Grantee Information

2017

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 2017. 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 2017 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, 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 tourism, natural resources, Tribal relations, rural economic factors, and energy. 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 many 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 program distributors such as American Public Media, 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 reports heavily on 1) all 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 – tourism. 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 7 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, recommendations 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 2017 included 1) expanded use of live and on demand video streaming technology that was vital in the follow-up to 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 many 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 grew the nationally-awarded podcast, HumaNature, which has already captured global awareness. WPM produces community forums focusing on specific issues key to Wyoming. In 2017 these forums included energy, natural resources, and the status of women in Wyoming's legislature. Of particular interest in 2017 was a new series titled "I Respectfully Disagree," which allowed for people with widely diverse views to civilly discuss a contentious topic. Addressing a growing statewide community interest in the "Americana" genre, WPM launched a new station based in Laramie and broadcasting in Riverton and now in Jackson. The format of Wyoming Sounds includes many Wyoming artists, bands, and musicians. Though only in three locations in analog radio, the service is available to anyone through streaming. WPM plans to expand the analog service as frequencies and translators become available. A similar expansion was afforded to Classical Wyoming. WPM's classical channel which now broadcasts through major parts of the I-80 corridor, as well as in Jackson. 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 2017 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 many 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 over to 300 in 2017. 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

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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 collaborated 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. This partnership concluded in December 2017. 2) WPM continuously partners with faculty at the University of Wyoming to create for-credit Internships for students interested in broadcasting. Fourteen Interns completed their course work, as detailed on www.wyomingpublicmedia.org/internship opportunities. 3) WPM launched a new radio and multi-platform service in 2016 and expanded it to new locations in 2017. Wyoming Sounds 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 2017 WPM participated on a variety of projects with Wyoming PBS. 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. Reporting expanded into a variety of social and political issues that affect the Reservation. 6) WPM's GM continued to work with Leadership Wyoming, the state's foremost organization of leaders and stakeholders. 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 2017 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 Mavrakis were being revisited at the end of 2017. 8) In 2017 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. Over 300 organizations participated and are listed on wyomingpublicmedia.org, under the Support and Giving Tuesday tabs. 9) Serving the cultural community, WPM produced over 200 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 2017, WPM increased 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. WPM worked with the Jackson Community Foundation to create on-going funding through an Endowment. 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) WPM covered the state legislature, sending its news director to Cheyenne daily for reports. 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. Stories and reports from this topic continued into 2017. 14) WPM's extensive work in the state coupled with its strong Wyoming issue reporting earned it several Murrow awards in addition to the industry PRNDI awards. 15) In 2017, WPM solidified the partnership with the Buffalo Bill Center for the West in Cody Wyoming and hired a shared reporter/museum digital content producer based in Cody Wyoming. This collaboration is already yielding many 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. WPM has secured one-third of the funding to make this position possible. 16) In 2017 WPM participated in and launched the Mountain West partnership, 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 2017 WPM's management was part of the Governor's Business Alliance Forum, targeted at key leadership in Wyoming. The topic of economic diversification, with key speakers from the Hemming's Institute. WPM provided a series of reports, including ones centered on the Governor's ENDOW grant aimed at diversifying the state's economy. 18. The "I Love (heart) Wyoming public Radio initiative continued into its fourth years in 2017. 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. 19. In 2017, the Classical Wyoming Channel (analog) was expanded to Jackson. Partner and collaborating organizations. 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 Boise Public Radio Yellowstone Public Radio 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 Leadership Wyoming League of Women's Voters Leap Into Leadership Wyoming Business Alliance Buffalo Bill Center of the West Northwest College Teton County Public Library Jackson Hole Wildlife Museum

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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 June 1, 2017 – September 30, 2017 WPM tracked the following natural resource and energy metrics. Number of Spot Stories and Features by Cooper McKim – 35 Number of Spot Stories and Features by WPR Assisting Reporters – 81 Number of Stories by Cooper McKim featured on WPR's Open Spaces – 8 Number of Stories by WPR Assisting Reporters featured on WPR's Open Spaces – 26 Number of Stories by Cooper McKim featured on Regional Inside Energy – 6 Number of Stories by Assisting Reporters featured on Regional Inside Energy – 16 Number of Stories by Cooper McKim 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) – 2 Number of The Modern West Podcasts with natural resource focus – 2 Number of HumaNature Podcasts with natural resource focus – 2 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 monthly pageviews on the Wyoming Public Media page - 164,031. Number of pageviews on the Wyoming Public Media Natural

Resource & Energy page – 890 Natural Resource/Energy Stories posted on WPM Facebook page – 116 ; Tweets - 116 Pageviews for Cooper McKim's top stories on Wyoming Public Media site (http://wyomingpublicmedia.org): 9/18/17 Close To 80 Percent Of Wyoming Waterways Downgraded (3,192) 9/8/17 Wild-Born Black-Footed Ferret Kits Found Outside Of Meeteetse (2,672) 6/30/17 A New Coal Mine May Open In Wyoming. But Not For Electricity. (2,065) 8/29/17 New State Geologist Named By Governor Mead (1,302) 6/15/17 The Eclipse May Cause Certain Animals To Act Differently. (824) Regional Inside Energy monthly pageviews – 31,562 Facebook posts – 53 . Tweets – 656 YouTube – 2 . # Emails sent – 9,964 Pageviews for Cooper McKim's top stories posted on Regional Inside Energy site (http://insideenergy.org): 6/30/17 A New Coal Mine May Open In Wyoming. But Not For Electricity. (525) 6/9/17 Wyoming Politicians Take Aim At The Endangered Species Act. (254) 6/1/17 Cleaning Up Wyoming's Oil And Gas Emissions. (233) 7/14/17 Proposed Coal Mine Faces Resistance From Local Groups. (156) 9/15/17 Sage Grouse Déjà Vu. (137) 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 2017 - See http://wyomingpublicmedia.org/term/topic-week. What do you think about efforts to repeal and replace the Affordable Care Act? JAN 9, 2017 Are you in favor of or against House Bill 135 "The Government Anti-Discrimination Act"? And why? JAN 18, 2017 What are your thoughts on the Women's March? Tell us your experience. JAN 24, 2017 What do you think about having states decide education decisions instead of the federal government? JAN 30, 2017 Should the legislature vote to raise taxes for education? FEB 6, 2017 What are your ideas for diversifying Wyoming's economy? FEB 14, 2017 The U.S. Senate is considering changes to the Endangered Species Act. What do you think about this? FEB 20, 2017 What's been your impression of the 2017 legislative session? FEB 28, 2017 Do you agree that Wyoming's gray wolf is ready for delisting from the Endangered Species List? MAR 6, 2017 What are your thoughts on the proposed removal of wild horses near Rock Springs? MAR 21, 2017 What, if any, changes would you recommend for the Clean Power Plan? MAR 27, 201 What tax changes would benefit you or your business? APR 3, 2017 What are your views regarding the increase of wind energy in Wyoming? APR 24, 2017 What do you think about the American Healthcare Act? MAY 8, 2017 How can a community rebuild after a large number of layoffs? MAY 16, 2017 Are you making plans for the upcoming Solar Eclipse on August 21st? MAY 24, 2017 What do you think about giving communities more power to impose taxes and fees? JUN 5, 2017 What changes, if any, do you think should be made to the Senate Health Care Bill? JUN 23, 2017 What do you think about the delisting of the Yellowstone Grizzly Bear? JUL 3, 2017 Do young people in your community have access to engaging summer programming? Is it affordable? JUL 10, 2017 What do you think about the proposed coal mine in Sheridan? JUL 24, 2017 In your opinion, what are the most important issues happening now in Wyoming? AUG 7, 2017 Where will you be viewing the Solar Eclipse on August 21? AUG 14, 2017 How should Americans overcome racism and movements like White Supremacy? AUG 15, 2017 What were your impressions of the Solar Eclipse? AUG 23, 2017 What are your thoughts on the decision to end the Deferred Action for Childhood Arrivals program? SEP 5, 2017 What do you think about letting communities raise additional revenue through taxes and fees? SEP 11, 2017 What are your thoughts on pro athletes kneeling at sporting events during the national anthem? SEP 25, 2017 What do you think about efforts to reform the tax code? OCT 30, 2017 What are your thoughts on the proposed increase in entrance fees at the most popular National Parks? NOV 6, 2017 What could Wyoming do to help diversify the economy? NOV 13, 2017 What changes are needed to eliminate sexual harassment in the workplace? NOV 29, 2017 What should Wyoming's stance on Wind Energy be? DEC 5, 2017 What are your thoughts regarding the upcoming vote on net neutrality? Dec. 11, 2017 Responses from all the above are on the wyomingpublicmedia.org website. In November, WPM conducted an open dinner in Gillette Wyoming, as part of the "I Respectfully Disagree series. It attracted people of different faiths, political leanings, sexual orientations, and economic background. Participants engaged in a dinner and a civil conversations about topics that were the most critical and divisive in Gillette. These included coal mining, Muslim acceptance, education issues, among others. This production was recorded, and broadcast in full as well as in feature format.

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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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. 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 Wind River Indians 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 to report on education at the Reservation into 2017, and to expand to include related issues. 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 www.wyomingpublicmedia.org under the News 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 remained a top topic in 2017, 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 the Trump administration and Congress. Reporting on diversity issues will continue through 2018 at the current level. Several social media events focusing on education as well as civil discourse 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. WPM's association with the Mountain West CPB-funded collaborative will offer additional stories on a variety of topics.

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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 with a sound business model. Wyoming has the smallest population of any state in the U.S. Yet it is one of the largest geographic areas. WPM currently reaches close to 95% of the state population. A population this small yet spread over a large geographic area is not able to sustain public broadcasting. Without CPB grants WPM is not able to deliver service to these widespread and low populated areas. Loss of CPB funding would impact 1) towers and transmitters that serve rural areas, 2) ability to purchase NPR and PRI programming that provides national news to listeners living in remote areas, 3)ability to sustain seven 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 2017, the impact of CPB funding has increased. Wyoming's economy, relying highly on the extraction industries, is just now slowly emerging from a bust. Global shifts from extraction to alternative energy sources hamper Wyoming's ability to bounce back in the extraction sectors. This slow recovery will affect donor behavior. WPM's licensee, the University of Wyoming, just emerged from a 41 million dollar cut to the system and can't be depended on a a solid financial supporting partner. A loss of over $300K in direct funds, and an equal amount in indirect support, will be critical. The state population (570,000) does not allow for rapid growth in donor activity, thus removing CPB funding from the budget operating equation will be critical.

Comments

Question	Comment

No Comments for this section