

WYOMING PUBLIC MEDIA CONNECTS WYOMING THROUGH NEWS AND CULTURAL PROGRAMMING THAT INFORMS, INSPIRES, AND EDUCATES.

Wyoming Public Media 1000 E. University Ave. Dept 3984 Laramie, WY 82071

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Wyoming Public Media is a statewide service of the University of Wyoming.

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65,000

listeners across our listening area

90,000+

square miles of broadcast reach

7,800

WPM members and growing

3

horses—plus a specially-outfitted Polaris vehicle, skis, a Sno-Cat*, a chair lift, and some good oldfashioned hiking boots ready for our engineers to keep WPM's transmitters up and running When our listeners log on to our website or adjust the dial to one of Wyoming Public Media's 27 frequencies across the state, they know they'll be connecting to the news, cultural stories, and music they've come to rely on.

But don't ever take that magic for granted – our engineers work tirelessly to make sure our statewide network is running smoothly so our listeners never miss a minute. It sin't easy, but the value of public radio motivates us to deliver a reliable product year in and year out: it's the Wyoming Public Media way! number of page views on wyomingpublicmedia.org from

January 2016 to May 2017

average number of page views per month of wyomingpublicmedia.org

on wyomingpublicmedia.org

podcast downloads per quarter

hours a day + days a week Wyoming Public Media is available to listeners on air, online and in app

Wyoming Public Media understands its listeners don't just listen to the radio in the 21st century. We're committed to providing a variety of ways to listen to, interact with, and just plain enjoy the rich content we provide each and every day.













WYOMING PUBLIC MEDIA IS ONLY A CLICK AWAY



Public radio listeners are drawn to media that satisfies their need for intellectual and artistic stimulation; they value creativity, curiosity, and social responsibility. orudent

Public radio listeners value product quality, corporate reputation, and environmental responsibility as key drivers when making decisions. They anticipate more spending for travel, investments, home improvement, and financing their child's education.

nfluential

Across platforms, public radio reaches the nation's best and brightest. They are connected to their local communities, and poised to be thoughtful and educated leaders. 87% of listeners discuss content with friends, family, and colleagues.

engaged

Public radio listeners are 39% more likely than the average adult to vote in federal, state, and local elections. They are 120% more likely to serve on a committee for a local organization. Listeners are willing to devote their time and resources to issues they care about.

tech-savvy

Public Radio listeners are more likely than the average adult to participate in almost every kind of online activity, from communication with friends and family to purchasing goods and services.

well-traveled

Public-radio listeners in traveling both domestically and abroad; 82% more likely to have taken three or more vacation/ personal trips in the past year favoring cultural and historic sites, live concerts, museums, and art dalleries.

WYOMING PUBLIC MEDIA ATTRACTS A WELL-ROUNDED AUDIENCE















"

Forty one million listeners trust their local public radio station each week to deliver the fact-based, unbiased journalism they need to stay informed about the news in their communities and the world. But listeners love NPR because public radio provides insights on life and culture—authentic voices they may not hear anywhere else and stories that will spark their curiosity.

MEG GOLDTHWAITE, NPR CHIEF MARKETING OFFICER

"

This Year's Acheivements:

2016 Wyoming Legacy Award

HumaNature podcast grows 657% in its first year and is featured on Alaska Public Radio, New Hampshire Public Radio, KUT Austin, SiriusXM Radio, and in Denmark.

2017 Wyoming Arts Council Doubleday Award - Erin Jones

2016 Peabody Finalist - Tennessee Watson

- 4 Edward R. Murrow Awards
 - + 3 Regional Melodie Edwards and Aaron Schrank + 1 National - Tennessee Watson
- 3 PRNDI Awards
 - + Bob Beck 1st Prize, Best Use of Sound
 - + Micah Schweizer 1st Prize. Best Interview
 - + Melodie Edwards 2nd Prize, Best Investigative/Enterprise Story

Visits from Lakshmi Singh, Ira Glass, Garrison Keillor, and Don Gonyea.

AWARD WINNING STORIES

Transgender Laramie Teen Running For School Board Amid School Policy Debate

Taking A Peek Into The Intimate Lives Of Mountain Lions

River in Jackson to discuss his research on F61, a

A Two-Part Look at Native American Boarding Schools

by Melodie Edwards and Aaron Schrank

One, "Northern Arapaho Seek Healing For Historic

UW Choral Music Director Becomes Record Setting Power Lifter

in her 40s. Lamartine holds the back squat world

From High Society To The High Plains: Neltie's Life Outside The Lines

Overcrowded Lives: The First In A Series On The Reservation Housing Shortage





Members Matter!

Wyoming Public Media informs and entertains a statewide audience with news, music, and cultural programming, while providing listeners with unrivaled access to thoughtful perspectives, reports, and stories.

Wyoming is unique, and so are its residents and visitors. We are a big town with long streets and communities that support each other. For over 50 years, we have been connecting Wyoming by providing the best local and national news, eclectic music, and ideas that matter. This can happen only because of strong listener support.

Here at Wyoming Public Media, we know the importance of quality programming and coverage. Because of this, we added three Wyoming Public Radio stations, one Classical Wyoming station, and one Wyoming Sounds station to our statewide locations. We are always available 24/7 across radios, desktops, laptops, tablets, and mobile devices without geographic limits.

Where do YOU listen?

67.6%

67.6% of WPR's audience members listen at home or at work.

31.4%

31.4% of WPR's audience tunes in as they drive around and across the state.

3.500+

The Wyoming Public Radio app has been downloaded on over 3,500 devices to provide service and streaming on the go.





Winner of a PRNDI podcast award, HumaNature tells real stories where humans and our habitst meet. Along the way, we meet people whose encounters with nature help us reflect on our own place in the world. Heard in all 50 states, the show attracts a diverse American and global audience. Here's what listeners are saying:

"I love how HumaNature expertly melds experiences in the outdoors with deeper psychological and societal topics."

"Like sitting around a campfire, listening to a friend tell a great story."



Open Spaces is a news and public affairs program about Wyoming and the West. From in-depth coverage of legislative issues, news from University of Wyoming, and discussion about how Wyoming fits into national issues of the day, our news reporting keeps Wyoming listeners informed and connected to current events.



Spoken Words is the newest podcast from Wyoming Public Modia, produced in collaboration with the University of Wyoming MFA in Creative Writing program. Each episode gives listeners a chance to discover a new writer—or maybe revisit an old favorite with a fresh perspective.



The show targets literature fans; we hear from authors living in the West, writing from the West, or writing about the West from around the world.



The Modern West is a monthly digest of news and cultural stories from the Mountain West. Through features, interviews, oral history, readings and more, this podcast offers a rich snapshot of life in the Mountain West. Wyoming Public Media is proud to present four original programs in addition to the 37 quality programs NPR (the #1 publisher of podcasts) offers to its audience

On-demand listening via podcast is driven by a diverse roster of programming on a broad range of topics including long-form interviews, storytelling, comedy, science, politics, finance, and pop culture.

Free. Anywhere, anytime.



The material you were choosing was interesting— I just thought you guys had good taste. The stories that I heard, I thought, 'this keeps my interest.'
—IRA GLASS, HOST OF THIS AMERICAN LIFE

I I

IJ

jazz classical soul roots bluegrass live-in-studio world blues alternative

No matter your musical taste, we have you covered.

From our 24-hour jazz and classical services to our popular Wyoming Sounds with great music on the western edge, Wyoming Public Media presents an eclectic mix of music. With a wide array of musical formats from Wyoming, the Mountain West region, the national music scene, and from around the world, Wyoming Public Radio programs are heard statewide and beyond.

Our passionate listeners connect through live events, the Music Discovery Lab, and every time they turn on the radio or streaming service.

We know music has the power to connect us all.







JAZZ WYOMING CLASSICAL WYOMING WYOMING SOUNDS



Fiscal Year Revenue 2017*

Member contributions include annual fund drives as well as Leadership Circle gifts for both restricted and non-restricted projects. In total, this support funds new directions at WPM, and pays for positions and productions. Pledge drives are vital sources of annual income. In under fourteen days each spring and fall, we raised over \$700,000 from online and calling dehalions.

Corporate sponsorship contributed over \$400,000 in Fiscal Year 2017. Businesses and Corporations are dedicated listeners and supporters from in and around Wyoming. They underwrite programs and issue challenge grants during fund drives. These challenge grants provide dollar-for-dollar pleding opportunities that double your money. They're not just a fun activity, they're a necessity!

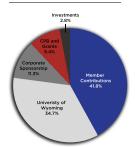
University of Wyoming support funds a little under half of our full-time professional positions, and in 2017, included one-time funding of \$500,000 for infrastructure as appropriated by the legislature. We also received \$602,781 of support in the form of Indirect Admin Support and In-Kind.

The Corporation for Public Broadcasting grant is a static annual grant of just above \$300,000. Additionally, CPB contributes an annual in Kind benefit of just over \$300,000 in the form of legal licensing fees, rights acquisitions, streaming access, and legal oversight, among other national initiatives.

Endowment Interest stems from WPM's endowment held at the UW and other foundations to maintain state funding to support future activities and provide emergency support for any reversals in federal funding, Interest funds are reinvested, as suggested by the CPB Best Practices guidelines.

Wyoming Public Media receives funding from a wide variety of sources eah year.

Total Revenue	\$ 3.541.237
Investments	\$,100,187
Corporation for Public Broadcasting and other Grants	\$ 332,101
Corporate Sponsorship	\$ 400,667
University of Wyoming	**\$ 1,229,163
Member Contributions	\$ 1,479,119



Fiscal Year Expenses 2017

News, programming, and production are our greatest expenses, which reflects the core of our mission – to serve Myoming. By which reflects the core of our mission – to serve Myoming. By allocating the majority of our funds to local journalsim and purchasing rights to national programing, we are ensuring that our listeners are kept up to date on the issues that matter most to them. This budget also funds cultural programming that reaches wider audiences, showcases Wyoming stories, and entertains in addition to informize.

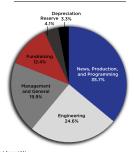
Engineering costs reflect the statewide reach of our signals as well as the rugged mountainous termin our engineers encounter. Each of our improvements around the state is a major undertaking, as we are dedicated to going the extra mile for our listeners, no matter where in the state they may be. We keep our broadcast technology up to date and up to code to better serve our listeners.

General operating costs fall on WPM, just like any other organization. Our costs include business manager functions, Federal Communications Commission compliance functions, non-UW broadcast oriented support staffing, and basic costs associated with a statevide 24 hour multi-platform media service. While engineering and programming have the most tangible and audible effects, or openeal fund also supports community outreach initiatives that are the heart and soul of public broadcasting.

Fundraising costs reflect the support and service for our over 6,000 members. This funding also includes costs associated with the Federal Communications Commission and Corporation for Public Broadcasting compliance, mandates donor transactions, engineering, and technology regulations, as well as on-air and online messaging rules. This compliance also extends to events, mailings, fund drives, and community service activities.

> Only with this diverse fund base are we able to provide the quality news and programming that you rely on each day.

Total Revenue	\$ 3,541,237
Depreciation	\$ 117,847
Reserve	\$ 143,808
Fundraising	\$ 440,376
Management and General	\$ 704,204
Engineering	\$ 872,130
News, Progams, and Production	\$ 1,262,872



^{*} These numbers do not include Indirect Admin Support & In-Kind from UW.

^{**} Includes a one-time funding contribution of \$500,000 for infrastructure appreciated by Wyoming's legislature.



Technology Updates

This year WPM engineers went above and beyond, through snowdrifts and on horseback, to provide the highest qualify services and signal possible. In addition to maintenance and upkeep, the team made a few additions and updates around thestate.

New Channels and Programs

- Launch of Wycening Sounds Channel, on air and online in July 2016
 Now providing a 247 music service to the Wycening community and beyond at wyceningsounds.com, 103.5 in Laramie, 90.5 in Lander and Riverton, 89.5 in Torrington, and 94.1 in Worland.
 - Wyoming Sounds and Classical Wyoming in Jackson In early September 2017, WPR announced the addition of two signals in the Jackson Area. Listeners can tune into 97.3 for Wyoming Sounds and 95.9 for Classical Wyoming.
 - Launch of The Modern West
 In October of 2017, WPM, with with partial funding from the Wyoming Cultural Trust, launched the online platform of our podcast, The Modern West. Find your True West at themodernwest.org.

New Transmitter Sites

- Installation of Hickey Mountain Transmitter
- Extended Wyoming Public Radio service in Mountain View, Lyman, and Fort Bridger. Since last July, this signal has been improved even more.
- + Installation of Elk Mountain Transmitter
 - Extended and Improved Wyoming Public Radio service in Elk Mountain, Rawlins, and Saratoga, closing the I-80 gap.

Improved Signals and Sites

- + Torrington Fencing Project
- Additional fencing was emplaced at the Torrington transmitter site to prevent local livestock from tampering with the area's service.
- Worland Antenna Update With an updated antenna, WPR engineers were able to bring stronger and expanded signal to the Worland area.
- Improved Transmissions
 Torrington, Lander/Muddy Gap, and Sheridan had upgrades and overhauls of
- transmitter sites to provide stronger and more far-reaching service.

 Some of these projects were funded by a state appropriation to UW and WPM.

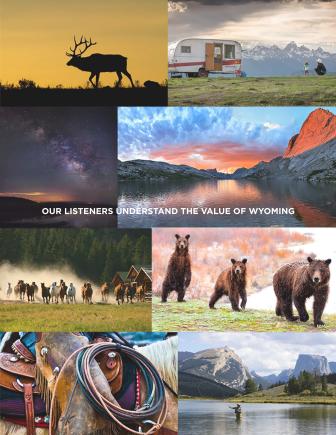
Future Projects

As your read this, a donor funded multiplatform journalist is settling in as a joint appointment by WPM and the Buffalo Bill Center of the West in Cody. We're working to fund a similar northeast

working to fund a similar northeast Wyoming reporter for in-depth coverage of the area issues. In the coming months, signal improvements will affect Laramie, Mountain View, Douglas, Story, Banner, and Jackson, Additionally, we will work on the Wheatland and Bondurant areas, to help fill the signal cape.



Sometimes our engineers face major challenges to provide service across the state, but even a little snow doesn't stop our team from getting a job done! This photo was taken by one of our engineers back in January after a signal outtage was reported in Evanston.



THE LEADERSHIP CIRCLE

The Wyoming Public Radio Leadership Circle Members stregthen the foundation of our service to listeners in Wyoming and throughout the world,

Wyoming Public Media's Leadership Circle members have the distinction of being our most generous annual contributors, leading the way in uniting Wyoming's communities and delivering outstanding programming to our expanding network of listeners. Leadership Circle members can be found throughout the state, and their support has a large impact on special projects and day-to-day station operations.

Why become a Leadership Circle Member?

- + Ensure that WPM can deliver signals and
- Ensure that WPM can deliver signals a programming to all of Wyoming.
- Strengthen unique programming that only Wyoming Public Radio can offer.
- + Sustain national programming that's an essential part of your day.
- Contribute directly to the expansion of service and vision of excellence.
- Enjoy the various benefits and special privileges catered to your level of giving.

Ways to become a member.

- + Make a one-time annual gift of \$600 or more.
 - Become a sustainer with a pledge of \$50 or more each month.
- + Make a gift of stock valued in \$600 or more.
- + Organize planned giving of \$600 or more.
- Contact Ry Woody at rywoody@uwyo.edu or 307-766-2181 for more information about joining the Leadership Circle.

Leadership Circle Benefits

- Broadcaster Group \$600 \$1.199
 - + Invitation to annual Leadership Circle
 - + General Manager's news updates.
 - The satisfaction of knowing you are investing in a service that connects Wyoming's communities.

Director Group - \$1,200 - \$2,499

- + On-air recognition of Leadership Circle
- membership (with permission).
- All the benefits included with the Broadcaster level.

Producer Group - \$2,500 - \$4,999

- + Personal WPM Station Tour and meeting with the General Manager.
- + All the benefits included with the Director

Executive Producer Group - \$5,000 - \$9,999

- Private, StoryCorps style recording session for you or someone you wish to honor.
- + All the benefits included with the Producer

General Manager Group - \$10,000+

- Join our General Manager for a meal of your choice when she is in your area.
- + Complimentary tickets to special events.
- + All the benefits included with the Executive Producer level.



CORPORATE SPONSORSHIP

Wyoming Public Media recieves 11.6% of its annual budget from devoted business sponsors in and around Wyoming.

Wyoming Public Media attracts curious, infuential, tech-saavy, prudent, engaged listeners, and these are the folks who hear from our wide variety of sponsors and partners in the Wyoming community and beyond.

With a listening audience of 65,000+ per week, it takes an extra little boost to make sure we maintain full coverage around the clock. The companies, businesses, and organizations you see below are an integral part of the Wyoming Public Media family.

With Underwritng, WPM presents your organization's name and message in an uncluttered environment free of traditional advertising. Reserach demonstrates public radio listeners develop a favorable opinion of the organizations that support public media.

Underwriting on Wyoming Public Meda supports our mission of public service and is a 100% commission-free, tax-deductible gift. Research indicates public media sponsors are percieved s being socially responsible, as well as being trsuted providers of high-end, quality products and services.

Wyoming Public Media enables access to content across radio, desktop, tablet, and mobile devices without geographic limits. That translates to unique audio sponsorship opportunites with both familiar and untapped audiences. Loyal audiences.

54%

54% of public radio listeners feel that public radio is personally important to them.

163%

Public radio listeners are 163% more likely to apply their high opinion of NPR to brands that support NPR through sponsorship.

For more information on becoming a sponsor, please contact Dianne Burner at dburner@uwyo.edu



On Air Underwriting Packages target your ideal audience by selecting the news, music, or cultural programming that best matches your message and reach. Affordable, targeted on air announcements can be grouped in monthly or yearly packages.



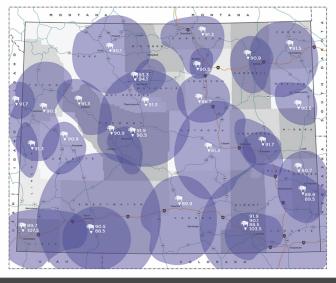
Podcast Underwriting reaches a world-wide audience. The fast-growing popularity of podcasts creates new opportunities to support Wyoming Public Media and reach dedicated listeners. Announcement opportunities include a 7- or 15-second "Pre-Foll" before content begins, or a "Mid-Foll" during a 30-second "Pre-Foundata threak."



Challenge Grants multiply the effect of your philanthropic contribution during our spring and fall membership drives! Business Challenge Grant funds are used as an on-air incentive, matching-challenge for listeners. Grants are an effective way to gain regional name recognition, stimulate a spilke in new members, and demonstrate your commitment to Wyoming Public Media. Challenge Grants are a win-win for everyone!



Online and In App Display appeals to our tech-savy listeners. Wyoming Public Media's web and social media traffic has grown exponentalled in traffic has grown exponentalled in recent years. Businesses and organizations who support public radio align their objectives to reach passionate, loyal visitors through web tiles and banner ads seen by thousands of users.



Afton	91.3	Gillette	90.9	Powell	90.1
Alta / Driggs	91.7	Green River	90.5	Rawlins	89.9
Buffalo	90.5	Jackson	90.3	Riverton	91.3
Casper	91.3	Kaycee	88.7	Rock Springs	90.5
Cheyenne	91.9	Lander	90.9	Saratoga	89.9
Cody	90.1	Laramie	91.9	Sheridan	91.3
Douglas	91.7 91.3	Lusk	90.7	Sundance	91.5
Dubois	89.7	Newcastle	90.5	Thermopolis	91.3
Evanston		Pinedale	90.9	Torrington	89.9
				Worland	93.3

...plus HD and streaming worldwide







Wyoming Public Radio Classical Wyoming Jazz Wyoming Wyoming Sounds wyomingpublicmedia.org Wyoming Public Media 1000 E. University Ave. Dept 3984 Laramie, WY 82071

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