Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
June 25, 2022 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

I. Introductions and **II. Adoption of Minutes**
III. Significant Issues
+New VP Office of Research & Economic Development (ORED) Parag Chitnis
+WPM replaced 5 reporters, one membership associate, and several part-time positions
+Review of WPM accounting procedures in progress by Advocacy Committee
IV. Area Reports
General Manager
+National/Regional–PPP loan repaid through Community bank in Durango, Colorado.
+CPB public broadcasting likely two-year funding decision
+Industry data continued softening in radio listening coupled with increases in digital
+CPB/FEMA Next Generation Warning System (NGWS) funded. $40 million radio. Homeland Security.
+New NPR Network initiative: new digital audiences, and to grow diversified audiences.
+State–No direct cuts to WPM state block grant appropriation. 2011 to now fell from approximately 900K to 760K.
+Local–Staff will receive pay increases effective July 1. First in several years.
+WPM operational staffing changes. Membership Department & Digital Director.
Fundraising
+Individual giving stabilized. Projection below goal. COVID checks last year, this month year-end one-day drive.
+Corporate (underwriting) contracts close to goal.
Cultural Affairs
+Podcasts: *The Modern West* , *HumaNature* , and *Open Spaces*. Mountain Time Podcast Hour airs Fridays.
+Podcasts delivered base funding in the last fiscal year. Approximately 40K
+*HumaNature* part-time producer, host
+WPM short-form radio minutes are continuing. *Community Minute, Archives of the Air*
+Podcast *Kids Ask Why?* is on hold pending new directions with the Buffalo Bill Center of the West.
General Programming
+Nielsen radio tracking number overall lower. Due to post-pandemic listener changes, alternative listening devices
+The *Munk Debates* ended, looking at *Intelligence Squared,* from WNYC
+WPM broadcast live first day of the house Committee Jan 6 hearings. Subsequent hearings offered online video
+Summer music festivals: Snow King event, Ten Sleep No Woodstock, Frontier Days,
Engineering/Tech
+A number of sites that are in the pipeline for improvements including Jackson Snow King location
+The FCC NCE license application has been successful. Alta is the first to be implemented.
+Engineering is advertising for a full-time engineer.
News
+Three Murrow awards, and 4 first-place awards in 4 categories from the Public Media Journalists Association.
+The News Department has been totally "remodeled!" Six new reporters replaced six reporters who left.
+House debate June 30th. WY PBS video, aired on WPM. WPM Bob Beck panelist. Working on other races.
+Facebook live event on Monday, June 29–focus is on Wild horses. Cailyn Tan will moderate.
+Planning live call-in as part of *Open Spaces* in July.
Promotions/Marketing
+Variety of promotional approaches. *Modern West* national audience, *Wyoming Sounds* concert on Facebook
+Table tent, bookmark for digital audience.
V. New Business and Discussion
+Current PAC members retained for another year, discussed recruiting additional PAC members
+Next PAC meeting scheduled for Saturday, December 17, 2022.
VI. Adjournment – Mike Stone adjourned shortly before noon

Attending: WPM Staff: Christina Kuzmych, Bob Beck, Grady Kirkpatrick
WPM Public Advisory Council (PAC): Mike Stone, Cheyenne: Sherril Bailey, Rawlins; Oliver Walter, Laramie;
Via Zoom: Bill Voigt, Laramie