAC members urged to suggest new members. Bliss Bonner from Cody/Laramie newest member.
+ Scheduled PAC meetings for June 14, 2025 and December 13, 2025.
+Review of UW guidelines and protocols that impede WPM's FCC and broadcast requirements.

VI. Adjournment – Maggi Murdock adjourned the meeting shortly after noon.

Attending: WPM Staff: Christina Kuzmych, Diana Denison, Grady Kirkpatrick, Alec Schaffer, Ry Woody, Erik Zafft; WPM Public Advisory Council (PAC): Kathleen Bertoncelj, Dennis Cook, Mike Stone, Tim Sullivan, Oliver Walter, Via Zoom Video/Conference Call: Maggi Murdock (Chair), Chris Hartley, Janna Rankin, Roz Schliske