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 2019. 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 2019 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 with five channels: Wyoming Public Radio, Classical Wyoming, Jazz Wyoming, Wyoming Sounds, and wyomingpublicmedia.org. WPM community service goals are to 1) connect the state with informative and culturally reflective media, 2) provide emergency alerts to communities, 3) reach all Wyoming, particularly remote areas where media access is limited to just public radio, and 3) reflect Wyoming's unique position where critical global issues intersect. WPM's channels are also available for streaming and disseminate 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 affects Wyomingites, such as energy extraction, education, rural health, professional retraining in energy sectors, diversification of local economies, population diversification, among others. WPM provides stories to national distributors that have global resonance, such as 1) extraction-related issues and their impact on the state and the world energy policies and needs, 2) natural resources and wildlife issues that speak to the state's position as keeper parks and historic areas

that belong to all Americans and also are a core part of the state's second largest economy – tourism, and 3) agriculture, which is the state's 3rd economic driver. These issues generate the highest national and global interest in Wyoming, and are part of WPM's service mission. The news bureau is staffed with 9 full-time reporters, four regional stringers, and one national stringer who covers Wyoming issues in Washington D.C. and follows the Wyoming's congressional delegation. Community needs drive the coverage, and 3 of the 9 reporters are based in communities covering the 4 sectors of 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 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 and covered by a full-time dedicated reporter, 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 3 million pageviews were generated, with close to 700,000 unique visitors. WPM produces a number of podcasts, 2 of which are targeted for global audiences—HumaNature and The Modern West.

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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 to build out coverage and outreach expansion in 2019, partnering with a number of organizations in key topics. Examples are collected on the www.wyomingpublicmedia.org site under a variety of tabs. A select list of 2019 partnership initiatives included, 1) Report for America which funded a full-time reporter covering Native issues in the Wind River Reservation, 2) Mountain West News Bureau, which creates news content relevant to common issues of the American West, 3) Colorado Rivers KUNC project which focuses on water issues that affect primarily Colorado, Arizona, and Wyoming, 4) the Storer Foundation which partially funds WPM's natural resources, energy, wildlife, sustainability reporting, 5)The Community Foundation of Jackson Hole which funded reporting for and by women journalists, 6) the University of Wyoming which populates the Internship program for broadcast experience and also partnered in Wyoming's Suffrage Celebrations, 7) Wyoming Superintendent of Public Instruction for information about Wyoming schools and trends in education in a rural state, 8) the Buffalo Bill Center of the West Museum in tandem with the Hal and Naoma Tate Family Foundation which funds a full-time reporter covering the northwest part of Wyoming including the Yellowstone Park and issues such as use of guns in the American West, among others, 9) Wyoming Humanities Council which supports a number of outreach programs throughout the state, 10) Wyoming PBS through sharing of resources particularly in site development and maintenance on towers throughout the state, 11) Leadership Wyoming which provides access to Wyoming's stakeholders and a forum in which to discuss issues that are pertinent to Wyoming, 12) Wyoming Cultural Trust Fund which supported cultural reporting on the Wind River Reservation, 13) The Governor's Suffrage Committee which headed Wyoming's 150th anniversary of the first women's vote – a 2-year statewide initiative involving women, schools, civic and arts organizations, colleges, businesses, among other participants, 14) PRX Catapult project which trains producers in podcasting techniques and contributed to WPM's podcasts HumaNature and The Modern West, 14) Giving Tuesday project which partners with over 300 public service organizations and builds public awareness for their missions, 15) the Northeast Wyoming Reporter initiative which created a full-time position covering the northeast quadrant of Wyoming with a full-time reporter, 16) The University of Wyoming Haub School Deer 139 project in which aWPM reporter was part of the team that followed Deer 139 on its migration course to study migration patterns, 17) the Nieman Foundation for Journalism at Harvard Fellow –Abrams Nieman Fellow--which supported a fellowship for a WPM reporter to study juvenile justice system in Wyoming – one of three states that opt out of the Juvenile Justice and Delinquency Prevention Act, 18) annual Meet-and-Greet program which places the General Manager and other WPM professionals at locations throughout Wyoming to listen to public comments, 19) expansion of The Modern West podcast to join the ongoing successful HumaNature podcast which both highlight Wyoming and American West perspectives and culture, 20) beta-testing the Wyoming Community Minute which focuses on the work of independent public service entities in Wyoming and build awareness for their work, 21) Wyoming AARP for the production of a feature about long term health solutions in 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, 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 measures impact in two areas: 1) anecdotal communication through phone, letter, e-mail, social, and 2) quantifiable metrics. For the purposes of the report, anecdotal communication centers on only select initiatives listed in Question No. 2 above. Content generated by the regional reporters based in Northeast and Northwest Wyoming have generated a number of responses indicating the value of a "boots on the ground" reporter for these vast regionals that previously have been under-reported. The new full-time Report for America reporter focusing on the Wind River American Indian reservation topped the list in public reaction. Comments ran along the lines of "I didn't know anything about Native issues until your local reporter came along," "Thanks for giving this underserved area prime time attention on Wyoming Public Radio," "thanks for helping us understand the issues Native Wyomingites face." There were many comments generated by the "Missing Indigenous People" content package – an issue that garnered national attention from Wyoming's Governor and from President Trump. WPM routinely tracks impact Metrics that measure access and penetration. These are provided quarterly to agencies and Foundations in a variety of areas. The most prominent are in the area of natural resources and energy because they affect all quality of life issues in Wyoming. As the state's main economic driver, natural resources/energy revenue funds education, health services, cultural development, as well as the next two revenue generators – tourism and agriculture. 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. Below is a sample of quarterly Foundation report spanning a portion of this report's timeline: Number of Spot Stories and Features by Cooper McKim – 180 Number of Spot Stories and Features by WPR Assisting Reporters – 225 Number of Stories by Cooper McKim featured on WPR's Open Spaces – 29 Number of Stories by WPR Assisting Reporters featured on WPR's Open Spaces – 56 Number of Spots & Features by Cooper McKim featured on Regional Mountain West - 12 Number of Stories by Assisting Reporters featured on Regional Mountain West stations – 53 Number of Spot Stories & Features by Cooper McKim featured on National Media – 31 Number of Spot Stories & Features by WPR Assisting Reporters featured on National Media – 17 Number of Interactive Online Natural Resource & Energy Events (Topics of the Week) – 4 Number of The Modern West Podcasts with natural resource focus – 8 Number of HumaNature Podcasts with natural resource focus – 18 Number of stations airing HumaNature Podcasts episodes - 37 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 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 the Wyoming Public Media page – 3,509,518 Number of pageviews on the Wyoming Public Media Natural Resource & Energy page – 3,401 Natural Resource/Energy Stories posted on WPM Facebook page – 405 ; Tweets - 405 Pageviews for Cooper McKim's top stories on Wyoming Public Media site (http://wyomingpublicmedia.org): Cloud Peak Energy Voluntarily Files For Bankruptcy (39,614 views) Wildfire In Southern Wyoming Grows, Still Not Contained (6,930 views) All The Takeaways From Cloud Peak's First Week Of Bankruptcy (5,344 views) Wind Energy Capacity To More Than Double In Wyoming After Years Of Stagnancy (3,591) Cloud Peak Lays Off 15 Employees (2,966) Mountain West Journalism Collaborative – July 2018 - June 2019 Mountain West reporter natural resource stories aired on Wyoming Public Radio - 230 Facebook posts – 230 ; Tweets – 230 ; Watershed Stories Aired on Wyoming Public Radio – June-September 2019 KUNC stories by Luke Runyon aired on Wyoming Public Radio – 8 Facebook posts – 8 ; Tweets – 8 Additional Metrics examples can be found in Question 4. Below, reflecting WPM reporting on the Wind River Indian reservation.

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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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. 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. Content connected with

diversity issues fell into these main areas: Latinos, Native American Indians, underserved populations, aging populations, handicap issues, veteran issues, gender-related issues, and immigration issues. Complete coverage can be found on wyomingpublicmedia.org under the News tabs. The most significant minority group in Wyoming is comprised of Native American residents on the Wind River Reservation. In reporting period 2019, 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. In 2019, WPM hired a Report for America reporter, based on the Wind River Reservation. The impact of this decision is best described by the reporter – Savannah Maher: When I arrived here, both Business Councils were wary of an increased media presence on Wind River. 6 months later, I have a very positive working relationship with the Eastern Shoshone Business Council, where they respond quickly to my interview requests and often reach out to me with story ideas and suggestions. For example, the tribe was concerned about going public with their recent decision to take over management of an IHS clinic through a federal process called 638 contracting. But Vice Chairwoman Karen Snyder shared the news with me early and tipped me off that there was a lot of misinformation swirling around about the process. The Business Council ended up sharing my story on its Facebook page, and Karen shared with me that she sent it individually to several concerned tribal members to help dispel some of that misinformation. The tribe's general council reached quorum for the first time in several years after I noted in my coverage that the 638 contracting issue would be discussed at the next meeting. I can't be sure that my reporting had anything to do with that, but I like to believe it helped. Each month since I started, at least one of my stories has been highlighted in the Eastern Shoshone Tribe's monthly newsletter. My working relationship with the Northern Arapaho Business Council is growing. I recently had coffee with one of the tribe's lawyers, who is helping to set up an off-the-record meeting between me and the council. He shared that the Business Council feels my coverage has been much more fair and balanced than, for example, the Riverton Ranger's, despite not always being flattering of their governance. I've had a lot of positive feedback from educators in Fremont County, including several from the Wyoming Indian School District (Superintendent Owen St. Clair, Librarian Jenn Runs Close To Lodge, Math and Computer Science Teacher Sam Hartpence) after two recent stories about students excelling in STEM and the arts at Wyoming Indian, and at CWC for my continued coverage of efforts to offer a 4-year Bachelor of Applied Science Degree in Tribal Leadership at the college. Indian Education Coordinator Lynette St. Clair thanked me for including her and her stories about the Fort Washakie School's "5 Days of Buffalo" tradition in my episode of The Modern West. I think all of these educators are relieved to see some education coverage that goes beyond poor standardized test scores and strong athletics on Wind River. My coverage of the September 21 shooting of Anderson Antelope has given tribal members a voice in conversations about policing in Fremont County like they've never had before. Other local reporters have focused almost solely on the legality of the officer's actions. I feel I've moved beyond that and dug into the reality that many Native people in Fremont County do not trust the police, and more broadly, do not believe that Riverton as a city is friendly to Native people. Some have criticized me for that, calling my work advocacy on behalf of the Native population. But my work has started a valuable conversation about issues that are obvious and unavoidable to any Native person, but that white people in Fremont County have long swept under the rug. My stories are consistently shared on Facebook by tribal leaders and community members and posted in community Facebook groups (such as the "Sho-Rap" group, which has over 10,000 members). Those posts generate (sometimes heated) discussion and debate. This may sound like a silly way to measure audience reach, but Facebook is a major vehicle for information sharing on the Reservation and in Fremont County. Much of that information is informal and biased (posts from fired up tribal members or from the Business Councils themselves) and I think being able to add an objective, third party voice to discussions of tribal issues has made a real difference. For example, folks were recently arguing on Facebook about whether it's a positive thing that the federal Land Buy-Back program is coming to Wind River this year. One tribal member cited and posted my story to correct another tribal member who was (mistakenly) insisting that the sold land would be turned over to government control. In the new year, my goal is reach more folks on Wind River who aren't already tuned into my coverage. I have a coffee meeting planned for the first week of January with an Eastern Shoshone Council member to discuss how I might do that. I hope to schedule a similar meeting on the Arapaho side. When I meet people on Wind River who have an unfavorable opinion of the media, I use an analogy that my mom (once a local reporter herself) shared with me. Journalism is like a running faucet that you can't turn off. But you can adjust the temperature by adding your voice into the mix. Slowly, I think people are beginning to see my reporting as a positive force and a way to make their voices heard. The media landscape on Wind River is healthier than when I arrived. I'm proud of the progress I've made so far, and excited for the challenges ahead. Audience response for Savannah's work is growing as evidenced in these Metrics: Comparative Metrics from time of hire to mid December 2019 ? Number of stories about civically important topics from June-December 2018 ~ 37 (From the Wind River Tribal News page) June-December 2019 ~ 89 ? Page views of those pieces in "before" year from June-December 2018 ~ 21,137 ? Page views of those pieces in the RFA corps member year from June-December 2019 ~ 75,271 Pageviews for Savannah Maher's top stories on WPM site from June – December 2019 (wyomingpublicmedia.org): 10/16/19 Northern Arapaho Tribe Welcomes First Buffalo Herd – 10,470 pageviews https://www.wyomingpublicmedia.org/post/northern-arapaho-tribe-welcomes-first-buffalo-herd 9/23/19 Details Emerge in Riverton Policy Shooting – 5,833 pageviews https://www.wyomingpublicmedia.org/post/details-emerge-riverton-police-shooting 9/27/19 What We Know One Week After Police Shooting In Riverton – 3,410 pageviews https://www.wyomingpublicmedia.org/post/what-we-know-one-week-after-police-shooting-riverton 6/25/19 Northern Arapaho Tribe Commemorates Victory At Little Bighorn – 2,544 pageviews https://www.wyomingpublicmedia.org/post/northern-arapaho-tribe-commemorates-victory-little-bighorn 9/23/19 Northern Arapaho Citizen Killed By Police In Riverton – 2,544 pageviews https://www.wyomingpublicmedia.org/post/northern-arapaho-citizen-killed-police-riverton From

June-Dec 2019 WPM tracked the following metrics: Stories by Savannah Maher – 67. Stories Aired Nationally by Savannah Maher About Native American Issues June – December 2019 (9 Stories) - September 25, 2019. National Native News aired a story by Savannah Maher about a Native man shot by police: https://www.nativen

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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 challenging. Operating media that serves the public requires resources to reach all Wyomingites. 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 2018, the impact of CPB funding again 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 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	