

WYOMING PUBLIC MEDIA

Impact Report



WYOMING PUBLIC MEDIA

2025



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Mission



Wyoming Public Radio
Classical Wyoming
Jazz Wyoming
Wyoming Sounds
wyomingpublicmedia.org

Our Mission

Wyoming Public Media connects Wyoming through news and cultural programming that informs, inspires, and educates.

Wyoming
is listening

50,000
Strong

Our Objectives

- WPM encourages listeners to be lifelong learners.
- WPM fosters participation in the development of communities, the nation, and the world.
- WPM reflects Wyoming and American cultural heritage.

Budget

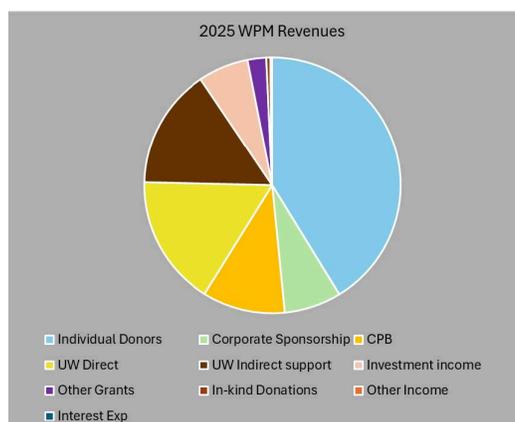
How is WPM funded?

Wyoming Public Media Budget as per 2025 Audit

WPM is considered a “mid-size” station with a budget of over \$4 million. This data will change considerably in 2026 after the elimination of federal funding. The lost revenue will be absorbed by Individual Donors.

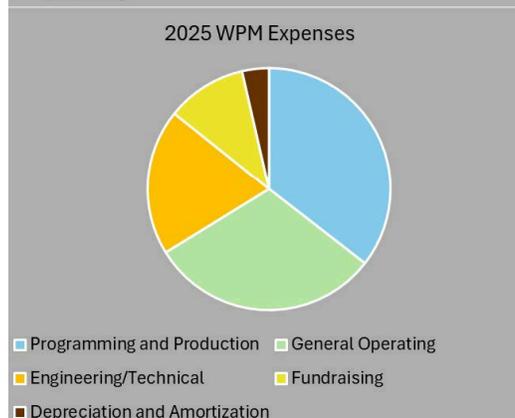
WPM Revenues from 2025 Audit (Without Indirect Revenues)

Source	Amount	Percent
Individual Donors	\$ 2,006,233.00	41%
Corporate Sponsorship	\$ 349,549.00	7%
CPB	\$ 506,733.00	10%
UW Direct	\$ 803,253.00	17%
UW Indirect Support	\$ 740,094.00	15%
Investment Income	\$ 308,197.00	6%
Other Grants	\$ 114,334.00	2%
In-kind Donations	\$ 24,763.00	1%
Other Income	\$ 7,900.00	0%
Interest Exp	\$ (3,098.00)	0%
Total Revenues	\$ 4,857,958.00	



WPM Expenditures from 2025 Audit

Source	Amount	Percent
Programming & Production	\$ 1,572,335.00	36%
General Operating	\$ 1,358,496.00	31%
Engineering/Technical	\$ 865,052.00	20%
Fundraising	\$ 471,980.00	11%
Depreciation & Amortization	\$ 158,442.00	4%
Total Expenses	\$ 4,426,305.00	



\$4.85
Million \$
Total Revenues

\$2
Million \$
Individual Donors

WPM Services

Wyoming Public Media operates four 24-7-365 radio services and one online service.
All services are available through streaming.

1



Wyoming Public Radio

Heard in close to 95% of Wyoming with crossover into Colorado, Nebraska, Idaho, and Montana. National and local news, music, talk programs, educational programs.

2



Wyoming Sounds

Heard on radio in 23 locations. Americana popular music, Wyoming bands, musicians, artists

3



Classical Wyoming

Heard on radio in 12 locations. Classical music from around the world, Metropolitan Opera, BBC news headlines at top of hour

4



Jazz Wyoming

Heard on the radio in Laramie. Traditional and contemporary jazz, NPR news headlines at top of hour

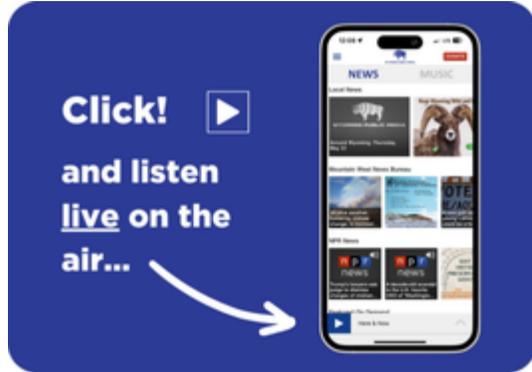
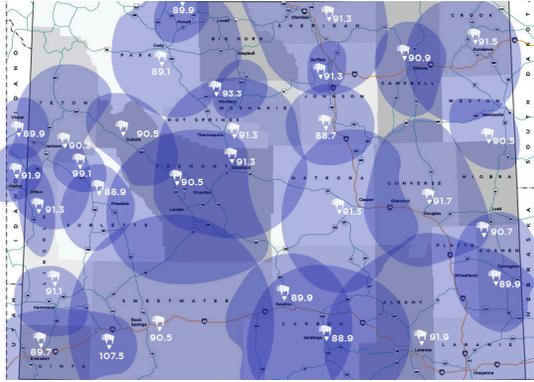
5



Online

Viewed at wyomingpublicmedia.org
All content is in readable form for those who need to read.

Audience



Who listens, how, and where?

- Listening happens everywhere—on traditional radio, online, and across a wide range of digital devices. **Wyomingpublicmedia.org Website Sessions 2025: 1,760,552**
- WPM uses three sources of audience data: Nielsen Ratings for Wyoming Public Radio, Listener/Donor Ratio for all services, Streaming analytics for listeners who stream the 4 services.

RRC/NIELSEN SURVEY SPRING 2025; WYOMING PUBLIC RADIO SIGNAL ONLY RADIO	
CUME	• 48,800
STREAMING SPRING 2025	
STREAMING	• 106,562
LISTENER/DONOR WYOMING PUBLIC RADIO SIGNAL ONLY	
L/D Ratio	• 70,000

Consumers access WPM content through radio mainly. Still, computer streaming and digital devices are taking over, particularly in younger demographics. Here are the main access stats in the digital category alone using the Total Streams number of 106,562, Quarter 2, 2025 (April 1 through June 30) as the base:

- Computer 40.05%
- Smart Speaker 19.13%
- App 40.82%



Listeners are located all over the world. Top locations include:

- Total (users): 1,009,304
- i. United States: 809,504
- ii. Singapore: 43,767
- iii. China: 32,797
- iv. Germany: 17,296
- v. Canada: 14,127



Supporters

WPM Donor Activity (Who supports WPM)

Fundraising is led by a Development team of 3 full-time professionals.

- WPM fundraises year-round with on-air pledge drives, online solicitation, group drives, topic-targeted initiatives, among other solicitation tools.
- Donors tracking is a fluid activity, with individuals entering and leaving the pool. This information is a snapshot at the end of 2025.
- Almost 50% of our budget comes from donors.

Total Active Donors 7,000

Annual number of consistent contributing households

Total Donor Universe 20,000

Sporadic donors for last 5 years plus active donors



In-state donor households 4,832

Out- out-of-state households 1,118



Corporate Support (Businesses supporting WPM)

Number of Corporate Supporters in 2025



- WPM had support from **130 individual underwriters** in calendar year 2025

Programming

WPM is Comprised of 4 Broadcast services

Some programs are locally produced from scratch, others are “live-hosted.” This means a WPM announcer is inserting material into pre-produced segments.

Wyoming Public Radio

- News/information--local, state, regional, tribal, national, international/cultural programming (Wyoming Public Radio)
- 4–5 hours of local programming daily weekdays (both live and host-assist)
- 5 hours on Sat/Sun (live and host-assist)
- One hour weekly newsmagazine (Open Spaces)
- 7 daily newscasts

Wyoming Sounds

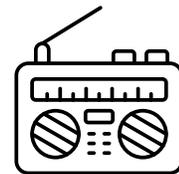
- 168 hours of host-assist programming weekly

Classical Wyoming

- 168 hours of host-assist programming weekly
- BBC News Headlines at top of the hours
- Interstitial content locally produced. This is pre-recorded.

Jazz Wyoming

- 168 hours of host-assist programming weekly
- NPR News Headlines at top of the hours
- Interstitial content locally produced. This is pre-recorded.



Podcasts

- 2 ongoing series nationally distributed (16–20 episodes per topic)
- 2 weekly one-hour. 4 short-form daily/weekly
- Partner Podcasts (based on availability). WPM partners with other podcast creators

Local programming sources are generated by:

- 8 beat and general assignment journalists, 2 State Government Journalists
- 5 cultural programming personnel, both full-time and part-time
- 5 partner reporters in the Mountain West News Bureau (funded by CPB)

Main regional and national/global sources of programming (17)

American Public Media, BBC, National Public Radio, Mountain West News Bureau, Koahnic Broadcast Corporation (KBC): National Native News, Pub Music: Jazz, Classical 24, PRX (Public Radio Exchange), WNYC, WBUR,

Wyoming sources: *Wyoming PBS, Jackson Hole Community Radio; WyoFile*

WPM disseminated to national/international entities: (9)

American Public Media (Marketplace), BBC (various programs), National Public Radio (all newsmagazines and various programs), Mountain West News Bureau (topical Wyoming stories), National Native News (Indigenous reports and stories), WBUR Boston (news reports), Hole Community Radio, Yellowstone Public Radio, Wyoming News Now (CBS), Jackson

Wyoming Public Media News Deliverables 2025

- Ten journalists work at WPM, plus interns.
The team produces news for radio, online, print, YouTube, Reels,
- Number of stories (features, two-ways, and debriefs): **205**. Number of spots: **626**

Digital News production activity

- Number of *Around Wyoming* episodes: **244**
- Number of subscribers for digital newsletters: *Daily Roundup*: **5341**, *Weekly Roundup*: **7263**

Topics covered

Agriculture, AI Data centers, Art, Business and industry, Climate, Community issues, Courts, Economy, Education, Elections, Energy, Environment, International news at a local level, Health care, History, Housing, Humanities, Immigration, LGBTQ+ issues, Literature, Mental health, Music, National news at a local level, Native American issues, Outdoor recreation, Politics, Property taxes, Public land management, Ranching, Research, Rural issues, Sports, University of Wyoming, Veterans, Wildfire, Wildlife, Women's issues

Awards

In 2025, the newsroom won the following awards:

Regional Edward R. Murrow Awards

Excellence in Sound – Beavers do it best. Humans recreate the animal's engineering to restore a waterway in Sweetwater County.

Hard News – Anthrax. Cattle. Ranchers. Government mistrust.

News Documentary – Wolves #2101 and #2301: Modern West Podcast

Top of the Rockies Excellence in Journalism Awards – CO SPJ

"1st Place Podcast" was awarded to an episode of The Modern West podcast, "Chasing the Dragon"

"2nd Place "Health Feature" for Anthrax. Cattle. Ranchers. Government mistrust

"3rd Place "Politics Feature" for Obstacles remain to complete the sale of the Kelly Parcel to Grand Teton National Park

"3rd Place "Solutions Journalism" for How a little nonprofit is playing a big role as demands grow and budgets shrink on Wyoming's largest forest

"3rd Place "Sports Feature" for Skijoring brings cowboys and skiers to small towns

"3rd Place "Education Feature" for Our tool bag.

Public Media Journalists Association (PMJA) awards

1st place Health/Medical feature for Anthrax. Cattle. Ranchers. Government mistrust

2nd place Interview for "A relative reflects on the return of the remains of Eastern Shoshone student William Neikok"

1st place Sports feature for "A French baker, 31 dogs and a giant blue bus train in the Upper Green for an upcoming sled dog race"

1st place Use of Sound for "Beavers do it best. Humans recreate the animal's engineering to restore a waterway in Sweetwater"

WY State Reporting

State Government Reporting:

WPM was one of 8 national entities to receive a grant from the Corporation for Public Broadcasting to hire two dedicated reporters for the State House. Their role is to report on state government and the legislature, and to provide information and transparency to Wyomingites. Their work is heard on radio over digital platforms, and in print.

Data for last quarter only (total across platforms): **244**

From May – September 2025

WPM tracked the following Wyoming State Government metrics:

Number of Politics & Government Aired Stories by Chris Clements & Jordan Uplinger—**66**

Number of Wyoming Politics and Government Spot Stories by WPM Supporting Reporters—**91**

Number of KHOL Reporter Stories Aired on Wyoming Public Radio—**40**

Number of Interactive Online Wyoming State Government Posts (Topics of the Week)—**12**

Number of Interactive Online Wyoming State Government Posts (Quizzes)—**13**

Number of Politics & Government Reels Posted—**19**

Number of Podcast Episodes with Wyoming State Government focus—**3**

Community Outreach

Wyoming Public Media Station Outreach

WPM Staff has presented to community groups such as the *Laramie Rotary, Business After Hours, Albany County Historical Society, Wyoming Student Media Conference, the Wyoming State Parks & Historical Cultural Resources Conference panel*

Members of the WPM staff served as panelists or hosts for events, including *"I Respectfully Disagree," the Wyo Film Festival local journalism panel discussion, and UW commencement activities.*

WPM offers tours of the station in Laramie as requested.

Community outreach (News Department)

- **Coffee and Conversations** in Cheyenne, Casper, Laramie, Rock Springs, Cody, Sheridan, Gillette and Jackson. And one held in collaboration with student organization Bridge UWYO

- **Modern West panel** in Lander and online
- Volunteer program with communities

- Attended **conferences** in Wyoming where WPM interacted with the public.

- Meetings at the **University of Wyoming student union** to engage with UW students five times

Intern Program

Wyoming Public Media is proud to offer internships, and help students acquire new skills. Now and then we discover a budding “public radio junkie” who learns the business, and decides to follow us into the public radio world. We’re delighted to help these individuals find a passion and career in public broadcasting.

For those working in news, the ability to think critically and approach issues from multiple perspectives is a skill that transfers to all aspects of work and life.

They work alongside our professional staff as assistants in the news department, fundraising, and technology. Interns learn to write concisely, meet deadlines, use audio and basic video equipment, produce content to national standards.

- **Since 2011, WPM has hosted 90 interns and volunteers.**
- **In 2025, WPM hosted**
 - **7 interns and**
 - **Over 50 volunteers.**



Social Media

Stay Connected with
Wyoming Public Media!

Follow *WPM* on...

- **Facebook**

- 2025 Views: 5,411,198
- Interactions: 104,832



- **Instagram**

- 2025 Views: 1,825, 439
- Interactions: 47,137



- **X**

- 2025 Interactions: 6,448



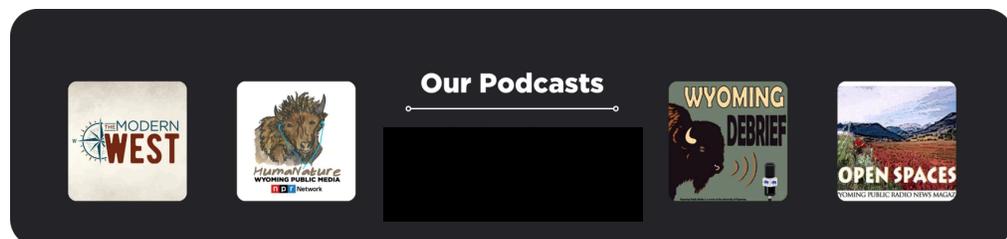
- **YouTube**

- 2025 Views: 21,782



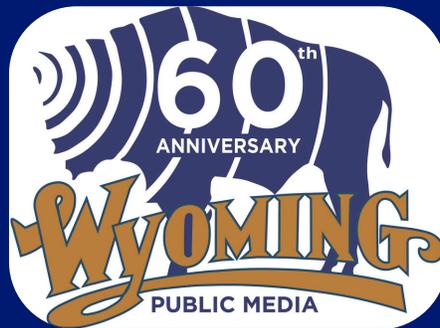
- **WPM Podcasts**

- *Modern West* Downloads: 498,078
- *HumaNature* Downloads: 78,457
- *Wyoming Debrief* Downloads: 5,995
- *Open Spaces* Downloads: 22,219





We thank you for your
ongoing support of
our programs



Celebrate Wyoming
Public Media's 60th
Anniversary!

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