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 2021. 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 2021 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.

Because Wyoming Public Media (WPM) is a statewide network, services are provided on both the state and local level. The network has five channels and streaming services: Wyoming Public Radio, Classical Wyoming, Jazz Wyoming, Wyoming Sounds, and www.wyomingpublicmedia.org. and reaches 95% of the state. 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 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 keeper parks and historic areas that belong to all Americans and also are a core part of the state's second largest economy – tourism, and 3) agriculture, which is the state's 3rd economic driver. DEI groups were addressed, with special emphasis on Wyoming's Indigenous population. These issues generate the highest national and global interest in Wyoming and are part of WPM's service mission. The news bureau was staffed with 6 full-time reporters, four regional stringers, and one national stringer who covered Wyoming issues in Washington D.C. and followed the Wyoming's congressional delegation. Community needs drive the coverage, and 3 of the 6 reporters are based in communities covering the 4 sectors of

the state. Issues are addressed in a variety of formats, including 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 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.

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.

Outreach examples are on www.wyomingpublicmedia.org site under a variety of tabs. A select list of partnerships included, 1) Mountain West News Bureau, which creates news relevant to common issues of the American West, 3) Colorado Rivers project focusing on water issues that affect primarily Colorado, Arizona, and Wyoming, 4) the Storer Foundation which partially funds 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, 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 Hal and Naoma 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 resource sharing 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 Catapult project which trains producers in podcasting techniques and contributed to WPM's podcasts HumaNature and The Modern West, 14) Giving Tuesday project which partners with over 300 public service organizations and builds public awareness for their missions, 15) the Northeast Wyoming Reporter which created a full-time position covering the northeast quadrant of Wyoming,16) expansion of The Modern West podcast production of "Shall Furnish Medicine," a three-part series focusing on Indigenous populations, 17) Wyoming Community Minute focusing on the work of independent public service entities in Wyoming and build awareness for their work.

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.

A key initiative the CPB Public Health Emergency Grant. This project involved dirct interaction with the Wyoming population on topics connected to COVID, and the human costs of the disease. Below are several comments generated by listeners. COVID Testimonial Responses 1. I have lost friends, I may lose my job, I've lost a feeling of connection to the greater world. I choose not to get vaccinated because my intuition has told me not to, and lately I've been learning a great deal about the lack of information provided about the possible adverse affects of the vaccine, and how ineffective it may be. I'm horrified that the world's governing bodies are pushing vaccination to a level of force. There's more I could say, but my main point in sharing this here is to say I will not be making my regular donation to Wyoming Public Media, sadly, as I have appreciated, and still do, so much about your presence and what you provide, but as long as I hear a push for vaccination on your station I can not support you. 2. Having gotten vaccines throughout my life, getting one to reduce the likelihood of contracting COVID 19 was no big deal. I listened to the expert interviewed on NPR, and followed up by researching online. The expertise of medical professionals and science researchers was far more influential than the politicians and rumor-mongers on the internet. Wearing a mask and hand-washing are sound practices having not only protected me from COVID 19, but also from catching colds and flu that are so common. 3. My wife and I were both Wyoming residents who moved to Lima, Peru in 2017 to work for a travel company. When COVID hit in Peru, we endured lockdown in Lima and immediately lost our jobs and income. During that time in lockdown, we helped J1 students return from Jackson Hole and assisted several US citizens trapped in Lima in finding resources. We also lost several friends in Lima to COVID and my father-in-law to a respiratory illness that may have been COVID. They were very difficult months. I returned to the US and Jackson via a humanitarian flight in August of 2020 and my wife followed when commercial flights reopened in November 2020. After enduring what we did in Peru, it was a shock to come to Wyoming where COVID seemed to not be taken too seriously. However, after a year of stability back home

in Wyoming we have mostly adjusted back and the days in lockdown in Lima seem hard-to-believe.

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

WPM produced 119 stories and features addressing minority and diverse audiences. Included are examples. Addressing specific populations of Hispanic, Black, Indigenous, and Other groups, WPM content produced from January 1, 2021 to December 31, 2021 includes: Total number of diversity stories and features: 80 (does not include daily news headlines) Sample content per Wyoming's major diverse populations: Black Populations (8) 2/25/2021. Naina Rao. Black Studies Center, UW President, Hold Town Hall Meeting After Racist Attack. 5/7/2021. Kamila Kudelska. New Exhibit In Cody Portrays Black Cowboys And Rodeos. 6/4/2021. Bob Beck. Albany County Sheriff's Office Looks To Move Forward. Hispanic Populations (5) 3/5/2021.Kamila Kudelska. "The Spanish School:" Mexican Segregation In Northwest Wyoming. 10/29/2021. Melodie Edwards. "The boundaries moved": How the Spanish vaquero became the American cowboy. 11/23/2021. Kamila Kudelska. Segregated school building lands on National Register of Historic Places. Indigenous Populations (39) 1/8/2021. Cooper McKim. Tribes Point To Treaty Rights, Environmental Concerns In Opposing Massive Oil And Gas Project. 1/21/2021. Taylar Stagner. Wind River Indian Reservation Dancers Invited To Dance In Inauguration Parade. 6/8/2021. Catherine Wheeler. SAGE Hosting Exhibit By Indigenous Artist Collective. Asian Population (6) 2/5/2021. Naina Rao. Lunar New Year During COVID-19. 4/12/2021. Naina Rao. What Anti-Asian Sentiment Looks Like In Smaller, Rural Areas, And Why It Matters. 4/14/2021. Kamila Kudelska. Descendant Of Heart Mountain Incarcerees Receives Award For Social Justice Work. LGBT Population (5) 2/2/2021. Taylar Stagner. Wyoming Scores Low Nationally On Equality For LGBTQ Rights And Protections. 4/5/2021. Maggie Mullen. Casper Pride Announces New Transgender Fund. 10/27/2021. Hugh Cook. The Campbell County Library Board declines to remove books about sex, gender identity, LGBTQ issues from the teen section WPM produced 119 stories and features addressing minority and diverse audiences. Included are examples. Addressing specific populations of Hispanic, Black, Indigenous, and Other groups, WPM content produced from January 1, 2021 to December 31, 2021 includes: 2/25/2021. Naina Rao. Black Studies Center, UW President, Hold Town Hall Meeting After Racist Attack. 5/7/2021. Kamila Kudelska. New Exhibit In Cody Portrays Black Cowboys And Rodeos. 6/4/2021. Bob Beck. Albany County Sheriff's Office Looks To Move Forward. Hispanic Populations (5) 3/5/2021.Kamila Kudelska. "The Spanish School:" Mexican Segregation In Northwest Wyoming. 10/29/2021. Melodie Edwards. "The boundaries moved": How the Spanish vaquero became the American cowboy. 11/23/2021. Kamila Kudelska. Segregated school building lands on National Register of Historic Places. Indigenous Populations (39) 1/8/2021. Cooper McKim. Tribes Point To Treaty Rights, Environmental Concerns In Opposing Massive Oil And Gas Project. Asian Population (6) 2/5/2021. Naina Rao. Lunar New Year During COVID-19. 4/12/2021. Naina Rao. What Anti-Asian Sentiment Looks Like In Smaller, Rural Areas, And Why It Matters. 4/14/2021. Kamila Kudelska. Descendant Of Heart Mountain Incarcerees Receives Award For Social Justice Work. LGBT Population (5) 2/2/2021. Taylar Stagner. Wyoming Scores Low Nationally On Equality For LGBTQ Rights And Protections. 4/5/2021. Maggie Mullen. Casper Pride Announces New Transgender Fund. 10/27/2021. Hugh Cook. The Campbell County Library Board declines to remove books about sex, gender identity, LGBTQ issues from the teen section.

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 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 Wyomingites. 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, 3) ability to continue expansion efforts to reach further rural populations in the state, 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 2021, 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, continues to experience heavy budget shortfalls, and can't be depended on a solid financial supporting partner. A loss of over $300K 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	Comment
No Comments for this section	