2018

Grantee Information

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 2018. 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 2018 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. The network serves the 3rd largest geographic area in the US as per public radio service. WPM overarching community service goals are to 1) connect the state with informative and culturally reflective media. 2) provide emergency alerts to communities. 3) 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. WPM's channels 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. On the local level, WPM invests heavily in Wyoming-centric programming that directly affect Wyomingites, such as education, health, professional retraining in energy sectors, diversification of local economies, population diversification, among others. For broader topics of national and global interest, WPM reports heavily on 1) 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; and 3) agriculture, which is the state's 3rd economic driver. These are the issues that generate the highest national and global interest in Wyoming; they are part of WPM's service mission. The news bureau is staffed with 8 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. Coverage is determined by community needs; the Wyoming State Legislature; reporter observation and investigative research; 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 developed a number of partnerships, listed in Question No. 2.

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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 expanded initiatives started in the past several years to include targeted audiences. Examples can be found on wyomingpublicmedia.org. Select 2018 initiatives included 1) a series of reports on Guns In The Schools, in partnership with Cody/Powell schools, proponents and opponents of the guns in schools issue. 2) the 'I Respectfully Disagree' series focusing on civil discourse, and in partnership with community representatives, schools, municipalities, experts and others who participated in a round table exercise in civil discourse; and 3) issues related to the Wind River Reservation, and in-depth reporting on the lives of people associated with the Reservation. 4) forums, interviews, debates with candidates running for the gubernatorial and federal races, and in conjunct with Wyoming Public Television, Wyoming's newspapers, the League of Women Voters, and 5) 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. Adding video capabilities, WPM produced stories targeted at one of the state's treasures – wildlife—and how its affected by both climate change and legislation. As home to one of the nation's most-visited national parks, Wyoming plays a critical role in reporting on the ground and telling the wildlife story. One story that caught global attention was the plight of the Grizzly Bears, a topic WPM reported on locally and nationally. Wyoming's position as one of the nation's topmost wildlife and environment destination encouraged the growth of the nationally-awarded podcast, HumaNature, which has already captured global awareness. Addressing a growing statewide community interest in the "Americana" genre, WPM continued to build its new channel highlighting Wyoming artists, bands, and musicians. The service is available in 6 locations and to anyone through streaming. 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 to enter the profession to other disciplines. In 2018 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-depth examples of all the initiatives mentioned in this section are available on www.wyomingpublicmedia.org, under a variety of Tabs. 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) WPM partnered with faculty at the University of Wyoming to create for-credit Internships for students interested in broadcasting. Fourteen interns completed their course work, as detained on www.wyomingpublicmedia.org/internship opportunities. 2) In 2018 WPM participated on a variety of projects with Wyoming PBS, including coverage of the 2018 elections. In addition, WPM and Wyoming PBS engaged in a growing number of engineering collaborations aimed at improving signal coverage for both entities. 3) WPM continued its reporting on the Shoshone and Arapahoe Tribes with a dedicated reporter serving the Reservation. 4) WPM's GM continued to work with Leadership Wyoming, the state's foremost organization of leaders and stakeholders, hosted talks and meetings, and initiated a monthly GM Newsletter updating Wyomingites on WPM's activities and services. 5) In 2018 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. 6) 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. 7) 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. 8) In 2018, WPM expanded 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. 9) In 2018 WPM expanded contributions to Mountain West partnership, a CPB-funded RJC focusing on story-telling from the American West. This collaboration includes Colorado, Idaho, and Utah, with plans for further growth. 10) In 2018 WPM's management was part of the Governor's Business Alliance Forum, targeted at key leadership in Wyoming. WPM provided a series of reports, including ones centered on the Governor's ENDOW project aimed at diversifying the state's economy. 11) The 'I Love (heart) Wyoming public Radio initiative continued into its fifth years in 2018. 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. Select partner and collaborating organizations in the area of natural resources alone: 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.

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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, 2018 – September 24, 2018 WPM tracked the following natural resource and energy metrics. Number of Spot Stories and Features by Cooper McKim – 37 Number of Spot Stories and Features by WPR Assisting Reporters – 63 Number of Stories by Cooper McKim featured on WPR's Open Spaces – 7 Number of Stories by WPR Assisting Reporters featured on WPR's Open Spaces – 20 Number of Stories by Cooper McKim featured on National Media – 7 Number of Stories by WPR Assisting Reporters featured on National Media – 3 Number of Interactive Online Natural Resource & Energy Events (Topic of the Week) – 1 Number of The Modern West Podcast Episodes with natural resource focus – 3 Number of HumaNature Podcast Episodes with natural resource focus – 2 Number of Stations Purchasing HumaNature Podcast Episodes – 13 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. Individuals listening to WPM national stories: 4 million National Public Radio Morning Edition listeners. This does not include the online application for each piece, or any of the other digital media access points. Online data – Number of pageviews on Wyoming Public Media Natural Resource & Energy page – 696 Natural Resource/Energy Stories posted on WPM Facebook page – 100. Tweets – 200; Instagram – 14. Email Newsletters sent – 3 to > 8,000 recipients Pageviews for Cooper McKim's top stories on WPM site (http://wyomingpublicmedia.org): 6/12/18. Wildfire In Southern Wyoming Grows, Still Not Contained (6,169 views) 6/9/18 Employer Lays Off About 40 Percent Of Laramie Staff (2,996 views) 6/18/18. Ground Investigation Into Fatal Grizzly Bear Mauling Ends (1,511 views) 9/14/18. Local Leaders Commit To Removing About 30 Million Dollars From Bank of the West—But Does It Matter? (1,267 views) 7/6/18. Grand Teton Superintendent: A Rumored Pick For National Park Service Director (880 views). Mountain West Journalism Collaborative – July 1, 2018 – September 24, 2018 Mountain West reporter stories aired on Wyoming Public Radio - 72 Wyoming Public Media Mountain West site monthly pageviews – 160 Facebook posts – 72; Tweets – 144; Instagram – 3. Watershed Stories Aired on Wyoming Public Radio – July 1, 2018 – September 24, 2018 KUNC stories by Luke Runyon aired on Wyoming Public Radio – 4 Facebook posts – 4, Tweets – 4 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 Week 2018 https://www.wyomingpublicmedia.org/term/topic-week-0 WPM covers countless issues that can all be found on the website at wyomingpublicmedia.org. Several key issues that mirrored national reporting focused on the Catholic Diocese of Cheyenne sexual abuse topics, migrant education in the west, expansion of broadband to underserved rural communities in Wyoming.

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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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. 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. In 2018, WPM dedicated the work of one full-time reporter to these groups. Reports on Reservation topics can be found on the wyomingpublicmedia.org Tribal News tab. During this year, WPM continued reporting on education issues, particularly dealing with the past 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 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 2018, 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, particularly towards the fall of 2018. Reporting on diversity issues will continue through 2018 at the current level. The "I Respectfully Disagree" series will expand, as our state and nation becomes increasingly divisive on political issues. 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. 2018/2019/2010 bring the Suffrage issue to the fore in Wyoming, which will celebrate the 150th anniversary of Suffrage in Wyoming. WPM will partner with the University of Wyoming, Wyoming PBS, Wyoming Arts and Humanities, among a number of other partner organizations to produce programming about Suffrage as well as issues connected to it. 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. These issues are the drivers of Wyoming's economy, and they affect all minority and diverse audiences in Wyoming.

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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 10 journalists 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 2018, 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	