Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting

June 15, 2024 - 10:00 am - WPM in Knight Hall. 12th and Ivinson, Laramie WY

I. Introductions
II. Adoption of Minutes
III. Significant Issues
+ National revenue environment for public broadcasting
+ Hiring new WPM Business Manager

IV. Area Reports
General Manager
+ Did not receive CPB/FEMA technical grant. New application in progress
+ New CEO at NPR, Katherine Maher had a bumpy initiation. Uri Berliner article
+ Christina's Washington DC trip in early June, NPR planning

Fundraising
+ Major gifts and membership revenues similar to last year; bump in Spring drive
+ Corporate revenue down; post-pandemic funds have run out for some stations
+ America Amplified program funding

Financial Department
+ New Business Manager will get training in CPB practices and protocols and UW WyoCloud
+ Hired an accounting associate from UW FAST (Financial Affairs Support Team) until October
+ Reinstated Fiscal Overview Committee: Maggi Murdock, Mike Stone

Engineering
+ Department reorganization working well. Blend terrestrial and digital, Jacob Hoffman new hire
+ Implemented a standard engineering protocol to monitor daily status of all 46 sites
+ Construction – Rawlins is getting power upgrade, Pinedale, 2nd station. Dubois build-out in July

News/Public & Cultural Affairs Department
+ Securely staffed. Hired Hanna Merzbach as Mountain West News Bureau reporter
+ Awards: Regional Murrows, PMJA. 2 State Government reporters, David Dudley, Chris Clements
+ Wyoming State Government Reporting Grant. Streamlining podcast process

General Programming & On-Air Operation
+ CUME gone down. Reflects overall national trend. But digital audience went up
+ More local news in *Morning Edition* and *All Things Considered* time slots
+ More live band broadcasts on *Wyoming Sounds. Retro Cocktail Hour* events coming up

Student Engagement
+ How to gain a new audience. Students and younger generation key listeners. UW Tabling
+ UW Orientation package for 1400 students, freshmen. Activities for students across state.

Promotions/Marketing
+ Free options, community outreach. Switching from $500 newspaper ads to $25 social media ads
+ Expanding photo contest with traveling exhibit. April opening reception in Laramie

V. New Business
+ New Officers: Maggi Murdock new chair, Oliver Walter new vice-chair
+ Scheduled PAC Winter meeting for December 14, 2024

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

Attending: WPM Staff: Christina Kuzmych, Diana Denison, Reid Fletcher, Jacob Hoffmann, Ry Woody, Erik Zafft; WPM Public Advisory Council (PAC): Mike Stone, Kathleen Bertoncelj, Dennis Cook, Roz Schliske, Tim Sullivan, Oliver Walter, Via Zoom Video/Conference Call: Mary Guthrie, Maggi Murdock, Janna Rankin, Roz Schliske