Grantee Information

ID	1676
Grantee Name	KUWR-FM
City	Laramie
State	WY
Licensee Type	University

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 report on activities that occured in Fiscal Year 2023. 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.

Joint licensee Grantees that have filed a 2023 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: 6.1

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Wyoming Public Media (WPM) is a statewide network, covering over 95% of Wyoming, and reaching areas in Idaho, Nebraska, and Colorado. The network has four channels and streaming services: Wyoming Public Radio, Classical Wyoming, Jazz Wyoming, Wyoming Sounds, and www.wyomingpublicmedia.org. Though the network invests increasingly in streaming and smart technology audience usage, to many residents, public radio remains the only connection to state and world content. Strategically Wyoming lies in the crosshairs of controversial global issues such as energy, rare minerals, conservation, wildlife, tourism, and agriculture. WPM reports on these economic drivers and contributes stories to national and global media. Top content includes 1) extraction-related issues and their impact on the state and world energy policies/needs, 2) natural resources and wildlife issues that speak to the state's position as keeper of parks and historic areas that belong to all Americans and are also a core part of the state's second largest economy – tourism, and 3) agriculture, which is the state's 3rd economic driver and undergoing a shift in operational practices influenced by consumer demands and new technology. On the local level, WPM invests heavily in Wyoming-centric programming such as education, rural health, professional retraining in energy sectors, diversification of local economies, population diversification, among others. Diverse populations are addressed with core focus on Wyoming's Indigenous population whose issues generate state, national and global interest. In 2023 the news bureau was staffed with 8 full time news plus several interns and volunteers. Four of these are based in communities across Wyoming to ensure ground level coverage. Issues are addressed in multi-platform spot news, features, interviews, cultural sessions, social media interaction, public forums, internships, public presentations, hosted events live and virtual, 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 programs such as America Amplified. Twitter (X), Facebook, Instagram, YouTube, and other interactive tools are utilized. Wyoming Public Media reaches state audiences of approximately 580,000 residents and well over 7 million tourist travelers who use the I-80 and I-25 corridors. In 2023 online metrics for WPM sites were: 860,821 users, a 10.5% growth over 2022.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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's reports on outreach activities are on www.wyomingpublicmedia.org site under a variety of tabs. Select partnerships includes: 1) The Community Foundation of Jackson Hole, which funded reporting for and by women journalists, 2) The Storer Foundation, which partially funds WPM's natural resources, energy, wildlife, sustainability reporting, and the future of Wyoming's economy, 3) The Buffalo Bill Center of the West Museum in tandem with the Hal and Naoma Tate Family Foundation, which funds a full-time reporter covering the northwest part of Wyoming including Yellowstone Park and issues such as use of guns in the American West, among others, 4) Wyoming Humanities Council, which supports several outreach programs throughout the state, 5) Wyoming Cultural Trust Fund, which supported cultural reporting on the Wind River Reservation, 6) KUNC: Colorado Rivers project focusing on water issues affecting Colorado, Arizona, and Wyoming, 7) Mountain West News Bureau, which creates news relevant to common issues of the American West, 8) Jackson Hole Community Radio, sharing of features and stories; combined grant application, 9)) Wyoming PBS through resource sharing particularly in site development and maintenance on towers throughout the state, and in programming via shared programming particularly legislative and election coverage, 10) The University of Wyoming, which populates the Internship program for broadcast experience, 11) Wyoming Superintendent of Public Instruction for information about Wyoming schools and trends in education in a rural state, 12) Giving Tuesday project and the Wyoming

Community Foundation, which partners with over 200 public service organizations and builds public awareness for their missions through on-air and online mention of orgs and their missions, 13) Wyoming Community Minute focusing on the work of independent public service and cultural entities inWyoming and building awareness for their work, 14) Roz Schliske, a member who spearheads a project of interstitial on-air messages focusing on women of Wyoming who influenced the state's history, 15) WPM reporter Hannah Habermann visited a 6th grade media class at Wyoming Indian Middle School on the Wind River Reservation.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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.

Community Forums included: January 29, 2023 – Cheyenne Roundup Podcast Every Monday for roughly the next eight weeks Wyoming Public Media and WyoFile reporters will gather to give listeners a preview of the legislative week ahead. Today – on the eve of the session – we're taking a bigger picture look at what the next 40 legislative days might bring. Listen wherever you get your podcasts, or here: https://bit.ly/3GS6TPD . September 29, 2023 - WPM's Kamila Kudelska Served as Panelist in Media Panel Discussion. The WYO Film Festival hosted a media panel and community discussion to follow the screening of award-winning documentary, "Storm Lake." The panel included Art Cullen, Beth Levison, Bryce Jacobson, Floyd Whiting, and Kamila Kudelska. The group offered an opportunity to engage with members of the community on the importance of local journalism. October 25, 2023 - WPM reporter Hannah Habermann visited a 6th grade media class in Ethete. Hannah talked with the students at the Wyoming Indian Middle School on the Wind River Reservation about the building blocks of writing a good story, the importance of consent in journalism, and opportunities for careers in the world of media. December 19, 2023 - The Modern West Panel Discussion Urban wildfires may become more likely. A Modern West live panel discusses how to prepare.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

In 2023 WPM produced 897 stories and features addressing minority and diverse audiences. WPM's entire output is available online at wyomikngpublicmedia.org. Included are examples. Addressing specific populations of Hispanic, Black, Indigenous, and Other groups, WPM content produced from January 1, 2023 to December 31, 2023 includes: Total number of diversity stories and features: 897 (does not include daily news headlines) Sample content per Wyoming's major diverse populations: Black Populations (3 Sample Stories) November 21, 2023. Taylor Saunders. A Brazilian pianist traveled to Laramie for a special one night performance with the UW Symphony Orchestra. Wyoming Public Radio Reporter. August 14, 2023. Emma VandenEinde. Mountain West states lag in support for teachers of color, report finds. Mountain West Reporter. September 18, 2023. Emma VandenEinde. Maternal deaths have more than doubled, with Black and AIAN mothers seeing the highest rates. Mountain West Reporter. Hispanic Populations (3 Sample Stories) Jordan Uplinger. The little-known history of Wyoming-Mexican beet farmers. Wyoming Public Radio Reporter. August 18, 2023. Suraj Singareddy. UW law students host event to help Wyomingites get through the immigration process. Wyoming Public Radio Reporter. April 3, 2023. Alyson Spery. 'We are here': New mural to showcase Mexican-American heritage in Jackson. Mountain West Reporter. Indigenous Populations (3 Sample Stories) July 7, 2023. Emma VandenEinde. Behavioral health and wellness program expanded for tribal students and staff. Mountain West Reporter. July 31, 2023. Hannah Habermann. Indigenous women's motorcycle group comes to Riverton and Worland, bringing attention to the missing and murdered crisis. Wyoming Public Radio Reporter. August 27, 2023. Emma VandenEinde. Census Bureau's 'My Tribal Area' tool is helpful to some, incomplete to others. Mountain West Reporter. Asian Population (3 Sample Stories) September 8, 2023. Jordan Uplinger. Compelled into History against his will, a survivor of Japanese-American internment shares his story. Wyoming Public Radio Reporter. March 1, 2023. Kamila Kudelska. Heart Mountain parallels Japanese American incarceration and the Holocaust through the story of two men. Wyoming Public Radio Reporter. February 7, 2023. Nicole Dillon. Taiwan has a cultural exchange program with Wyoming schools. Wyoming Public Radio Reporter. LGBT Population (3 Sample Stories) December 1, 2023. Jeff Victor. From Sheridan to Casper to Laramie, queer Wyomingites live in different worlds. Wyoming Public Radio Reporter. September 1, 2023. Jeff Victor. Misgendering as legal misconduct? A legal scholar weighs in on a recent Wyoming trend. Wyoming Public Radio Reporter. February 27, 2023. Jeff Victor. Wyoming's "Don't Say Gay" bill dies in the House. Wyoming Public Radio Reporter. In 2024, WPM will continue producing at this level but will add content dealing with legislative issues and how they affect minority and diverse audiences. WPM will follow bills as they are introduced, debate their value to diverse communities, and follow up on their efficacy. WPM received a State Government grant from CPB to add reportorial resources to this initiative and expects to increase both on-air and digital production.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 totally rural. The largest city has a population of 65,000. Wyoming's land area is 97,063. square miles and its population reached 580,000. Comparatively, this statewide population easily equals the population of one county in a more populous state. Wyoming's rugged terrain is challenging and requires heavy investment in infrastructure both terrestrial and digital. Reaching all Wyomingites is costly. Wyoming can't sustain public broadcasting in the state without the assistance of the CPB grant as well as the related services CPB provides. At the same time, Wyoming is one of the most polarized states in the U.S. The 2022 election bore this out, and the state legislature is more divided and less balanced than ever. A Republican supermajority could mean that the needs of some communities are not being heard or addressed. Media oversight is critical to ensure elected officials respond to constituents and are held accountable. CPB funding is critical in this area. It ensures reportorial oversight and also allows WPM to bring in programs like NPR's newsmagazines which are important sources of information for the Wyoming audience. In many remote areas, public radio is the only contact citizens have with national issues and thinking. Bringing content to Wyoming citizens, WPM operates 46 sites, most on high mountain tops. Without the CPB grant 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 full-time reporters and stringers who report from statewide locations, 4)ability to continue expansion efforts to reach further rural populations in the state, 5) 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 programs with Wyoming PBS. In 2023, the impact of CPB funding again increased. Wyoming's economy, relying highly on the extraction industries, is just now experiencing fossil fuel reductions, and moving to alternative energy. This takes time. WPM's licensee, the University of Wyoming, continues to experience fluctuating budget shortfalls, and can't be depended on as a solid financial supporting partner whose annual allocation will match inflation and cost increases. A loss of close to $400K in direct funds, and an equal amount in indirect support, would be critical. The state population does not support rapid donor growth. Removing CPB funding from the budget operating equation would have a negative impact on Wyoming.

Comments

Question	Comment
No Comments for this section	