6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please provide activities that occurred in Fiscal Year 2020. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

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1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiphazard preparedness, emergency services, community information, support, and other activities, and audiences you reached or new audiences you engaged.

Wyoming Public Media (WPM) is a statewide network with five channels: Wyoming Public Radio, Classical Wyoming, Jazz Wyoming, Wyoming Sounds, and wyomingpublicmedia.org. WPM community service goals are to 1) connect the state with informative and culturally reflective media, 2) provide emergency alerts to communities, 3) reach all Wyoming, particularly remote areas where media access is limited to just public radio, and 3) reflect Wyoming's unique position where critical global issues intersect. WPM's channels are also available for streaming and disseminate Wyoming-centric content globally. Locally, the importance of a connected media service in a state like Wyoming can't be overstated. To many residents of diverse demographics, public radio is the only connection to the state and to the world. On the local level, WPM invests heavily in Wyoming-centric programming that directly affects Wyomingites, such as energy extraction, education, rural health, professional retraining in energy sectors, diversification of local economies, population diversification, among others. WPM provides stories to national distributors that have global resonance, such as 1) extraction-related issues and their impact on the state and the world energy policies and needs, 2) natural resources and wildlife issues that speak to the state's position as the nation's oil and gas producer and the world's energy superpower, and 3) agriculture, which is the state's largest economic driver. These issues generate the highest national and global interest in Wyoming, and are part of WPM's service mission. The news bureau is staffed with 9 full-time reporters, four regional stringers, and one national stringer who covers Wyoming issues in Washington D.C. and follows the Wyoming's congressional delegation. Community needs drive the coverage, and 3 of the 9 reporters are based in communities covering the 4 sectors of the state. Issues are addressed in a variety of formats, including multiphazard preparedness reports, features, interviews, cultural sessions, social media interaction, public forums, internships, public presentations, hosted events, and statewide community visits, among others. Community input is solicited through interactive feedback on the WPM Topic of the Week online feedback tool, as well as through twitter, facebook, and other interactive tools. Audiences reached include listeners and online viewers in Wyoming, nationally, and globally. In Wyoming, this includes radio listeners who reside in the state as well as tourists traveling to the national parks that are accessible mainly by highway. Audiences can further break down to include listeners in the Wind River Indian Reservation that is served by Wyoming Public Radio signals and covered by a full-time dedicated reporter, as well as the growing Latino population in Wyoming. Nationally and globally WPM radio and digital-only programming reaches anyone who listens to radio content through streaming. Over 3
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2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you’re connected across the community and engaged with other important organizations in the area.

WPM continued to build out coverage and outreach expansion in 2019, partnering with a number of organizations in key topics. Examples are collected on the www.wyomingpublicmedia.org site under a variety of tabs. A select list of 2019 partnership initiatives included, 1) Report for America which funded a full-time reporter covering Native issues in the Wind River Reservation, 2) Mountain West News Bureau, which creates news content relevant to common issues of the American West, 3) Colorado Rivers KUNC project which focuses on water issues that affect primarily Colorado, Arizona, and Wyoming, 4) the Storer Foundation which supports WPM’s natural resources, energy, wildlife, sustainability reporting, 5) The Community Foundation of Jackson Hole which funded reporting for and by women journalists, 6) the University of Wyoming which populates the Internship program for broadcast experience and also partnered in Wyoming’s Saffage Celebrations, 7) Wyoming Superintendent of Public Instruction for information about Wyoming schools and trends in education in a rural state, 8) the Buffalo Bill Center of the West Museum in tandem with the Ha! and Naomi Tate Family Foundation which funds a full-time reporter covering the northwest part of Wyoming including the Yellowstone Park and issues such as use of guns in the American West, among others. 9) Wyoming Humanities Council which supports a number of outreach programs throughout the state, 10) Wyoming PBS through sharing of resources particularly in site development and maintenance on towers throughout the state, 11) Leadership Wyoming which provides access to Wyoming’s stakeholders and a forum in which to discuss issues that are pertinent to Wyoming, 12) Wyoming Cultural Trust Fund which supported cultural reporting on the Wind River Reservation, 13) The Governor’s Suffrage Committee which headed Wyoming’s 150th anniversary of the first women’s vote – a 2-year statewide initiative involving women, schools, civic and arts organizations, colleges, businesses, among other participants, 14) PRX Cataapult project which trains producers in podcasting techniques and contributed to WPM’s podcasts HumaNature and The Modern West, 15) Giving Tuesday project which partners with over 100 public service organizations and builds public awareness for their missions, 16) the Northeast Wyoming Reporter initiative which created a full-time position covering the northeast quadrant of Wyoming with a full-time reporter, 16) The University of Wyoming Haub School Deer 139 project in which a WPM reporter was part of the team that followed Deer 139 on its migration course to study migration patterns, 17) the Nieman Foundation for Journalism at Harvard Fellow – Abrahms Nieman Fellow – which supported a fellowship for a WPM reporter to study juvenile justice system in Wyoming – one of three states that cut out the Juvenile Justice and Delinquency Prevention Act, 18) a Wyoming Game and Fish program which places the General Manager and other WPM professionals at locations throughout Wyoming to listen to public comments, 19) expansion of The Modern West podcast to join the ongoing successful HumaNature podcast which both highlight Wyoming and American West perspectives and culture, 20) beta-testing the Wyoming Community Minute which focuses on the work of independent public service entities in Wyoming and build awareness for their work, 21) Wyoming DEP for the production of a feature about long term health solutions in Wyoming. Select partner and collaborating organizations in the area of natural resources alone. Corporation for Public Broadcasting (CPB) National Public Radio Wyoming Public Television Wyofile Harvest Public Media Rocky Mountain PBS KUNC Public Radio (Colorado) North Dakota Public Broadcasting Boise Public Radio Yellowstone Public Radio UW’s Ruckelshaus Institute, School of Energy Resources and Law School Wyoming Department of Environmental Quality Wyoming Oil and Gas Conservation Commission Wyoming Outdoor Council Powder River Basin Resource Council Petroleum Association of Wyoming University of Wyoming School of Energy Resources Wyoming State Geological Survey University of Wyoming Center for Energy Economics and Public Policy Wyoming Workforce Services (Department of Occupational Safety and Health) Wyoming Stock Growers Association Wyoming Governor’s Office Leadership Wyoming League of Women Voters Leap Into Leadership Wyoming Business Alliance Buffalo Bill Center of the West Northwest College Teton County Public Library Jackson Hole Wildlife Museum

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3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

WPM measures impact in two areas: 1) anecdotal communication through phone, letter, e-mail, social, and 2) quantifiable metrics. For the purposes of the report, anecdotal communication centers on only select initiatives listed in Question No. 2 above. 2020 provided a unique opportunity to serve the community as a media source for the state of Wyoming during the pandemic. The list of organizations WPM affected are available on the website at www.wyomingpublicmedia.org on the Support Page under the tab Giving Tuesday. Most of these organizations are invited to produce a minute of time emphasizing their mission and contribution to Wyoming’s populations. Content generated by the regional reporters based in Northeast and Northwest Wyoming have generated a number of responses indicating the value of a 'boots on the ground' reporter for these vast regions that previously have been under-reported. The new full-time Report for America reporter focusing on the Wind River American Indian reservation topped the list in public reaction. Comments ran along the lines of “I didn’t know anything about Native issues until your local reporter came along.” “Thanks for giving this underserved area prime time attention on Wyoming Public Radio.” “thanks for helping us understand the issues Native Wyomings face.” There were many comments generated by the "Missing Indigenous People" content package – an issue that has strong involvement from both state and federal government. WPM routinely tracks impact. Metrics that measure access and penetration. These are provided quarterly to agencies and Foundations in a variety of areas. The most prominent are in the area of natural resources and energy because they affect all quality of life issues in Wyoming. As the state’s main
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4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

Wyoming’s population is diverse in age, education, and ethnicity. WPM’s general programming touches on each segment of the diversity spectrum. Specific examples of programming and coverage can be found online at www.wyomingpublicmedia.org. Content connected with diversity issues fell into these main areas: Latinos, Native American Indians, underserved populations, aging populations, handicap issues, veteran issues, gender-related issues, and immigration issues. Complete coverage can be found on wyomingpublicmedia.org under the News tabs. The most significant minority group in Wyoming is comprised of Native American residents on the Wind River Reservation. In reporting period 2019, WPM dedicated the work of one full-time reporter to these groups. Reports on Reservation topics can be found on the wyomingpublicmedia.org Tribal News tab. In 2020, WPM began an comprehensive report on its Diversity, Equity, and Inclusiveness initiatives. The report can be found at https://www.wyomingpublicmedia.org/regulatory-information.

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5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Wyoming is a statewide operation that does not have a population base that can sustain it viably. Wyoming’s geographic size and rugged terrain is challenging. Operating media that serves the public requires resources to reach all Wyomingers. Wyoming has the smallest...
population of any state in the U.S. Yet it is one of the largest geographic areas. WPM currently reaches close to 95% of the state population. A population this small yet spread over a large geographic area is not able to sustain public broadcasting. Without CPB grants WPM is not able to deliver service to these widespread and low populated areas. Loss of CPB funding would impact 1) towers and transmitters that serve rural areas, 2) ability to purchase NPR and PRI programming that provides national news to listeners living in remote areas, 3) ability to sustain nine full-time reporters and several stringers who report from statewide locations, 4) ability to produce local programming such as the national award-winning Wyoming news magazine Open Spaces that covers major issues in Wyoming as well as joint production WPM does with Wyoming PBS. In 2020, the impact of CPB funding again increased. Wyoming’s economy, relying highly on the extraction industries, is just now targeted by the Biden administration for fossil fuel reductions. The unsure status of alternative energy does not portend for a healthy economy quickly. This unstable environment will affect donor behavior. WPM’s licensee, the University of Wyoming, just emerged from a 41 million dollar cut to the system and can’t be depended on a solid financial supporting partner. A loss of over $350K in direct funds, and an equal amount in indirect support, will be critical. The state population (570,000) does not allow for rapid growth in donor activity, thus removing CPB funding from the budget operating equation will be critical.

Comments
Question

No Comments for this section