## Grantee Information

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

### 6.1 Telling Public Radio's Story

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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 2024. 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 2024 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.**

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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 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. Wyoming's strategic economic driver issues are energy, rare minerals, conservation, wildlife, tourism, and agriculture. WPM reports on these economic drivers and contributes stories to national and global media. 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 continues to undergo a shift in operational practices influenced by consumer demands and new technology. WPM has a rich local programming tradition. The news department covers education, rural health, professional retraining in energy sectors, diversification of local economies, population diversification, among others. WPM has a strong investment in covering Wyoming's Indigenous population whose issues generate state, national and global interest. In 2024 the news bureau was staffed with 10 full time news plus several interns and volunteers. Four of these are based in communities across Wyoming to ensure ground level coverage. Two reporters are funded by the CPB State Government Reporting initiative. Their reporting focused on the state legislature and on how legislative activities impact individual Wyomingites. 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 2024 online metrics for WPM sites were: 793,414 users, a 23.9% growth over 2023.

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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's collaborations are selected to serve various community needs and representations. 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, 16) Elk's Lodge of Jackson, which sponsored a community event in Jackson that covered all Teton County, 17) WyoFile public media, whi h collaborated with WPM on state reporting, 18) The Wyoming Community College system, which collaborated with WPM in student interviews based on state issues,

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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.

Community Forums included: Cheyenne Roundup feature and podcast – talks about legislative issues of the week. Informs the public about key bills and their progress through the legislature. Every Monday for roughly for the duration of the Legislative Session, Wyoming Public Media and WyoFile reporters gave listeners a preview of the legislative week ahead. As part of the State Government Reporting project, WPM visited community colleges and moderated panels of students interested in Wyoming issues. Wyoming Sounds, WPM's Americana/Wyoming Artists 24-hour channel features 14 Wyoming bands in this reporting year. WPM's State Government activities are documented on the website www.wyomingpublicmedia.org. Outcomes are measured in metrics for on-air, digital, interactive, and anecdotal data, and include: • Number of stories broadcast regionally and nationally. • Listener response to "Topic of the Week" and additional forums. • Website use based on Google Analytics. • Impact numbers based on NPR/ ME audience plus digital access points 4 million individuals per submitted story. • Metrics tied to the State Government reporting project, which adds a substantive content in both radio and digital reporting. • Additional outcomes measured in peer review/response: • Participation in national/regional initiatives,such as the Mountain West Regional Journalism Center. • Inclusion in national panels, programs, and interviews. Industry awards. Public Comments included: "I just wanted to comment to say what a good job your reporters are doing with the Cheyenne round-up. Not an easy job, I'm sure, with the bunch of crazies they are trying to cover and make it sound as if the introduced legislation might actually be rational." Janna "Haven't read your news articles before -- showed up on my inbox for the first time today. I am impressed with your concise, informative, and balanced approach." Walter "I had not listened to Classical Wyoming recently. What a pleasant surprise! Classic 24 is a very well-produced program package!" Darrel "Hi Melodie and the rest of the Modern West team, Melodie sent me the first three episodes of Season 6's podcasts yesterday, and I just listened to the first one, The Witness Trees. Oh, what a beautiful way you captured this incredibly painful event. I was sobbing walking through Undine Park as I listened to it today on my morning walk with my dog. Thank you to all of you for the amazing music, sounds, stories, interviews, and the work you did to travel everywhere yourself and see it in your own eyes. I really chuckled at the irony and ridiculousness of the GPS announcement of your arrival at the massacre site. The photographs are really pivotal in helping listeners be able to see part of this famous deer hide. Thank you for them. The Soule quote from the museum was just too painful. The magnitude of this event is just overwhelming. Sending you all a really big hug, and thank you for the stories you capture and share with the world. I'm sending this as an email, but feel free to post it as a review, or tell me where and I can do it." Sincerely, Sara Bursac "Hi Ariel and Melodie, I wanted to send a quick note thanking you for the incredible work on the Burn Scar podcast series. Ariel, I can't even begin to share all the emotions and feelings I had listening, so I can't even fathom what you lived

through and then re-lived while making the podcast. What a thoughtful and nuanced take on so many complex – but at the same time troublingly common – issues. (I took my dog for a walk at Davidson Mesa a few weeks ago and it was almost an out of body experience, walking there after hearing the account of your family and the community there.) Argosy is actually a member of a nascent wildfire resilience funders network and I'd like to share the series with them, as I think it's a fantastic kind of primer on the issues communities and families face, but just wanted to double check first that the series will be five (5) episodes? I unfortunately couldn't make the Facebook Live event last month, but I hope it went well! And again, thank you for your courage, vulnerability, curiosity and diligence in telling this story – it's been truly moving in important, if often difficult, ways. Best, Sarah Sarah Baker (she/her) Argosy Foundation

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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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

WPM employs a full-time Indigenous reporter who follows the issues and stories of the Shoshone and Arapahoe Tribes. Both tribes live on the Wind River Reservation, and though low in population size, they generate strong state attention through legislation and everyday life issues. WPM produces close to 1000 stories annually focusing on work, health, education, agriculture, and everyday issues that are common to the populations. WPM produces podcasts about the Indigenous experience in the West. In addition, WPM is part of the Mountain West News Bureau, which covers Indigenous issues through the lens of a regional. Stories and features specifically on Indigenous issues can be found at https://www.wyomingpublicmedia.org/tribal-news Content produced through the WPM Indigenous program are featured nationally and routinely receive awards .

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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 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 |
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| No Comments for this section | |