Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
December 11, 2021 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

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

III. Significant Issues
+Filling positions
+Pandemic related work issues
+FCC Non-Commercial Applications

IV. Area Reports
General Manager
+National/Regional – Applied for 364 K in second PPP round. Awaiting approval of forgiveness.
+New *Mountain West* Bureau Chief. Hiring WPR *Mountain West* reporter to replace Maggie Mullen.
+State – Received CPB $20K grant for COVID coverage to address Wyoming's vaccination rate.
+Local – Hired full-time engineer, Alec Schaffer. Plan to hire *Morning Edition* part-time host.
Fundraising
+Most areas below targets, except designated projects.
+Shorter membership drives brought in less than 10-day drive. Expanded year-end.
Cultural Affairs
+Podcasts: *The Modern West* , *HumaNature* , audience comes from outside state.
+Looking for podcast contribution strategies and underwriting. Web tile or pre-roll/mid-roll available.
+Other Podcasts: *Kids Ask Why?,* in partnership with *Center of the West.* The *Carbon Valley* series ended
General Programming
+Radio listenership down. Audience listening online or smart device.
+Considering guest DJ sessions. Seeking hosts for *Wyoming Sounds* off site
+News folks hosting from across state, Hugh Cook in Gillette. Cailyn Tan, Pinedale.
Engineering/Tech
+Working to improve sites.
+Jackson – Move from tower long process. Working with BLM.
+Laramie – UW allowed EMF on Pilot Hill location, another station wished to broadcast from site
+Submitted 10 FCC new frequency filings. Possibility of new signals.
News
+Shortage of reporters, hiring in progress. Overall national shortage.
+COVID–19 educational effort. Successful on air, outreach funded by CPB Grant
+Wyoming's economy – Ask community members what they think about the economy. Storer grant.
+Hiring part-time staff to replace fulltime. Partnerships with stations. (Jackson, *Mountain West*)
Promotions/Marketing
+COVID silver linings – virtual discussions (*Engaging Wyoming*)
+Advertisement Trade-outs - *High Country News*

V. New Business and Discussion
+Advocacy Committee meeting - Maggie, Tim, Mike, Sherril. Check on Friday, January 21, 2022.
+Review network fiscal operation.
+Next PAC meeting scheduled for Saturday, June 18, 2022. Tentative winter meeting: December 10, 2022.

VI. Adjournment – Mike Stone adjourned shortly before noon

Attending: WPM Staff: Christina Kuzmych, Diana Denison, Alec Schaffer;
WPM Public Advisory Council (PAC): Tim Sullivan, Laramie; Oliver Walter, Laramie;
Via Zoom: Mike Stone (Chairman), Dennis Cook, Laramie; Mary Guthrie, Cheyenne; Chris Hartley, Teton Village; Maggie Murdock, Casper; Bill Voigt, Laramie