

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multi platform 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.

- WPM is a statewide network, so our overarching goal is to connect the state with a service that provides local news reflecting all communities, and to provide a national and global news service that people living in remote areas of Wyoming are not able to access elsewhere. WPM provides 3 radio and streaming channels, and an online service at wyomingpublicmedia.org.
- Our local programming is the center of the operation. WPM operates statewide and covers issues, needs, and interests of all Wyoming locations.
- WPM produces long and short-form content, and developed a strong online presence that includes an interactive component that encourages public discussion on topics trending in Wyoming news, or nationally.
- WPM provides community information in the form of public service announcements, which can be accessed on line.
- In the past three years, WPM developed a for-credit Intern program with the University of Wyoming. Students work in various WPM departments including programming/production, engineering, and fundraising.
- In the past year, WPM expanded its reach to include regular GM visits throughout the state. These visits are open to the public and provide an opportunity for robust communication about programming, signal issues, and general public broadcasting topics.
- In 2013, WPM expanded its reach to younger audiences through online programs such as [Single Shot Live](#), and through promotions targeted at younger audiences mainly in the statewide university and community college system.
- In 2013 WPM selected two topics of critical importance to Wyoming that merit full-time professional coverage. These were Natural Resources/Energy, and Education. Funding was developed to engage a full-time reporter for each of the topics. In addition, in 2013, WPM became a member of "Inside Energy," an LJC comprised of stations in

Wyoming, Colorado, and North Dakota. This LJC will provide opportunity to expand resources and collaborate with other states. It will also provide an excellent pathway to further collaboration with Wyoming PBS, based in Riverton, Wyoming.

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 various partners in initiatives that served the public. These are some of the highlights:

- Joint state election coverage with Wyoming PBS. WPM's news director served on the team of producers and interviewers who questioned candidates running for office. This joint broadcast was available to 90 per-cent of the state through WPM, and to Wyoming cable viewers on Wyoming PBS.
- Participation in a health forum produced by Wyoming PBS. Our news director participated in the production which was made available to cable viewers throughout the state.
- WPM worked with the Shoshone & Arapaho Tribes Joint Business Council to create a cooperative agreement to broadcast from a tower site in the Sand Hills located on the Wind River Indian Reservation. The Tribe's role in the agreement is acknowledged in the Station IDs at the top of each hour. In addition, WPM routinely reports on issues related to the Reservation.
- University of Wyoming professors created for-credit Internships in partnerships with WPM. Six Interns completed their course work, as detailed [here](#).
- Working with the Wyoming legislators and the University of Wyoming Outreach School, WPM completed installation of a new transmitter that bridges Interstate 25 between Casper and Buffalo. This project helped achieve WPM's mission to provide a strong public radio broadcast service throughout Wyoming.

- WPM worked with state legislators and University of Wyoming administrators to prepare a presentation to the Wyoming Legislature in support of funding for infrastructure repair and replacement on 28 statewide locations. At the end of 2013, this request was submitted to the Governor. It was included in his budget, and is awaiting decision by the Joint Appropriations Committee.
- WPM collaborated with numerous non-profit Foundations to develop interest and funding for an education reporter. Several Wyoming Foundations indicated early interest: the John P. Ellbogen Foundation, the Homer A. and Mildred S. Scott Foundation, the Joe and Arlene Watt Foundation, The B.F. and Rose H. Perkins Foundation, and the Seidler Foundation -- Carol and Sam Mavrakis. Still in its early stages, this initiative received CPB funding which allowed WPM to leverage federal funding to begin building permanent support for the full-time education reporter.
- WPM worked with *The Wyoming Cultural Trust Fund* to launch Wyoming Stories, an oral histories project modeled on *Story Corps*. WPM staff, equipped with recording equipment, visited locations throughout the state preserving the vibrant and diverse histories of Wyoming residents. Though much of the collected material finds its way into various radio broadcasts, the central repository for all content is the WPM [Wyoming Stories](#) website, where material will be permanently available. In the process of collecting these stories, WPM collaborated with Wyoming Community Colleges, the University of Wyoming Outreach School Centers, as well as local Libraries. One of the Wyoming Stories episodes was featured in an article in the L.A. Times.

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 for-credit Intern program with the University of Wyoming provided an educational and inspiring experience for six students. They worked in

areas of marketing, engineering, fundraising, and program production. One of them was Jordan Harper, a young African-American student who simply wanted to learn about public radio. He was assigned the task of collecting testimonials from listeners for fund drive.

- WPM's signal extension from Casper to Buffalo garnered praise from Wyoming's Senator John Schiffer, District 22. "Just got home from spending all day in Sheridan visiting with constituents, some happy and some not so. Had the great pleasure to listen to classical music ALL the way home on Wyoming public media. Thanks to you and your staff – it is truly appreciated and very much enjoyed."
- Establishing a strong signal in the Wind River Reservation corridor provided a steady radio experience for individuals of both Tribes. This is an area inhabited by over 10,000 individuals, many of whom do not have radio service other than what WPM offers. In this instance, WPM was able to connect people to a much needed media resource, and open avenues for further collaboration.
- WPM's collaboration with Wyoming PBS in a Health Forum helped increase awareness for public service health organizations in the state, creating an avenue of access that was not there before.
- WPM's Wyoming Stories recorded a series of oral histories at the World War II Japanese Internment Center near Powell, Wyoming. Interviewees told of their experience of incarceration in the camp, providing a poignant look at a part of Wyoming history. To many Wyomingites, this was first-time information; to others, it was a reminder of a difficult time in American history, and the role Wyoming, among others states, played in it. One of the stories was solicited by the [L.A Times](#), and disseminated nationally.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

- Wyoming's population is diverse in age, education, and ethnicity. WPM's general programming touches on each segment of the diversity

spectrum. Specific examples of programming and coverage can be found online at www.wyomingpublicmedia.org.

- The most significant minority group in Wyoming is comprised of Native American residents on the Wind River Reservation. For this audience, WPM broadcast "National Native News."
In 2013, WPM was able to strengthen the signal in the Wind River Native Indiana Reservation, providing a strong, uninterrupted service through the vast valley stretching through Dubois and almost into the Teton Range.
- WPM's diversity initiatives focus on the Northern Arapaho and Eastern Shoshone Tribes who live on the Wind River Indian Reservation in Central Wyoming. WPM covers their culture, education, and political issues. Two WPM reporters routinely report stories ranging from native language immersion in the schools, graduation rates, uranium mining, quality of water, ritualistic/religious issues, etc. Stories and images can be found on our [Wind River Reservation Stories](#).
- WPM's main goal is to provide a service that brings the outside world into the Reservation and makes it possible for the residents to have access to national news and cultural programming.
- The second goal is to report on the culture and issues of the Northern Arapaho and Eastern Shoshone, and to bring these issues to the attention of the rest of Wyomingites as well as nationally.
- Third, is to involve Native youth in journalist activities that can perhaps open up their imaginations to the possibilities media has to offer.
- In 2014, collaborations in this Tribal area will be much stronger. WPM's new education reporter, funded in part by CPB and Wyoming public and private Foundations, will increase reporting on education issues directly related to the graduation rate on the Reservation. The Grant Project will also involve working directly with Native students, both on the Reservation, and through the programs and courses at the Community College at Riverton.

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 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. Without CPB grants WPM is not able to

deliver service. This would impact 1) towers and transmitters that serve rural areas, 2) NPR and PRI programming, 2) five full-time reporters and several stringers who report from statewide locations, 3) continued expansion efforts to reach further rural populations in the state, 4) local programming such as the national award-winning Wyoming news magazine *Open Spaces* that covers major issues in Wyoming.