



WYOMING PUBLIC MEDIA

WE CONNECT WYOMING



WYOMING PUBLIC MEDIA BRINGS THE MAGIC OF RADIO TO THE LISTENERS

Photo: Cheryl Elliott Title: Flower Season Category: Wyoming Seasons

When our listeners adjust the dial to one of Wyoming Public Media's 46 frequencies across the state, they know they'll be connecting to the news, cultural stories, and music they've come to rely on.

But don't ever take the magic for granted - our engineers work tirelessly to make sure our statewide network is running smoothly so our listeners never miss a minute.

60,000

listeners across our listening area

Cover Photo: Photographer: Elliot Gilfix, Title: Snow falling during the month of June, Category: Wyoming's Seasons

90,000+

square miles of broadcast reach

6,500

WPM members and growing

3

horses - plus a specially-outfitted Polaris vehicle, skis, a Sno-Cat, a chair lift, and some good old-fashioned hiking boots ready for our engineers to keep WPM's transmitters up and running

Source: Kantar, NPR State of Sponsorship Survey, June 2023

Influential

The public radio audience is composed of leaders in the workplace, whether in the private or public sector or their own entrepreneurial ventures.

- 92% more likely to work in top management
- 41% more likely to be C-suite
- 212% more likely to have something they wrote published

Cultured

The public radio audience seeks out cultural experiences.

- 102% more likely to have attended an art gallery or show in the past year
- 107% more likely to have visited a museum in the past year
- 65% more likely to read books 2+ times a week

Engaged

The public radio audience strives to make a difference in their communities through activism, education, and support of charitable organizations.

- 171% more likely to have contacted a politician at the state, local, or national level
- 191% more likely to have served on a committee for a local organization
- 55% more likely to have volunteered for a charitable organization

Conscientious

The public radio audience values quality and trusted brands, they're environmentally conscious, and are thoughtful about their purchases.

- 50% more likely to purchase food labeled as natural or organic
- 317% more likely to participate in environmental groups or causes
- 149% more likely to make financial contributions to arts, cultural, or environmental organizations

Adventurous

The public radio audience enjoys traveling and learning about new places and cultures.

- 59% agree travel is one of their passions
- 58% more likely to visit cultural/historical sites while traveling internationally
- 48% more likely to have gone backpacking in the last year

Tech-Savvy

The public radio audience appreciates the value technology adds to their life and they're enthusiastic about new developments and advancements like voice activation.

- 67% try to keep up with developments in technology
- 60% more likely to work in a technology-related role
- 78% do as much research as possible before buying electronics

WYOMING PUBLIC MEDIA ATTRACTS THE CURIOUS AUDIENCE



WYOMING PUBLIC RADIO/MEDIA GOES BACK A LONG TIME...

(1) KFBU airs Wyoming's 1st Broadcast

KFBU Broadcasts A Sermon From St. Matthews Cathedral



(2) KFBU Studio in St. Matthews Cathedral

KFBU Radio Station - Wyoming Public Radio's Predecessor. KFBU donates equipment to UW.



(3) Donated Radio Board

Jack Rosenthal, KTWO; John Fey, UW President; John McMullen, Dir. Broadcasting



(4) Signing first KUWR application

Dave Mullen, UW Student Senator, John McMullen, Dir. Broadcasting, Dave Mishall, Station Manager, and Dr. John Fey, UW President



(5) KUWR FM Regional Coverage



KUWR FM Regional Coverage Location

(6) UW Trustees vote on campus radio



(7) KUWR Opening Day



John McMullen, Ken Haines, & Dave Minshall

(8) KUWR Starts 5th Year



Three women become "Den Pals" for KUWR show host W.J. Schroer.

(9) KUWR Broadcast



KUWR broadcast from UW Student Union.

(10) KUWR moves to Knight Hall



Campus Pulse Newspaper announces KUWR's move to Knight Hall and increase in power to 50,000 Watts.

**(11) WPR starts airing
All Things Considered**



**(14) On the rise
to a Statewide
Network**



Translator Stations
in Casper and
Aspen, CO rebroad-
cast KUWR
programs.

**(15) KUWR becomes
Wyoming Public
Radio**



**(18) Classical and
Jazz Wyoming
begin airing**



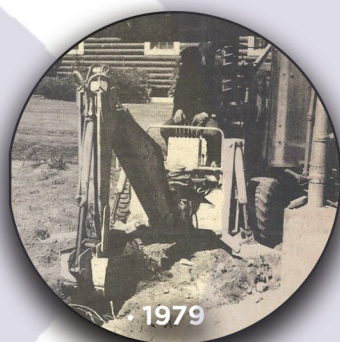
**(19) Open Spaces
Podcast Created**



**(20) Launch of
"The Modern
West" Podcast
Produced by
WPM**



**(12) KUWR Set
for Satellite
Network**



**(13) WPM starts
airing Morning
Edition**



**(16) Wyoming Public Radio
becomes Wyoming Public
Media in 2011**



**(21) WPR
Expands signal**

Engineers continue
upgrading the way
we listen to
Wyoming Public
Radio. 2016

KAIW/Saratoga 88.9
was moved to Elk
Mountain in 2017 to
expand signal.

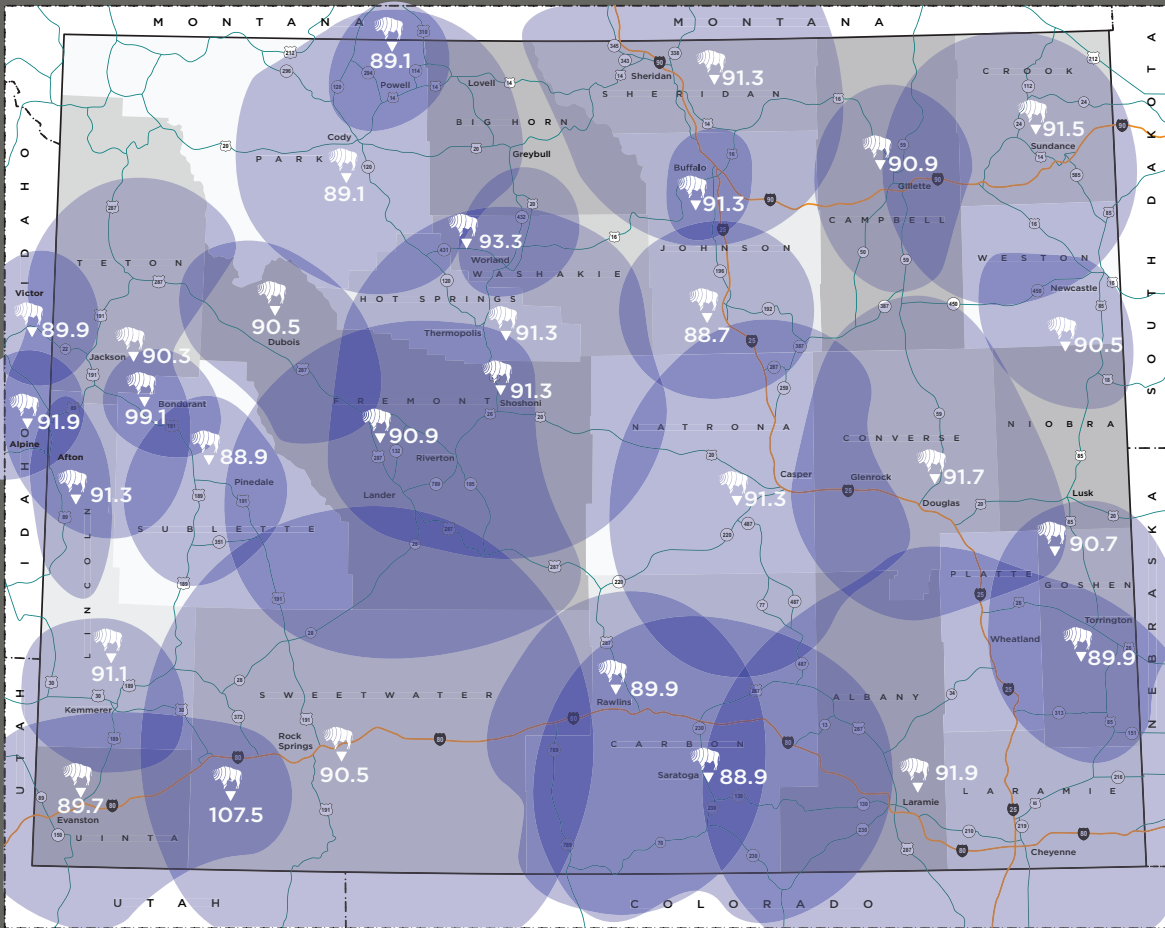


**(17) WPR
Adds a Website**



More info:
www.wyomingpublicmedia.org/50-years-of-wyoming-public-radio

Today Wyoming Public Media covers all of Wyoming and beyond



Afton	91.3	Fort Washakie	90.9	Powell	89.1
Alta/Driggs	89.9	Gillette	90.9	Rawlins	89.9
Alpine	91.9	Green River	90.5	Riverton	90.5
Buffalo	91.3	Jackson	90.3	Rock Springs	90.5
Bondurant	99.1	Kaycee	88.7	Saratoga	88.9
Casper	91.3	Kemmerer	91.1	Sheridan	91.3
Cheyenne	91.9	Lander	90.9/90.5	Sundance	91.5
Cody	89.1	Laramie	91.9	Thermopolis	91.3
Douglas	91.7	Lusk	90.7	Torrington	89.9
Dubois	90.5	Mountain View/Ft.Bridger	107.5	Worland	93.3
Evanton	89.7	Newcastle	90.5		



- **Broadcasting from 30 sites and 52 signals we have Wyoming covered.**
- **Streaming and smart listening devices extend our reach to global audiences**

1,878,662

(Jan 1, 2024 - Dec 31, 2024) pageviews
on [wyomingpublicmedia.org](https://www.wyomingpublicmedia.org)

12,500+

Facebook followers

156,555

average number of page views per month
(Jan 1, 2024 - Dec 31, 2024):
on [wyomingpublicmedia.org](https://www.wyomingpublicmedia.org)

8,200+

X followers

65,898

average number of first-time users per month
on [wyomingpublicmedia.org](https://www.wyomingpublicmedia.org)

9,100+

Instagram followers

74,220

average number of podcasts downloads
per quarter

24/7

hours a day + days a week Wyoming Public
Media is available to listeners on air,
online and in app

Wyoming Public Media understands its listeners don't just listen to radio in the 21st century. We're committed to providing a variety of ways to listen to, interact with, and just plain enjoy the rich content we provide each and every day.



WYOMING PUBLIC MEDIA IS ONLY A CLICK AWAY



WYOMING PUBLIC RADIO BELIEVES IN SUBSTANCE OVER SOUND BITES

WPR News Staff 2024 - (Back row left to right) Hannah Habermann, Kamila Kudelska, Melodie Edwards, Jordan Uplinger, Chris Clements (Front row) Hanna Merzbach, Caitlin Tan, Ivy Engel, Jeff Victor, Olivia Weitz, and Nicky Ouellet.

Wyoming Public Media Honors Include:

- Wyoming Public Media is pleased to announce the statewide network has won several awards for reporting during 2023. Wyoming Public Media won four regional Edward R. Murrow awards in the "Feature Reporting" and "Hard News" categories as well as the "News Documentary" and "Sports Reporting" categories.
- The Murrow Award is granted by the Radio Television Digital News Association, honoring outstanding achievements in electronic journalism with the Edward R. Murrow Awards since 1971. Award recipients demonstrate the spirit of excellence that Murrow set as a standard for the profession of broadcast and digital journalism. They are considered among the most prestigious awards in broadcast and digital news.
- Rematriation: Mending the Hoop Part 5," won a first-place regional Murrow award in the "News Documentary" category, produced by Wyoming Public Media Senior Journalist/Producer Melodie Edwards.
- The news feature, "Stigmas are Stopping Firearm Owners from Seeking Mental Health Resources," a story produced by Kamila Kudelska, won a first-place regional Murrow award in the "Feature Reporting" category.
- Wyoming Public Media reporter Caitlin Tan's story, "As the demand for coal wanes, Carbon County sets its sights on a renewable energy project," won a first-place regional Murrow award in the "Feature Reporting" category.
- WPM's Tribal/Rural Reporter Hannah Habermann's story, "An all-women's climb of the Grand Teton celebrates the first female ascent of the peak 100 years ago," won a first-place regional Murrow award in the "Sports Reporting" category.
- Wyoming Public Media also won three Public Media Journalist Association (PMJA) awards this year:
 - In the "Narrative/Produced Podcast - Division B" category, "The Witness Trees: Mending the Hoop Part 1," Edwards was given a first-place PMJA award. This episode was part of The Modern West series, produced by Melodie
 - Caitlin Tan's feature story, "Invasive mudsnails are creeping into Wyoming. A snorkeler recently discovered them in Albany County," won a second-place PMJA award in the "Climate/Environment Feature - Division B" category.
 - And finally, The Modern West Podcast episode, "Land Back: Mending the Hoop Part 7," won a second-place PMJA award in the "Documentary - Division B" category.
- Earlier this year, Wyoming Public Media reporters won a total of five Top of the Rockies Excellence in Journalism Awards from the Colorado Professional Chapter of the Society of Professional Journalists. The three first-place awards were:
 - The Modern West Podcast: The Great Burn Scar – Episode 1, which was granted a first-place award from the Society of Professional Journalists in the "Podcast" category. The Modern West podcast series receiving acclaim, The Burn Scar, is a tender yet carefully investigated podcast of one family, one fire, and the hard choices people are making in the wake of increasing natural disasters."
 - Caitlin Tan's feature, "Local businesses prep for an influx of nuclear workers in Kemmerer" won a first-place award from the Society of Professional Journalists in the "Business Feature" category.
 - Hannah Habermann's account of "An all-women's climb of the Grand Teton celebrates the first female ascent of the peak 100 years ago," won a first-place Top of the Rockies award in the "Sports Feature" category.

jazz
classical
soul
roots
bluegrass
live-in-studio
blues
alternative

No matter your musical taste, we have you covered.

From our 24-hour jazz and classical services, to our popular Wyoming Sounds with great music on the western edge, Wyoming Public Radio presents an eclectic mix of music. With a wide array of musical formats from Wyoming, the Mountain West region, the national music scene, and from around the world, Wyoming Public Radio programs are heard statewide and beyond.

Our passionate listeners connect through live events and every time they turn on the radio or streaming service.



WPM ISN'T ONLY MEDIA, WE'RE ALL ABOUT EVENTS...



Grand Teton Music Festival July 4, 2021



WhatWest with J. Shogren Shanhai'd in Saratoga, WY - 2022



Live broadcast from Melvin Brewing in Alpine, WY - July 3, 2024



Live Retro Cocktail Hour from Elk Lodge in Jackson, WY - August 15th, 2024



Find live music on WYOMING SOUNDS - Monday - Friday, 9:00 AM - Noon on Wyoming Public Radio. Streaming 24/7 online and select frequencies! Tune in 24/7 for an eclectic mix of music new and old, interviews, and live performances. Find out how to listen wherever you are.



...AND WE OFFER PUBLIC SERVICE



Photographer: Danielle Kemper Title: Moving the herd Category: Wyoming's nature

GIVING TUESDAY



JOIN US TO BUILD A BETTER WYOMING.

Wyoming Public Media program recognizes charities and organizations making a difference in communities across our great state!

COMMUNITY CALENDAR

MAR 02
SUNDAY

Live Music: Classical, Live Music: All

FREE Chamber Concert - Jackson

Presbyterian Church of Jackson Hole

FREE

04:00 PM - 05:30 PM on Sun, 2 Mar 2025

Wyoming Public Media provides free advertizing for state-wide events on our website.

WPM NEWS INTERNSHIPS



Ivy Engel and News Staff tour Wyoming Community Colleges hosting student events.



Students from the Montessori school tour the Wyoming Public Media station on the University of Wyoming Campus.



WPM PHOTO CONTEST

Fourteen framed photographs from the Wyoming Public Media Photo Contest travel to communities all around Wyoming!



Learn More

WYOMING PUBLIC MEDIA INSPIRES FUTURE GENERATIONS THROUGH INTERNSHIPS

Photographer: **Dana Gage** Title: **Medicine Bow Peak Sunset** Category: **Wyomings Nature**



AMELIA GATTERMAN
News Intern

Amelia is a sophomore at the University of Wyoming and is on the cheer team at UW. She is a double major in Marketing and Journalism. Her hometown is Albuquerque, New Mexico. Amelia loves sports and all things related, so her dream career is to be either a sports journalist or run a team's social media accounts.



CORWIN SCHLUMP
News Intern

Corwin Schlump is a political science senior at the University of Wyoming. He grew up in the Midwest, traveled up and down the East Coast of the USA, and has lived in Laramie for the last 10 years. Corwin has always enjoyed news and politics and has participated in study abroad programs in Palestine and Israel.



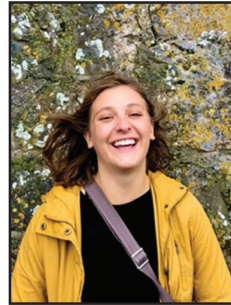
INDIRA KHERA
News Intern

Indi Khera is currently pursuing her MFA at The University of Wyoming. She worked previously as both a Metro Reporter for WBEZ in Chicago and as a freelance health journalist, reporting on everything from snapping turtles to drug shortages. In her free time, Indi loves spending time outdoors.



JESSE MORRIS
News Intern

Jesse grew up in the foothills of California's Sierra Nevada's, where he spent most of his time exploring the mountains and rivers surrounding his town. He is studying geohydrology and environmental geology with a minor in journalism at the University of Wyoming. He loves bouldering at the UW climbing gym or backcountry skiing.



MCKENNA LIPSON
News Intern

McKenna's passion for good narrative stems from her work in human services. She received her B.S. in psychology from the University of Wyoming, leading her to volunteer work with Big Brothers Big Sisters and hospice, and a homeless outreach case management job in Washington state.



SUSAN IZZO
News Intern

Susan is a senior at the University of Wyoming and will be graduating with a dual degree in Journalism and Sociology. They have grown up in Laramie, Wyoming and have worked around the community as both a chef and comedian. Their love for community and culture is centered around food as a cohesive force for social differences.

INTERNS COME FROM A VARIETY OF DISCIPLINES, AND WORK ALONGSIDE OUR PROFESSIONAL STAFF AS ASSISTANTS IN THE NEWS DEPARTMENT, FUNDRAISING, TECHNOLOGY, AND ADMINISTRATION.

WYOMING PUBLIC MEDIA

WYOMING

PODCASTS ABOUT THE WEST...

Photographer: **Howie Garber** Title: **Leading Packhorses in the Tetons** Category: **Wyoming Nature**



CHEYENNE ROUNDUP

The problem solving, the power struggles and the priorities of the 68th Wyoming Legislative session.



MOUNTAIN TIME PODCAST HOUR

Episodes from an award-winning podcast team, curated for the radio



HUMANATURE

Our podcast tells real stories about human experiences in nature and the world around them.



BEYOND THE RANGE

Beyond the Range Podcast is a series dedicated to exploring the topic of economic diversification in Wyoming.



THE MODERN WEST

We're digging deep, searching out diverse perspectives that recognize not only the origin stories of this place but also its darkest days.



GOING TO EXTREMES WITH MARK JENKINS

Mark Jenkins has explored the most remote, difficult, and dangerous places on the planet.



OPEN SPACES

A WPM News Magazine A news and public affairs program about Wyoming and the Mountain West.



THE WIDE OPEN

From Montana Public Radio and the Montana Media Lab exploring the places where we come together and fall apart.

REPORTING ON ECOSYSTEMS, NATURE, ECONOMY AND INDIGENOUS ISSUES
FOR A COMPLETE LIST OF PODCAST GO TO WWW.WYOMINGPUBLICMEDIA.ORG

WPR WEEKLY SCHEDULE



Learn More

MONDAY-FRIDAY			SATURDAY	SUNDAY
12 am	BBC World Service		BBC World Service	BBC World Service
1 am				
2 am				
3 am				
4 am				
5 am	Morning Edition		Travel with Rick Steves	Commonwealth Club
6 am			Weekend Edition	Weekend Edition
7 am				
8 am				
9 am	Wyoming Sounds		Wait, Wait Don't Tell Me	TED Radio Hour
10 am				
11 am			BuffaloGrass	The Splendid Table
Noon				
1 pm			Highway 287 Ramble	Radiolab
2 pm	BBC Newshour		American Routes	Moth Radio Hour
3 pm	(M-TH) Fresh Air	(Friday) Open Spaces		A Way with Words
4 pm	All Things Considered		This American Life	Wait, Wait Don't Tell Me
5 pm			All Things Considered	
6 pm				
7 pm	(M-T) BBC The Newsroom (Wed) Open to Debate (TH-F) BBC The Newsroom (TH) The Middle		Commonwealth Club	
8 pm	Classical Wyoming		Jazz Wyoming	
9 pm				
10 pm				
11 pm	BBC The World Today			

Photographer: **Elliot Gilfix** Title: **Bog Laurel at String Lake in Grand Teton National Park** Category: **Wyoming's Nature**



WYOMING PUBLIC MEDIA



Wyoming News & Music



**WYOMING PUBLIC RADIO
CLASSICAL WYOMING
WYOMING SOUNDS
JAZZ WYOMING**

wyomingpublicmedia.org

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Wyoming Public Media is a statewide service of the University of Wyoming