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 and provides four services: Wyoming Public Radio, Classical Wyoming, Jazz Wyoming, and wyomingpublicmedia.org. WPM service goals are to 1) connect the state with a media service that provides local and cultural news and information reflecting all communities, and 2) make national and global media content available to all Wyomingites and particularly to those living in remote areas where media access is limited to public radio. The three radio services provided by WPM are also available for streaming.
- Local programming is the center of the operation. WPM covers statewide issues, needs, and interests from all Wyoming locations. The news bureau is staffed with 6 full-time reporters and four regional stringers.
- Issues of importance to communities across the state are determined by the communities themselves, state legislative activities, reporter observation, as well as by national and global topics that affect 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, event hosting, and statewide community visits, among others.
- 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 a high number of tourists travelling to the national parks that are accessible mainly by highway. Audiences can further break down to include listeners in the Wind River Indiana Reservation that is served by Wyoming Public Radio signals, 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 800,000 unique visitors accessed WPM's website producing over 2 million pageviews.
- Two specific initiatives were created in 2014 to reach targeted audiences. The first was *Studio Sessions*, an online video program devoted to young musicians in Wyoming and targeting younger audiences who favor digital platforms. The second was a series of reports from the Wind River Reservation following the activities of American Indian high school students and targeting listeners and online users in the Reservation as well as those interested in Native American education.
- WPM produces community forums focusing on specific issues key to Wyoming. In 2014 these forums included energy, natural resources, and education topics.

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 collaborated with a variety of partners, organizations and activities, such as the following:

1) WPM was part of the *Inside Energy* LJC, and partnered with public radio and television stations in Wyoming, Colorado, and North Dakota. WPM's news department produced stories disseminated by *Inside Energy* to the region as well as nationally.
2) WPM continuously partners with faculty at the University of Wyoming to create for-credit Internships for students interested in broadcasting. Four Interns completed their course work, as detained on www.wyomingpublicmedia.org/internship opportunities.
3) WPM collaborated with the University of Wyoming College of Business to mentor a group of MBA students who researched underwriting practices at WPM as well as nationally. These students also attended the PMDMC in Denver to observe national underwriting and marketing trends.
4) WPM participated on a variety of projects with Wyoming PBS. A) Joint state election coverage with Wyoming PBS. WPM's news reporters served on the team of producers and interviewers who questioned candidates running for office. This joint broadcast was available to 90 per-cent of the state through WPM, and to Wyoming cable viewers on Wyoming PBS. B) Partnership in a Wyoming Shakespeare project funded by CPB. C) Participation in a health forum produced by Wyoming PBS. WPM news director participated in the production which was made available to cable viewers throughout the state.
5) WPM worked with the Shoshone and Arapahoe Tribes to report on high school graduation issues as part of *The American Graduate: Let's Make It Happen!* project. WPM's reporter produced a series of stories on this topic available on-air, online, and disseminated through National Native News, and NPR.
6) WPM worked with Wyoming state legislators and University of Wyoming administrators to prepare a presentation to the Wyoming Legislature in support of funding for infrastructure repair and replacement in 28 statewide locations. This presentation bore results in 2014 when the first $1 million of a $5 million project was awarded to WPM.
7) WPM collaborated with numerous non-profit Foundations to fund an education reporter. Seed money for this project came from CPB's *The American Graduate: Let's Make It Happen!* initiative. Several Wyoming Foundations indicted early interest: the John P. Ellbogen Foundation, the Homer A. and Mildred S. Scott Foundation, the Joe and Arlene Watt Foundation, The B.F.and Rose H. Perkins Foundation, and the Seidler Foundation -- Carol and Sam Mavrakis. In 2014 the interest expressed by these Foundations was realized, and the reporter was hired.
8) In 2014 WPM completed the *Wyoming Stories* collaboration with The Wyoming Cultural Trust Fund to record oral histories throughout Wyoming.

9) In 2014 WPM partnered with Urgent Care of Laramie to purchase a shared billboard space for both organizations.
10) In 2014 WPM participated in the national Giving Tuesday initiative. WPM's version provided an opportunity for donors to name a charity of their choice, other than WPM. WPM provided on-air mention for these charities and non-profits in addition to a short mission statement about each. This initiative provided strong on-air promotion for charities and non-profits, many of which don't have advertising budgets. Names and information about the charities and non-profits was provided online for public access. Over 100 organizations participated; they are listed on wyomingpublicmedia.org, under the Support and Giving Tuesday tabs.
11) In 2014 WPM initiated the I Love WPR project involving Wyoming's federal delegation, state legislators, state leadership, non-profits, charities, educational institutions and educators, libraries, arts organizations, and a variety of professionals and ordinary citizens. The intent of the project was to gather testimonials from individuals that evidenced their support for Wyoming Public Radio. The material is used to create a persuasive case for the value of public radio in Wyoming to legislators, leadership, funders, and organizations.
12) Serving the cultural community, WPM produced over 50 arts-related reports, features, and interviews, in addition to providing hosting and/or broadcast opportunities to Wyoming's major orchestras and performing ensembles. Much of this information can be accessed on wyomingpublicmedia.org, under the Arts and Culture tab.

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's partnership with Wyoming PBS on the Forum "Getting to the Core of Core Curriculum" featured four education experts in a moderated discussion about the pros and cons of Core Curriculum issues in Wyoming. Part of *The American Graduate: Let's Make in Happen* initiative, this forum was moderated by WPM's education reporter, Aaron Schrank, and attended by close to 100 people. It was broadcast six times by Wyoming PBS, and available to over 11,000 viewers. It was downloaded 95 times, and 100 Wyoming legislators received the program guide. Parents were provided with information at the forums.

Continuing with WPM's *The American Graduate: Let's Make It Happen* initiative, Wyoming listeners were reached through radio reports as well as online. Online activity included over 3,000 pageviews, use of twitter and facebook for each story, and a Topic of the Week interactive component. The topic about a proposal to require four years of math in public high schools generated a number of responses among them:

From Martha Braymance:

If we choose to make 4th year math the law of the land..... Why not take it up a notch, and make sure that the required content is also eligible for a "free" dual enrollment credit through a partnership with Wyoming's community college network.....

Another topic that generated a multitude of pro and con responses centered on a bill that would allow guns in Wyoming schools, colleges, gov meetings? One response is cited for this report; others are available online at wyomingpublicmedia.org.

From Gaylene Feldbush:

I was born and raised here in Wyoming. I grew up hunting and am competent in the use of both rifles and handguns. I would challenge anyone who thinks this is a good idea. It really bothers me that our state leaders think this is a good idea. It already cost Kermit Brown my vote this last election. This isn't the movies this is real life and real people die. It is not easy to shoot a moving target, and please tell me how Law Enforcement officers are supposed to be able to discern which person with the gun is the bad guy? In the shooting in Kentucky several years ago, there was a armed law enforcement officer on premise just down the hall a little ways but he did not shoot because he could not get a clear shoot. The principal tackled the shooter. What if that officer or better yet an armed bystander had taken a shot and instead of taking out the shooter they killed one of those students? This isn't about gun ownership, this is about being realistic. No one is saying that people who conceal carry are criminals but thinking that an armed bystander is going to be able to get that clear shot is very unrealistic. THIS ISN'T the MOVIES and REAL people die.

- Looking for a local voice on racial issues in generated by events in Ferguson and Brooklyn, Wyoming Public Radio aired a feature that included a poem by Kennan Montgomery. Keenan moved to Laramie from Minnesota to study English and play football for the University of Wyoming. His poem “My Black Experience” recounted anecdotes about race, living in Laramie, and what these experiences mean in the larger context of American race relations. The post generated over 18,000 combined views and unique pageviews.
- The Giving Tuesday garnered participation by over 100 Wyoming-based as well as national charities and non-profits. This initiative received a substantial positive response from the public, mainly because it provided an opportunity for charities and non-profits to be recognized and promoted . Charities and non-profits recognized remain on the wyomingpublicmedia.org site for public access.
- WPM for-credit Intern program with the University of Wyoming provided an educational and inspiring experience for four students in 2014. They worked in areas of marketing, engineering, fundraising, and program production.
- Establishing a strong signal in the Wind River Reservation corridor provided a steady radio experience for individuals of both Tribes. This is an area inhabited by over 10,000 individuals, many of whom do not have radio service other than what WPM offers. In this instance, WPM was able to connect people to a much needed media resource, and open avenues for further collaboration.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. 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.
- The most significant minority group in Wyoming is comprised of Native American residents on the Wind River Reservation. For this audience, WPM broadcast "National Native News."
- In 2014, WPM was capitalized on a stronger signal in the Wind River Native Indiana Reservation that provides uninterrupted service through the vast valley stretching through Dubois and almost into the Teton Range.
- Programming diversity initiatives focused on the Northern Arapaho and Eastern Shoshone Tribes who reside on the Wing River Indiana Reservation in Central Wyoming. Through *The American Graduate: Let's Make It Happen!* grant, WPM's education reporter followed the lives of a number of high school students to document their activity and aspirations, as well as the impediments they encountered in their pursuit of a high school diploma. He also began following the activity of a Reservation high school basketball team. Coverage of high school students and their activities will continue into next year 2015.
- WPM's news team also covered Reservation culture and political issues. Two WPM reporters routinely reported stories ranging from uranium mining, quality of water, ritualistic/religious issues, etc. Stories and images can be found on website at www.wyomingpublicmedia.org with a click on Wind River Reservation Stories.

Content connected with other diversity issues fell into these main areas: Latinos, Native American Indians, underserved populations, aging populations, handicap issues, veteran issues, immigration issues. Complete coverage is on wyomingpublicmedia.org under the News tabs. Selected examples include:

Victims of Domestic Abuse: http://wyomingpublicmedia.org/post/silent-witness-ceremony-gives-voice-victims-domestic-violence
Oilfield Families Struggle To Find Housing In Booming Economy: http://wyomingpublicmedia.org/post/oilfield-families-struggle-find-housing-booming-economy
Women Still Face Barriers For Oilfield Jobs : http://wyomingpublicmedia.org/post/women-still-face-barriers-oilfield-jobs
Latinos At Higher Risk For Workplace Injury: http://wyomingpublicmedia.org/post/latinos-higher-risk-workplace-injury
Latino issues:
http://wyomingpublicmedia.org/post/inequality-equality-state-disparities-abound-wyomings-renowned-ski-town

http://wyomingpublicmedia.org/post/wyoming-school-discipline-data-shows-racial-disparities-0
Native Indians:
http://wyomingpublicmedia.org/post/fort-washakie-stories-part-i-school-transition
http://wyomingpublicmedia.org/post/fort-washakie-stories-part-ii-we-have-team
Underserved populations:
http://wyomingpublicmedia.org/post/wyoming-struggles-support-its-homeless-youth
http://wyomingpublicmedia.org/post/dropouts-get-second-chance-national-guard-s-cowboy-challenge-academy
http://wyomingpublicmedia.org/post/wyoming-falls-child-well-being-rankings
Returning veteran issues:
http://wyomingpublicmedia.org/post/wyoming-colleges-look-increase-support-student-veterans
http://wyomingpublicmedia.org/post/cheyenne-va-controversy-angers-some-wyoming-veterans
Literacy issues
http://wyomingpublicmedia.org/post/wyoming-weighs-value-early-childhood-education

Reporting on diversity issues will continue through 2015 at the current level. Several forums focusing on education are planned. An education advisory board was formed in 2014 to advise on education in Wyoming issues; this group will start working in 2015.

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's geographic size and rugged terrain is not conducive to operating media.
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 90% 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 six full-time reporters and several 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 Space*s that covers major issues in Wyoming as well as joint production WPM does with Wyoming PBS.