Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting

December 13, 2025 - 10:00 am **-** WPM in Knight Hall. 12th and Ivinson, Laramie WY

I. Introductions

II. Adoption of Minutes

III. Significant Issues

+ 1st amendment issues are listed at wyomingpublicmedia.org via GM report tab.
+ Nationally, most stations are still operating. ~ 10 relinquished or merged.

IV. Area Reports

A. General Manager

+ Interconnection lawsuit resolution, music rights settled.
+ Regional – Mountain West News Bureau awarded $500,000 for another 2 years. State Gov grant paid out.
+ Monitoring fundraising, Wyoming legislature.

B. Fundraising

+ Same staff raising more money. Exception underwriting. Industry-wide challenge.
+ Cross-training. All staff can do all tasks. Spring drive support took off. Auxiliary campaigns doing well.
+ Over 800 new members. Sending them thank you letters.

C. Engineering

+ Last summer completed last build out. 2 in Kemmerer,
+ Partnering with WY PBS on Snow King site in Jackson.
+ Assuring all sites are meeting FCC requirements. Brought Cody site up to power. Will bring Sand Hills up.
+ Wheatland site decommissioned. Intend to build out. Adding Jazz signal in Rock Springs.
+ Copper Mountain, repair and new directional antenna this summer. Small staff. Excellent performance.

D. General Programming & On-Air Operation

+ Nielsen Audience numbers at 35,700. Higher than fall. Average for last 5 surveys. 37,000.
+ Streaming very good. Quarter April – June 60,000 individual stream sessions. Good numbers.
+ Local content added to Morning Edition and All Things Considered.
+ Holiday program posted online, including Cheyenne Symphony Orchestra. Metropolitan Opera airing.
+ Podcasts: *Modern West* latest season about surviving the high cost of housing. *HumaNature* continuing.
+ Events: *Frontier Days, What Fest, Singer Songwriter Competition*, broadcast live from Holiday Market.
+ Music rights covered through September 2027. Do have to register through *Sound Exchange.*

E. News

+ Focusing on local news in newsroom. Making sure they're not producing biased stories and include all sides.
+ Engaging in the community to hear what listeners want, and to gain new audiences.
+ Changing strategy to get story on web first. Most people looking for information online. Then air.
+ New digital reporter, Jordan Uplinger, has posted several good reels, has a large following.
+ Reached out to local news outlets to share material and bring on local reporters to focus on issues.
+ Last summer, reporters held *Coffee and Conversations* around the state.

F. Financial Department

+ Working with UW financial and sponsored programs offices to streamline projects.
+ No longer part-time support. Tasks taken over by business manager, development. No longer CPB reports.
+Need to review UW procurement and contracts procedures to reduce wait time for listeners.

G. Promotions/Marketing

+ Metrics show increase in viewers, newsletter opens, social media followers.
+ News reels very popular on social media. By Jordan Uplinger and other reporters. Include in newsletters.
+ *Wyoming Sounds* recorded interviews and concerts posted. Thousands of views on Facebook.
+ Received Wyoming State Parks & Cultural Resources America 250 grant for Photo Exhibits.
+ Receive fewer calls with complaints about bias than 4 or 5 years ago.

V. New Business

+ Address bias, listen to other news outlets.
+ PAC members and staff asked to suggest new members for PAC.
+ Scheduled next PAC meeting for June 20, 2026.

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

Attending: WPM Staff: Christina Kuzmych, Diana Denison, Grady Kirkpatrick, Alec Schaffer, Ry Woody; WPM Public Advisory Council (PAC): Kathleen Bertoncelj, Dennis Cook, Mike Stone, Tim Sullivan, Oliver Walter, Via Zoom: Maggi Murdock (Chair), Bliss Bonner, Denise Burke, Christina Hartley, Janna Rankin, Rosalind Schliske