Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
June 19, 2021 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

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

III. Significant Issues
+Pandemic related Federal money
+Filling vacant positions
+VP Synakowski leaving, new UW contact/representative

IV. Area Reports
General Manager
+National/Regional – Recruiting Mountain West Bureau Managing Editor
+State – Possibility of signal expansion
+Local – Open positions in engineering, news

Fundraising
+Membership surpassed goals despite COVID
+Underwriting under target. Contracted, not collected. New podcast sponsorship.
+Designated projects lagging (regional reporters). Two outstanding grants
+Accounting challenges with university's WyoCloud.

General Programming
+Radio listenership down. More digital listeners.
+*Retro Cocktail Hour* popular
Cultural Productions and Podcasts
+Podcasts: *The Modern West* , *HumaNature* , *Carbon Valley* doing well.
+Community & Culture: *Community Minute* & *Archives on the Air*
News
+Spotlight on Rep. Liz Cheney and Trump support stories
+Involvement with University of Wyoming "Grand Challenges"
+Vacant positions: Savannah Maher, Wind River Reporter, Naina Rao, *Morning Edition* host/reporter.

Engineering/Tech
+*Morning Edition* hosted remotely. New off campus equipment.
+Jackson site delays. Discussions with Forest Service.
+Saratoga site moving forward
+FCC renewal filings. Possibility of new signals.

Promotions/Marketing
+Community Events - Virtual events with musicians and news forums.
+Advertisement Trade-outs - *High Country News* ads & billboard partnership with *Serve Wyoming*

V. New Business and Discussion
+Request for advice on station and meetings
+Next meeting scheduled for November 13, 2021

VI. Adjournment – Mike Stone adjourned shortly before noon

Attending: WPM Staff: Christina Kuzmych, Paul Montoya, Diana Denison;
WPM Public Advisory Council (PAC): Mike Stone (Chairman), Cheyenne; Tim Sullivan, Laramie;
Via Zoom: Chris Hartley, Jackson; Larry Knopp, Laramie; Maggie Murdock, Casper, Bill Voigt, Laramie