Wyoming Public Media Statewide Public Advisory Council (PAC) Meeting
June 13, 2020 10:00 am - WPM in Knight Hall, 12th and Ivinson, Laramie, WY

I. Introductions and **II. Adoption of Minutes**
III. Significant Issues
+New UW accounting firm, audit costs doubled.
+American Towers lease issue.
+Covid-related operation

IV. Area Reports
General Manager
+National – COVID-19 – WPM Allocated $112,000 for CARES Act to address unexpected costs.
+State – Rawlins, Saratoga, Elk Mountain updates. Casper - evaluated price of signals.
+Local – New UW President Ed Seidel, hiring freeze in effect. $30+ million to be cut over next 2 years.
WPM Hired reporter Naina Rao, now hosts *All Things Considered. Morning Edition* eventually.
+New WPM Equality website. Addresses current inequity-based activity locally/nationally.
Engineering/Tech
+Rawlins – FCC permit to increase from 3,000–9,000 Watts. Sheridan & Douglas – sites complete
+Jackson – New site permission, requesting 80 ft tower, Forest Service doing environmental study.
+Cody – Reduce cost of 2 sites, Satellite link for Wyoming Sounds. Evanston – Upgrade.
+Equipment for reporters & hosts working remotely. Additional costs associated with COVID.
+Power outage during storm, backup generator kept WPR, Wyoming Sounds on air.
Fundraising
+Fundraising anticipated on target in Membership/Major Gifts. Membership goal $60 for June mini drive.
+Corporate lagging a bit; national trends show 30% under expectations due to COVID.
Cultural Productions and Podcasts
+*The Modern West* podcast part of national Catapult program. Includes Boston-based training. Funded.
+Murrow Award for *Modern West*. First WPM podcast that got Murrow.
+New Programs – Kamila Kudelska's Kid's Podcast, Legal Minute with Corthell & King and Marylin Burman in honor of John Burman. In preliminary stages.
General Programming
+Listener surveys: Following national trend since COVID, large audience spike, but average ¼ hour is down. Partly because nationally we lost the urban market drive times in morning an evening.
+Programming changes – MOTH, Commonwealth Club (added 7 pm on Sunday). Fresh Air up in the air.
News
+Six Regional Murrow Awards. WPM Record.
+COVID – News working remotely. Follows on-going initiative to base reporters throughout Wyoming.
Promotions/Marketing
+Outreach – Holiday Open House, Giving Tuesday, Community Minute. Cheyenne Arts Reception Feb 11
+Newsletters & Press Releases on Web – shared with group
Recommendations to Management (some residual from Nov. meeting)
+Pursue and conclude with WPM the issue of unexplained and excessive increase in Audit costs.
+Get clear understanding of the Snow King improperly terminated contract by UW.
+Continue pursuing Casper options for extended service.
+Schedule introductory meeting with UW President Seidel for GM and PAC Advocacy Committee.

V. New Business and Discussion Next meeting scheduled for November 14, 2020.

VI. Adjournment – Mike Stone adjourned shortly before noon
Attending: WPM Staff: Christina Kuzmych, Paul Montoya, Diana Denison;
WPM Public Advisory Council (PAC): Shirley Kingston, Laramie; Tim Sullivan, Laramie; Via Zoom Video: Mike Stone (Chairman), Cheyenne; Mary Guthrie, Cheyenne; David Hardie, Jackson; Pete Jorgensen, Jackson; Larry Knopp, Laramie; Maggie Murdock, Casper, Oliver Walter, Laramie