# Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting

June 14, 2025 - 10:00 am **-** WPM in Knight Hall. 12th and Ivinson, Laramie WY

**I. Introductions**

**II. Adoption of Minutes**

**III. Significant Issues**

+ President Trump's rescission, passed in the House, WPM planning budget cuts we may encounter.

**IV. Area Reports**

**A. General Manager**

+ Pres. Trump issued rescission to Congress to cut $9 bil. between public broadcasting and international aid.
+ FEMA activity. Defunding pub broadcasting issue in Congress for decades. First time it went this far.
+ FCC looking into 'illegal language,' sent notice to 13 stations and NPR to address underwriting.
+ CPB vs Trump. President attempted firing of 3 board members. Judge Moss ruling helps CPB.
+ NPR vs Trump. 1st amendment issue lawsuit. Decision pending. PBS also sued.
+ *Mountain West* collaboration with NPR moving into MOU phase.

**B. Financial Department**

+ Working on all protocols. Great improvements in WPM accounting system. Streamlined. Working with UW.
+ WPM appreciated being included in search for the next UW audit firm. Still in progress.

**C. Fundraising**

+ Underwriting, corporate development department kept up with last year. Membership up in Spring Drive.
+ International Women's Day combined with Lynne Simpson's Women in Media, with a challenge grant.
+ I Love WPR campaign brought in many new testimonials. Upcoming June Year-end fund drive.
+ WyoGives this year. Messaging: Please support all entrants

**D. Engineering**

+ Several upgrades: in Rawlins, Kemmerer, Pinedale, Pilot Hill, Casper, and Lingle.
+ Station studio repairs: UPS, new batteries. Planning to install new switch pending funding.
+ Waiting on funding to upgrade satellite backup system in addition to internet backup.
+ Next summer Sand Hills, Copper Mountain upgrades. + Laramie studio has new batteries for UPS (Uninterruptible power supply). Working with UW on contract.

**E. News**

+ Hired full-time digital manager with grant moneys. Helped with legislative coverage posts.
+ Social media had increased audience. Jordan Uplinger's reel views increased significantly.
+ University of Wyoming sent press release announcing Regional Murrow awards.
+ Caitlin Tan and Ivy Engel attended news conferences.

**F. General Programming & On-Air Operation**

+ Nielsen Audience numbers improving methodologies. Spring 2024 went up. WPM combines with streaming.
+ More local news. Podcast partner *Beyond the Range*. New podcast, Mark Jenkins' *Going to Extremes*.
+ Grady is producing new series, *Western Tales and Poetry*. Broadcasting Grand Teton Music Festival.

**G. Student Engagement**

+ Erik Zafft, who moved to Colorado for full-time job!

**H. Promotions/Marketing**

+ Reels increased. Added Social Media to newsletters.
+ Wyoming 250 Project. Considering grant proposal. Photo Exhibits across the state.

**V. New Business**

**+** Maggi Murdock will send letter from PAC to Senators Barrasso and Lummis urging no rescission.
+ PAC members urged to suggest new members for PAC.
+ Scheduled PAC meetings for December 13, 2025 and June 20, 2026.
+ 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 (GM), Diana Denison, Jacob Hoffmann, Ry Woody;
WPM Public Advisory Council (PAC): Kathleen Bertoncelj, Denise Burke, Rosalind Schliske, Mike Stone, Oliver Walter, Via Zoom Video/Conference Call: Maggi Murdock (Chair), Bliss Bonner, Pete Jorgensen, Janna Rankin