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 and provides four channels: Wyoming Public Radio, Classical Wyoming, Jazz Wyoming, and wyomingpublicmedia.org. WPM community service goals are to 1) connect the state with media that provides local 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 just public radio. The three radio broadcasting channels provided by WPM are also available for streaming.

WPM utilizes the broadcast content of National Public Radio (NPR), as well as other program distributors such as American Public Media, Public Radio International, and a variety of other public content developers. Apart national/global content, WPM invests heavily in Wyoming-centric programming. WPM covers statewide issues, needs, and interests from all Wyoming locations. The news bureau is staffed with 6 full-time reporters, four regional stringers, and one national stringer who covers Wyoming issues in Washington D.C.

Topics 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 issues 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, hosted events, 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 Indian 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. Close to 900,000 unique visitors accessed WPM's website producing close to 3 million pageviews.

WPM built on initiatives started in the past several years to include targeted audiences. Examples can be found on wyomingpublicmedia.org. Initiatives specific to 2015 included 1) an investment in video technology that allows WPM to steam live and on-demand local events such as interviews and forums and these available to targeted audiences, 2) expanded use of social media to bring key state players such as the State Superintendent of Education into public discussions, and 3) increased production of investigative reports targeting specific issues such as the status of mental health services in the state/ the status of education on the Wind River Reservation/ the growing suicide rate in Wyoming.

WPM produces community forums focusing on specific issues key to Wyoming. In 2015 these forums included energy, natural resources, and education topics.

WPM supports a number of Intern programs, including the donor funded Lynne Simpson Women in Media Training Internship. This Internship allows women to gain experience in all areas of broadcasting to either further their media careers or transfer the experience to other disciplines.

WPM provides an opportunity to all non-profits to promote their initiatives and events through an online event service.

2.

> 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 continued collaborations with a variety of partners who provided input, access, and expanded outreach. Below are several examples; more in-depth information is available on wyomingpublicmedia.org.

1) Regionally WPM continued its participation in Inside *Energy* LJC which includes 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. Six 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 marketing practices at WPM. Activities generated in 2015 marked the 3rd year of this collaboration.
4) In 2015 WPM participated on a variety of projects with Wyoming PBS. These included a Forum on a graduating class in the Wind River Reservation, and sharing of an energy reporter who covered energy issues in Wyoming and the Front Range and provided content to regional stations, as well as NPR and PBS.
5) WPM continued its reporting on the Shoshone and Arapahoe Tribes with specific emphasis on high school students 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 26 statewide locations. This presentation bore results in 2014 when the first $1 million of a $5 million project was awarded to WPM. The 2015 activity focused on funds requested for the 2016 legislative session, again totaling $1 Million.

7) WPM continued collaboration with numerous non-profit Foundations to fund its education reporter. Seed money for this project came from CPB's *The American Graduate: Let's Make It Happen!* Initiative. Wyoming Foundations involved in 2015 included 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.
8) In 2015 WPM participated in the national Giving Tuesday initiative for the second year. 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 270 organizations participated and are listed on wyomingpublicmedia.org, under the Support and Giving Tuesday tabs.
9) Serving the cultural community, WPM produced over 100 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.
10) In 2015, WPM initiated a donor funded Internship program title The Lynne Simpson Women in Media Internship. This annual project provides paid training to women interested in media as a career or as a learning experience.
11) WPM's natural resources/energy reporter activity generates contacts with a variety of state and federal agencies, corporations, and foundations, and serves as an example of collaborations and partnerships. These can also be found in annual reports presented to funding entities:

    Corporation for Public Broadcasting (CPB)
    National Public Radio
    Wyoming Public Television
    WyoFile
    Harvest Public Media
    Rocky Mountain PBS
    KUNC Public Radio (Colorado)
    North Dakota Public Broadcasting
    UW's Ruckelshaus Institute,
    School of Energy Resources and Law School
    Wyoming Department of Environmental Quality
    Wyoming Oil and Gas Conservation Commission
    Wyoming Outdoor Council
    Powder River Basin Resource Council
    Petroleum Association of Wyoming
    University of Wyoming School of Energy Resources
    Wyoming State Geological Survey
    University of Wyoming Center for Energy Economics and Public Policy
    Wyoming Workforce Services (Department of Occupational Safety and Health)
    Wyoming Stock Growers Association
    Wyoming Governor's Office

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 routinely tracks Metrics that measure impact in terms of access and penetration. These are provided quarterly to agencies and Foundations in two areas of reporting – education and natural resources/energy. In the interest of space, Metrics in these two areas are duplicated here for the last reporting period only and serve as an example of measurable impact.

**Attachment 3 – Natural Resource & Energy Page Metrics**

October 1, 2015 – January 31, 2016

From October 1, 2015 to January 29, 2016 WPM tracked the following natural resource and energy metrics: Number of Spot Stories and Features by Stephanie Joyce – 46 Number of Spot Stories and Features by WPR Assisting Reporters – 70 Number of Stories by Stephanie Joyce featured on WPR's *Open Spaces* – 6 Number of Stories by WPR Assisting Reporters featured on WPR's Open Spaces – 11 Number of Stories by Stephanie Joyce featured on **Regional Inside Energy* – 14 Number of Stories by WPR Assisting Reporters featured on **Regional Inside Energy* – 23 Number of Stories by Stephanie Joyce featured on National Media – 9 Number of Stories by WPR Assisting Reporters featured on National Media – 3 Number of Interactive Online *Natural Resource & Energy* Events (Topic of the Week) – 4 Number of HumaNature podcasts aired On Open Spaces – 3 *Episode 5: Finding The Way Home In A Purple Canoe, Episode 4: Catch And Release, Episode 3: When A Search And Rescue Becomes A Search For Something Else*

Statewide Carriage • On-air Spot Stories and Features were carried in all 28 sites in Wyoming, covering close to 90% of the state.

Broadcast audience data • WPM Arbirton indicates a 66,000 cume.

Online data - Number of pageviews on *Wyoming Public Media* Natural Resource & Energy page – 1,649 Natural Resource/Energy Stories posted on WPM Facebook page – 50 Tweets - 100

Pageviews for Stephanie Joyce's top stories on WPM site (http://wyomingpublicmedia.org):

12/2/15. Supreme Court: Company Still Liable For Wells It Sold. - 1,197.
12/7/15. Oil Projects Move Forward Despite Low Prices. – 1,038
12/7/15. British Columbia Coal Port Gets Green Light. - 700
12/7/15. The Four Steps Of Climate Change Denial – 495
12/9/15. Casper Star-Tribune Questions Scope Of Pavillion Investigation. – 342
12/18/15. State Concludes Fracking Not To Blame In Pavillion. - 324

***Regional Inside Energy** monthly pageviews (Average October, 2015 – January, 28, 2016) – 27,003 Facebook posts – 33 ; Twitter – 492 ; YouTube – 11; # Emails sent – 2,832 Pageviews for Stephanie Joyce's top stories posted on Regional Inside Energy site (http://insideenergy.org):

1/18/16. What Does the Leasing Moratorium Mean For Coal Country? – 162
1/18/16. In Latest Move On Climate, Obama Administration Halts Coal Leasing. – 247
12/8/15. New Bonding Regs For Oil And Gas Leave Environmentalists Unimpressed. – 65
12/4/15. The Four Steps of Climate Change Denial. – 312
11/20/15. Fuel: It's What's For Dinner. – 177
10/16/15. Overburden Weighs On Wyoming Coal Producers. – 338
10/1/15. The Rising Cost of Cleaning Up After Oil and Gas. – 645

## Metrics Report

From **October 1 – December 31, 2015** WPM tracked the following metrics:

Number of Spot Stories and Interviews

- Directly related to "Strengthening Education" – 11
- Related education issues – 20

Number of Features related to "Strengthening Education" – 5

Number of Interactive Online Events – 3

Statewide Carriage

- On-air Spot Stories and Features were carried in all 28 sites in Wyoming, covering close to 90% of the state.

Broadcast audience data

- WPM Arbitron indicates a 66,000 cume.

Online data-

Number of pageviews on Education page – 641

Number of pageviews for the Native American Education Forum – 377

Number of pageviews for the Interactive Online Events (Topics of the Week & Twitter Chat Session)

1. How might Wyoming benefit now that No Child Left Behind has been replaced? (12/14/15) – 86
2. What do you think about raising the state property tax to pay for new schools? (11/6/15) – 162
3. Twitter Chat With Jillian Balow, Hosted By Aaron Schrank (11/9/15) – 120
   (Storify Twitter embedded stream 137 views)

Number of pageviews for enclosed CD stories –

1. What Does A New Federal Education Law Mean For Wyoming? (12/11/15) - 208
2. Going The Distance: Who Are Wyoming's Virtual Learners? (11/13/15) - 207
3. Why Were Six Native American High Schoolers Searched And Detained At The University Of Wyoming? (11/6/15) - 14,840
4. Truancy Patrol: A Day On The Job With Wyoming Indian's Craig Ferris. (10/23/15) - 225
5. Natrona County's New Career Academy High School Program Opens In A Year. (10/16/15) – 250

Stories posted on Facebook – 47 Topics of the Week posted on Facebook - 2

Stories on Twitter – 94 Topics of the Week posted on Twitter - 2

7 Podcasts with education stories: *Open Spaces:* Oct. 16, 23, Nov. 6, 13, 20, Dec. 4, 11, 2015.

3 Nationally Aired Education Stories

Wyoming PBS Metrics

"Join The Discussion On Native American Education In Wyoming" aired on Wyoming PBS.

Fri., Oct. 2, Sat., Oct. 3 at 2 pm, and Sat., Oct. 4, 2015 at 11 am. Number of pageviews - 123

Wyoming PBS has approximately 32,000 TV household watching during an average week

Number of subscribers to TV guide on a monthly basis – 3,700

Number of Wyoming legislators receiving guide – 100.

PDF of program guide http://www.wyomingpbs.org/guides.php

Apart from the two deeply tracked areas (education and natural resources/energy) WPM provides an interactive program called “Topic of the Week” for the sole purpose of initiation conversation across the state on topics that are relevant to Wyomingites. Below are several topics and sample response:

## Do you think Wyoming should implement a refugee resettlement program?

It pays to get better information: refugees will not rely on state support -- they are supported through other means. They are not looking for the best set of freebies -- they are fleeing oppression and persecution and are thoroughly vetted by governments and agencies before they reach the U.S. Wyoming could use the infusion of energy and creativity that refugees would bring.

**Timothy Dexter** · 7 months ago

I strongly support the principles at the core of both the refugee resettlement program and the "Wyoming Grown" project. One aims to lure persons to Wyoming who have fled the land of their nativity because of it's hostile environmental conditions, lack of meaningful employment opportunities, and backward single party government; and the other one will attempt to create a safe haven for people who have never been to the state.....

**Christy Gerrits** · 7 months ago

Gillette has a valuable member of its community who was originally brought to US under the refugee program. He is a highly respected coach and teacher. We need more people in Wyoming who can diversify our communities and culturally enrich us. in this increasingly global economy, it is important that our students and citizens have the opportunity to welcome people from diverse backgrounds into our communities. We should finally join the other 49 states and start welcoming refugees, by implementing a refugee resettlement program in our state.

**Nerdy Scumbag** Christy Gerrits · a month ago

How diverse would you like Wyoming? Whites at 25%? How much diversity would you support? Also, please name three benefits of diversity.

## What role should the state play in making sure that Wyoming hospitals are financially secure?

**Open your eyes cowboys** · 8 months ago

Time to rethink our legislators! Old men with old ideas.. Kick em to the curb!! Don't forget to vote it's coming soon!

**John H.** • 8 months ago

The State of Wyoming should have no role in assuring fiscal responsibility of hospitals. In addition, it would be a good idea for the State to consider having a greater ombudsman role in hospital operations. It seems to me there are too many hospitals in Wyoming which are run by for-profit companies which care more about their own profits than the medical needs of the communities in which they operate.

**IMPOed** • 8 months ago

Isn't it obvious?
If our state government quit being anal about the ACA, we wouldn't be discussing this problem, now would we?

## What are your thoughts on the bill that would allow guns in Wyoming schools, colleges, gov meetings? 87 comments

## What's one thing your community could do to improve the local economy?

**Les Hunt** • 8 months ago

Chamber of Commerce needs overhauled to propagate new businesses such as restaurants, hotels, variety stores, and discount grocery stores. Prices are too because of tool little competition and basic greed. Powell, Wyoming. Utility rates increase discriminately which affect residents. Gasoline is back up to highest level due to distributor greed. There is no price control from any source to curb gas prices. Investigative reporting is needed I Powell, Wyoming. Must come from outside reporting. Park County newspapers are compliant with businesses.

**JohnC** • 8 months ago

Require that public money, county and city, be spent locally when ever possible.

## What role should the state play in keeping schools and teachers accountable for properly educating students?

**Daddy Dave** • a year ago

This discussion is for nothing until the school system has enough money to hire teachers and pay them a living wage. The school system where my kids attend is on the verge of bankruptcy if what the board was saying at the last meeting is correct.

**Childrens Advocate** • a year ago

Students should have the evenings to spend with their families. Schools and teachers have NO RESPONSIBILITIES ANYMORE WHATSOEVER! They can't even figure out how to harmonize children within 40 hours a week. I agree gangster parents suck. But homework belongs in school. A school should be a place even gangster children feel safe. The state should have FULL CONTROL. Cameras should be used. Parents should not be allowed inside. Theres a lot of pedophiles now in days, men and women. I feel if children had more rights then criminals, we could see.heaven on earth in a generations time. Teachers take a lot of time off where parents need childcare just for all the days off or we get in troublr for neglect, children can. Ot be home from school alone...summers are pedophiles dreams. Teachers who care are over burdened or bullied. I love having Federal AYP's. I think teens are smart enough to learn tech skills....for fun. For some people work is fun. Growing up is not to fast. We can teach our small town kids theres more in life then what pedophiles teach.....SEX. Marriage to losers. Snitches get stiches....and all the other terroristic actions I pray capitol punishment rids our world of. Please bring Educational Foundation back.

- **Kurt Deschamps** · a year ago

Let's do to doctors what people always want to do to teachers, hold them accountable. Let's see what that looks like.
All doctors patients must live to be 85 years old or the doctor will be disciplined. You can ask them to quit smoking, drinking, taking drugs,
eating fatty foods, eliminating sugar while adding regular exercise. You can ask for that and most will not comply, but you can still be held
accountable. They must all live to be 85. That is what you ask of teachers.

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."

Programming diversity initiatives focused on the Northern Arapaho and Eastern Shoshone Tribes who reside on the Wing River Indiana Reservation in Central Wyoming. *The American Graduate: Let's Make*

*It Happen!* Grant second year funding for 2015 allowed WPM's education reporter to continue following 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 expanded in 2015 to include the experience of educators and administrators. Below are select examples of this work:

1. They're not at Peace. By Melodie Edwards.
*Back in 1881, hundreds of Northern Arapaho children were taken from the Wind River Indian Reservation in central Wyoming to the Carlisle Boarding School in Pennsylvania to be assimilated into European culture, but many never returned. Now the tribe is applying to reclaim the remains of 41 of the students who died there.*
http://wyomingpublicmedia.org/post/theyre-not-peace-northern-arapaho-seek-claim-remains-boarding-school-students

Six stories submitted by Aaron to the American Graduate playlist on PRX.org. None were aired to date.

1. Natrona County's New Career Academy High School Program Opens in a Year
*In one year, a new high school building will be open to students in Natrona County. The first day of class will debut a bold endeavor to transform secondary education in the school district that has been in the works for nearly a decade. It's a shift to 'academy-style learning,' where students' lesson plans and activities are designed around their career interests. As Wyoming Public Radio's Aaron Schrank reports, Natrona County educators are hustling to create a system that will bring results.*
http://wyomingpublicmedia.org/post/natrona-countys-new-career-academy-high-school-program-opens-year

2. Truancy Patrol: A Day On The Job With Wyoming Indian's Craig Ferris
*Most people on the Wind River Reservation have seen Craig Ferris on the sidelines of the basketball court at Wyoming Indian High School. As head coach, he's led the Chiefs to four state championships. But most days, Ferris can be found driving around and knocking on doors—putting the full-court press on a major problem for reservation schools: attendance. Ferris works for Wyoming Indian Elementary. Wyoming Public Radio's Aaron Schrank spent a day on the job with him, and has this report.*
http://wyomingpublicmedia.org/post/truancy-patrol-day-job-wyoming-indians-craig-ferris

3. Why Were Six Native American High Schoolers Searched And Detained At The University Of Wyoming?
*Back in September, six Native American high schoolers from the Wind River Reservation were detained by University of Wyoming police after a customer in the campus bookstore suspected one of the students of shoplifting. Administrators and parents at St. Stephens School quickly raised concerns that the students' rights had been violated. After weeks of back and forth, the incident and its handling remains a point of tension between Wyoming's University and its Wind River Reservation. Aaron Schrank reports.*
http://wyomingpublicmedia.org/post/why-were-six-native-american-high-schoolers-searched-and-detained-university-wyoming

4. Going The Distance: Who Are Wyoming's Virtual Learners?
*More than 1 percent of the public school students in Wyoming will not set foot in a classroom this year. They attend virtual schools that exist entirely on the web. As interest in online schools surges nationwide,*

*state education officials are working to improve and expand this option for kids. In the first of a series of stories on virtual education in the Cowboy State, Wyoming Public Radio's Aaron Schrank looks at why some families choose this unconventional approach.*
http://wyomingpublicmedia.org/post/going-distance-who-are-wyomings-virtual-learners

5. Going The Distance: Virtual School Performance Data Is Hidden From View
*Most parents of public school students in Wyoming can access all sorts of data on how their child's school is doing, but the public cannot see test scores or graduation rates for the state's two online learning providers. That lack of transparency is a problem that those providers—and education advocates around the state—would like to see fixed. In part two of our series on virtual education, Wyoming Public Radio's Aaron Schrank explains why that problem exists in the first place.*
http://wyomingpublicmedia.org/post/going-distance-virtual-school-performance-data-hidden-view

6. What Does A New Federal Education Law Mean For Wyoming?
*President Obama signed that legislation—replacing 'No Child Left Behind'—this week. It's called the 'Every Student Succeeds Act.' In Wyoming, Superintendent of Public Instruction Jillian Balow is praising the federal education overhaul. She spoke with Wyoming Public Radio's Aaron Schrank about what the new law means for the state.*
http://wyomingpublicmedia.org/post/what-does-new-federal-education-law-mean-wyoming

In 2015 WPM's news team continued to cover 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, and immigration issues. Complete coverage is on wyomingpublicmedia.org under the News tabs.

New immigrant reporting was heightened in 2015 due in part to 1) the state's self-assessment of its status as the only state in the union without a refugee policy, and 2) the growing perplexity of the Syrian refugee issue nationally and globally. Several stories WPM produced were picked up nationally.

Reporting on diversity issues will continue through 2016 at the current level. Several social media events focusing on education are planned. The education advisory board formed in 2014 to advise on education in Wyoming issues started working in 2015 and will continue into 2016.this group will start working in 2015.

5.

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, 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 Space*s that covers major issues in Wyoming as well as joint production WPM does with Wyoming PBS.