## Grantee Information

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

2016

### 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 2016. 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 2016 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 and provides five channels: Wyoming Public Radio, Classical Wyoming, Jazz Wyoming, Wyoming Sounds, and wyomingpublicmedia.org. WPM overarching community service goals are to 1) connect the state programmatically with media that provides emergency alerts, local news and information, cultural programs that reflect the state ethos, reporting on the state's core issues that drive the economy and report on both social and physical infrastructure, 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, and 3) promote Wyoming's critical place in the national infrastructure particularly in areas of energy, tourism, natural resources, Tribal relations, rural economic factors. The four radio broadcasting channels provided by WPM are also available for streaming, thus disseminating Wyoming-centric content globally. Locally, the importance of a connected media service in a state like Wyoming can't be overestimated. To may residents, of diverse demographics, public radio is the only connection to the state and to the world. WPM utilizes the broadcast content of National Public Radio (NPR), as well as other programs distributed by APM are also available for streaming: Public Radio International, and a variety of other public content developers. These nationally recognized news and cultural affairs producers provide a vital connection to Wyomingites particularly in coverage of national/global political news. On the local level, WPM invests heavily in Wyoming-centric programming. WPM covers state and community issues that directly affect Wyomingites, such as education, health, professional retraining in energy sectors, and diversification of local economies, among others. For broader topics that are of national and global interest, WPM invests heavily in f uel extraction-related issues and their impact on the state and the world, 2) natural resources and wildlife issues that are primary contributors to the state's natural wonders and a core part of the state's second largest economy. These are the issues that generate the highest national and global interest in Wyoming. WPM cites coverage of these issues part of its mission. The news bureau is staffed with 6 full-time reporters, four regional stringers, and one national stringer who covers Wyoming –related issues in Washington D.C., as well as statements coming from Wyoming's congressional delegation. Topics of importance to communities across the state are determined by the communities themselves, the Wyoming State Legislature, reporter observation, individual comments and input, input from key sectors such as education, health, labor minorities, 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. 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 a high number of tourists traveling 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. Over 1 million unique visitors accessed WPM's website producing close to 4 million pageviews. WPM built on initiatives started in the past several years to include targeted audiences. Examples can be found on wyomingpublicmedia.org. Select initiatives specific to 2016 included 1) expanded use of o live and on demand video streaming technology that was vital in the Women in the Wyoming Legislature: Why So Few? Forum that was shared statewide, nationally, and on NPR. 2) expanded use of social media to bring key state players such as the State Superintendent of Education into public discussions for the second year, and 3) increased production of enterprise reporting on specific issues such as the effects of Wyoming's economic bust, the Governor's and State Legislature's addressing of statewide cuts and their impact on the Wyoming infrastructure both economic and social, and 4)problems and progress at the Wind River Reservation as the state grappled with reduced funding in a critical demographic area. Capitalizing on the new video capabilities, WPM produced a number of stories targeted at one of the state's treasures – wildlife. The effects of climate change coupled with legislation have impacted this sector in both positive and negative ways. As the home of the nation's most-visited national parks, Wyoming plays a critical role in reporting on the ground and telling the wildlife story. In this past year, WPM also broke ground in reporting on sustainability in a variety of areas, but focused tightly on individual sustainable initiatives that have the potential for scalability. Capitalizing on Wyoming's position as the nation's topmost wildlife and environment destination, WPM initiated a nationally-awarded podcast, HumaNature, which has already captured global awareness. WPM produces community forums focusing on specific issues key to Wyoming. In 2016 these forums included energy, natural resources, and the status of women in Wyoming's legislature. Addressing a growing statewide interest in the "Americana" genre, WPM launched a new station based in Laramie and broadcasting in Riverton and soon, Jackson. The format of Wyoming Sounds includes a large number of Wyoming artists, bands, and musicians. Though only in two location in analog radio, the service is available to anyone through streaming. WPM plans to expand the analog service as frequencies and translators become available. WPM supports a number of Intern programs, including the donor funded Lynne Simpson Women in Media Program. 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. In 2016 women worked in areas of news and cultural reporting, fundraising, and podcast production. WPM provides an opportunity to all non-profits to promote their initiatives and events through an online event service. This self-populating tool attracts a large number of Wyoming organizations. In addition, WPM turns it's "Giving Tuesday" on-air and online day into a promotion for other non-profits in the state. Listeners are invited to cite their favorite non-profit or charity which then receives on-air and online mentions. The cited organization's mission is promoted, and listeners are encouraged to consider it in their year-end giving plans. This project has grown from 80 organizations cited in the first year, to close to 300 in 2016. The project is particularly useful to small non-profits who may not have the funds needed to buy underwriting on public media, or advertise commercially. In-depth examples of all the initiatives mentioned in this section are available on www.wyomingpublicmedia.org, under a variety of Tabs.

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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 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 launched a new radio and multi-platform service: Wyoming Sounds that focuses on the Americana format and incorporates Wyoming talent into the schedule. This was a response to listeners who increasingly asked for more Wyoming-centric programming. 4) In 2015 WPM participated on a variety of projects with Wyoming PBS. C. In addition, WPM and Wyoming PBS engaged in a growing number of engineering collaborations aimed at improving signal coverage for both entities. 5) WPM continued its reporting on the Shoshone and Arapahoe Tribes with specific emphasis on high school students as the follow-up to The American Graduate: Let's Make It Happen! Project. 6) WPM's GM participated in a class UW Political Science class project focusing on the First Amendment. This was done in conjunction with the class Professor and included two Wyoming Supreme Court Judges as part of the pane. Students worked on semester-long projects that highlighted the nuances of the First Amendment as it applies to everyday situations. 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 2016 included the John P. Ellbogen Foundation. Discussions with 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 Mavraks were being revisited at the end of 2016. 8) In 2016 WPM participated in the national Giving Tuesday initiative for the third 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. Close to 300 organizations participated and are listed on wyomingpublicmedia.org, under the Support and Giving Tuesday tabs. 9) Serving the cultural community, WPM produced close to 150 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 2016 WPM secured donor funding for The Lynne Simpson Women in Media Program. 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. 12 ) Working with the league of Women Voters, Casper College, and Wyoming PBS, WPM presented a number of candidate forums for the Wyoming Representative seat. Lynne Cheney was selected by Wyoming voters to represent Wyoming in the House. 13) The Women in Wyoming's Legislature: Why so Few? Forum and follow-up reporting was done in collaboration with Leadership Wyoming, Class of 2016. Leap Into Leadership, Colorado Public Radio, and NPR. 14) WPM's extensive work in the state coupled with its strong Wyoming issue reporting earned it the Wyoming Business Alliance and Wyoming Heritage Society award for serving Wyoming and for bringing Wyoming's issues to the forefront of national and global reporting. 15) In 2016, WPM partnered with the Buffalo Bill Center for the West in Cody Wyoming to share a reporter/museum digital content producer based in Cody Wyoming. This collaboration is expected to yield a large number of stories based on western topics, as well as open the pathway to reporting from Yellowstone park. A similar partnership was launched in Sheridan, working with Sheridan donors and non-profits. This Northeast Wyoming reporter will cover the upper east quadrant of Wyoming, including Sheridan and Gillette – a city deeply affected by the decrease in coal production. 16) In 2016 WPM initiated a partnership (still in progress) for a CPB-funded RJC focusing on story-telling from the American West. This collaboration includes Colorado, Montana, Idaho, and Utah, with plans for further growth. 17. In 2016 WPM provided live streaming for the Governor's Business Alliance Forum, targeted at key leadership in Wyoming. The topic of economic divers/ication, with key speakers from the Hemming's Institute. Live streaming enabled state leaders to attend the conference from their state locations, and to include staff in the meetings via video. 18. The "I Love (heart) Wyoming public Radio initiative continued into its third years in 2016. This project is WPM's work in tangent with the National "Protect Your Public Radio" initiative. Though this project all listeners and users of WPM are invited to create testimonials in any media to be shared statewide as well as with NPR's initiatives. Wyoming's Governor, Congressional delegation, as well as leadership and stakeholders contribute to this project, and provide testimony to WPM value to Wyoming. Partner and collaborating organizations: Corporation for Public Broadcasting (CPB) National Public Radio Wyoming Public Televison WyoFile Harvest Public Media Rooky Mountain PBS KUNC Public Radio (Colorado) North Dakota Public Broadcasting Boise Public Radio Yellowstone Public Radio UW's Ruckenhaus Institute, School of Energy Resources and Law School University 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 Leadership Wyoming League of Women's Voters Leap Into Leadership Wyoming Business Alliance

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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.

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, partial Metrics in natural resources/energy are duplicated here for the last reporting period only and serve as an example of measurable impact. From July 1, 2016 to September 30, 2016 WPM tracked the following natural resource and energy metrics. (Top metrics highlighted in yellow) Number of Spot Stories and Features by Stephanie Joyce – 37 Number of Spot Stories and Features by WPR Assisting Reporters – 73 Number of Stories by Stephanie Joyce featured on WPR's Open Spaces – 7 Number of Stories by WPR Assisting Reporters featured on WPR's Open Spaces – 13 Number of Stories by Stephanie Joyce featured on *Regional Inside Energy – 16 Number of Stories by WPR Assisting Reporters featured on *Regional Inside Energy – 14 Number of Stories by Stephanie Joyce featured on National Media – 2 Number of Stories by WPR Assisting Reporters featured on National Media – 2 Number of Interactive Online Natural Resource & Energy Events (Topic of the Week) – 1 Number of National Media references to HumaNature Podcasts (Wired, Current, PRPD Conference) – 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 Nielsen indicates 66,000 5-year average cume and 86,000 cume as per spring. Online data - Number of pageviews on Wyoming Public Media Natural Resource & Energy page – 928 Stephanie's Stories posted on WPM Facebook page – 123 Stephanie's Tweets (Stories posted on Twitter) – 246 Natural Resource & Energy related Instagram posts. 4 Emails sent (GM newsletter). 900 Pageviews for Stephanie Joyce's top stories on WPM site July 1 – Sept 30, 2016 (http://wyomingpublicmedia.org). Worker Dies At Williams Gas Plant in Opal – 9/15/16 (936) BLM: Lost in Translation – 7/28/16 (860) Coal Companies Have Mined An Area The Size of NYC. Now They Have to Clean It Up – 8/12/16 (840) From

Housekeepers To Railroad Conductors, Coals Crash Takes Its Toll – 7/1/16 (771) Fact Check: U.S. House Candidates On Energy – 8/12/16 (411) Legislative Committee Nixes Wyoming Wind Tax Increase – 9/23/16 (312) Melodie Edwards' top sustainability stories on WPM site July 1 – Sept 30, 2016 (http://wyomingpublicmedia.org): More Grazing Conflicts Likely If Federal Agencies Don't Improve – 8/2/16 (2,184) More Wyoming Bills Push To Give State Control Over Federal Lands – 9/9/16 (1,384) Melodie Edwards' top wildlife stories on WPM site July 1 – Sept 30, 2016 (http://wyomingpublicmedia.org): 600 Wild Horses To Be Rounded Up In Checkerboard Area – 8/16/16 (1,915) Cutthroat Trout Make A Comeback In Yellowstone Lake – 8/11/16 (912) Native American Group Urges Feds To Let Tribes Help Manage Grizzlies – 7/22/16 (901) "Regional Inside Energy monthly pageviews (Average July – September, 2016) – 32,460 Facebook posts – 40, Tweets – 257, YouTube – 10. # Emails sent – 4,683 Pageviews for Stephanie Joyce's top stories posted on Regional Inside Energy site 7/1-9/30/2016 (http://insideenergy.org): Life After Coal: One Miner's Story – 7/27/16 (434 views) Coal Companies Have Mined An Area The Size Of NYC. Now They Have To Clean It Up (440 views) University of Wyoming's Utility Bill Climbs As Budget Falls – 8/29/16 (147 views) Tribes Prevail In North Dakota Pipeline Fight – For Now – 9/9/16 (1,173 views) Wyoming Considers Raising Nation's Only Wind Tax – 9/21/16 (613 views) Apart from deeply tracked areas precipitated by reporting requirements, WPM provides an interactive program called "Topic of the Week" to initiate statewide conversation on topics that are relevant to Wyomingites. Below are the Topics of the Week, followed by selected listener comments. Topic of the Weeks 2016 What are your 2017 New Year's Resolutions? DEC 29, 2016. How should state lawmakers resolve the education funding shortfall? DEC 13, 2016 What one thing would improve health care in Wyoming? NOV 28, 2016. What are you thankful for? NOV 21, 2016. Where do you stand on Standing Rock? NOV 16, 2016. Did you exercise your right to vote? Why or why not? NOV 4, 2016. Should the state treasurer be allowed to invest money from state trust funds in the stock market? OCT 24, 2016. What would you recommend to improve civil discourse in our political campaigns? OCT 12, 2016. Tell us why state-wide information sources like WPM are valuable to you SEP 23, 2016. How would you rate economic opportunities in Wyoming? SEP 12, 2016. What changes would you like to see in your local K-12 curriculum? AUG 31, 2016. Should UW students help pay for a greater percentage of their education? AUG 23, 2016. How strongly should Wyoming consider doing away with allowing coal companies to self-bond? AUG 12, 2016. What do you think of the party platforms formulated during the Republican & Democratic conventions? AUG 1, 2016. What questions would you like to hear Wyoming's U.S. House candidates answer? JUL 8, 2016. How will you be affected by the governor's budget cuts? JUN 28, 2016. Should Wyoming build a new prison in Rawlins or fix the existing one? JUN 13, 2016. What Wyoming issue would you like to hear legislative candidates address this year? MAY 31, 2016. How might the Park Service better inform tourists about Yellowstone's sensitive ecosystem? MAY 23, 2016. How seriously should Wyoming legislators be looking at tax hikes to make up for declining revenues? MAY 9, 2016. What's the best way to get to a more collaborative approach to managing wolves in Wyoming? APR 29, 2016. How should Wyoming respond to recent layoffs in the energy sector? APR 4, 2016. What do you think about proposals to drug test high school students in extracurricular activities? MAR 21, 2016. What, if anything, needs to be done to improve the Endangered Species Act? MAR 8, 2016. How would you rate the work of the Wyoming Legislature this year? MAR 1, 2016. According to the National Conference of State Legislatures, Wyoming currently ranks 50th. What do you think can be done to better encourage women to run for the state legislature? BFEB 12, 2016. What issues would you like the governor to focus on during Wyoming's State of the State address? FEB 1, 2016. How much should climate change factor into decisions about coal mining on federal land? JAN 25, 2016. Should states take over management of public lands? Why or why not? JAN 19, 2016. What can communities and the state do to better address mental health issues and suicide? JAN 11, 2016. What should be the top priorities of the University of Wyo's new president when she takes office? JAN 4, 2016. What one thing would improve health care in Wyoming? NOV 28, 2016. Gail Fuston • 2 months ago Affordability - Especially for single, healthy, mature (50 - 65) adults who may be semiretired and are spending money daily/weekly in Wyoming but want to have coverage when they are diagnosed with (non-lung) cancer sometime in the future. After living in Wyoming for 57 of my 60.5 years I tried to leave our state last May to move to a state (Washington) with MUCH lower healthcare premiums. I didn't move because there were too many people and way too much vehicular traffic outside of Wyoming during my move-search. Next May, because of over-priced high deductible Wyoming healthcare coverage choices, I will be forced once again to try leaving Wyoming in search of reasonably priced healthcare. For 2017, for the SECOND time in my 60 1/2 years of life, I will NOT have medical insurance coverage (because of a $107.42 per month increase from 2016's already outrageously high monthly premiums - For nothing BCBS of WY !!). This is unacceptable. Wyoming powers that be. (Last

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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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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. The CPB grant allowed activity to continue into the beginning of 2016. During this year, WPM continued reporting on education issues, particularly dealing with the Governor's approach to education budget cutting, and how it affected K through 12 students, as well as the University of Wyoming – the state's only 4-year University as well as the state's biggest employer. The cuts were deep, and coupled with the "bust" in the coal and oil extraction industries, had far-reaching socio-economic effects. All stories covered by WPM's education team can be found on wwwwyomingpublicmedia.org under the Education Tab. 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 can be found on wyomingpublicmedia.org under the News tabs. Refugee immigration drew more attention in 2016, due in part to 1) the state's self-assessment of its status as the only state in the union without a refugee policy, 2) the growing perplexity of the Syrian refugee issue nationally and globally, and 3) attention placed on the refugee issue by candidates running in the national primaries, and then the general election. Reporting on diversity issues will continue through 2017 at the current level. Several social media events focusing on education are planned. The interactive Topic of the Week focuses on immediate issues dealing with education, extraction, national policies, among other issues that are spurred by a highly active Presidency. Future plans for coverage should also emphasize the fact that WPM has developed stronger permanency in news positions dealing with education, natural resources/energy, wildlife, sustainability reporting. This was accomplished mainly through grants, lead gifts, and collaborations with other organizations.

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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'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 Spaces that covers major issues in Wyoming as well as joint production WPM does with Wyoming PBS. In 2016, the impact of CPB funding has doubled in importance. Wyoming's economy, relying highly on the extraction industries, is at an all-time low, with a very slow improvement trajectory. Global shifts from extraction to alternative energy sources hamper Wyoming's ability to bounce back in the extraction sectors. This projects a very slow recovery, continuing deep cuts to the University f Wyoming (a strong WPM funder), and a reduced donor base for WPM fundraising. In short, these are tough times for WPM, and the 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 increases in donor activity, thus removing CPB funding from the budget operating equation will be critical.

**Comments**

| Question | Comment |
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No Comments for this section