



# Wyoming PBS

## 2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*“Wyoming is a unique state, and WyomingPBS understands its essence. The programs and their perspective remind us who we are.”*

*- WyomingPBS Listening project interviews, 2010*

**WyomingPBS...bringing the world to Wyoming, and taking Wyoming to the world through excellence and innovation in media.**



As Wyoming's statewide public media broadcaster, WyomingPBS serves all 23 counties with Television, Streaming, Educational and Web services. Some 89,000 Wyoming residents watch WyomingPBS each week and over 114,000 WyomingPBS videos were streamed during this Fiscal Year. Membership remains strong at 3,700 active members. WyomingPBS is also supported by businesses and foundations across the state, Central Wyoming College and the State of Wyoming.

In FY 2015, the station's key services included: statewide broadcasting of one HD channel and one SD channel with the highest quality educational television programming-- 24/7; online education services for K-12 teachers; face-to-face training for childcare providers to improve early literacy efforts; production of local content to create awareness of the state's issues and our local heritage; "video on demand" of local and national programs; outreach to local communities to enhance the value of national programs for local audiences; and live programs to connect state citizens.

Local documentaries and series shine a spotlight on Wyoming's history, people, places and culture, including series like "Main Street, Wyoming", which is in its 26th year; the signature public affairs series "Wyoming Chronicle", "Capitol Outlook", and "Wyoming Perspective", which focus on critical issues across the state, report from the Wyoming Legislative session, and provide live call-in programs focused on important statewide issues. In addition, "Inside Energy", the Local Journalism Center partnership, produced 14 short interstitial pieces which were broadcast and aired on the WPBS website. The series "Farm to Fork", looked at the impact of agriculture on Wyoming. Produced in partnership with AARP, the "Your Retirement" series looked at issues facing Wyoming retirees. And the WPBS signature music series Live from the Dennison Lodge highlighted Americana and roots music.



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## IN THE COMMUNITY

Total broadcast production came to 32 hours. All WPBS productions are closed caption for broadcast and the web. WyomingPBS distributed an additional 12 hours of local programming produced by Wyoming independent producers featuring stories and information about the state. These included “Wyoming Signatures”, a public affairs show from the University of Wyoming; “North by Northeast”, produced by Gillette Public Access, and “Wyoming Portraits”, profiles of Wyoming citizens from a Casper producer. In addition, WPBS produced six hours of educational content for the web in partnership with the Wyoming Catholic College.

Because WyomingPBS is not carried by several satellite providers serving the perimeter of the state, delivery of video through streaming is an important service. Videos on WyomingPBS YouTube channel were viewed 85,432 times for 650,000 minutes. Videos on WyomingPBS’s streaming server were viewed 27,761 times. 312,000 people were reached by the WyomingPBS Facebook Channel and 61,911 visitors were reached by the WyomingPBS website.



## EARLY CHILDHOOD OUTREACH

In FY 2015 (July 1, 2014 – June 30, 2015), Wyoming PBS continued its early childhood education initiative and “ready to learn” activities to serve largely unserved daycare providers with early childhood training across the State of Wyoming. Penny Hotovec led our RTL program through September 2014 before accepting employment at the Department of Family Services. Between July and September, 2014, Penny conducted 3 “Sid the Science Kid” summer camps and 2 “Super Why” reading camps in Riverton, Powell and Rock Springs reaching 65 students in July/August, 2014. She also conducted a Daniel Tiger reading tour in Mountain View, Evanston, and Green River reaching approximately 300 children and parents in September 2014. In August and September, she conducted 5 early literacy workshops featuring training on the following topics: Storytelling: Developing Language and Literacy Skills, Conflict Resolution, Play and Creativity, and 101 Sensory Table Ideas. Her workshops reached approximately 125 providers, impacting approximately 625 Wyoming children. In April 2015, we contracted with Maxie Lynn to conduct a “Super Why Literacy Tour” with library appearances in 5 rural communities: Cody, Powell, Sheridan, Gillette, and Wright reaching approximately 550 children and parents. She also attended the annual “Books and Breakfast” event in Riverton which attracted nearly 500 parents and children.





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## IN THE COMMUNITY



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## K-12 EDUCATION

Wyoming PBS continues its work with K-12 teachers to promote the PBS Learning Media database with more than 100,000 digital learning objects now residing in this resource for teachers. We now have approximately 2,300 teachers in Wyoming who are subscribers to PBS Learning Media (about 33% of our teachers).

## COMMUNITY OUTREACH



Wyoming PBS conducted several screenings and community engagement events in FY15. We began the year with a screening of “Nature: Touching the Wild” in the rural community of Dubois, WY with special guest Joe Hutto, naturalist, author and star of the film. Approximately 80 locals attended the event. We were one of several stations to receive a “Shakespeare Uncovered” grant from WNET which allowed us to partner with the Wyoming Shakespeare Festival Company and the University of Wyoming Theater and Dance Department to create a “Shakespeare Explosion” across the state. This initiative included interviews for our local public affairs series “Wyoming Chronicle” and live performances across the state featuring the eminent Artists from

the London Stage. The actors were brought to Wyoming by the UW Theater Department to work with students on three Shakespeare plays. Our participation in this initiative also provided the opportunity for the University to send their student actors out to 9 rural, under-served Wyoming communities to perform these plays. We also hosted a public screening of “Shakespeare Uncovered” at the local library, followed by a panel discussion with the director of the Wyoming Shakespeare Festival Company and several other local academics. With our television broadcast, student tour, and public screening we’ve estimated our total reach to be around 7,000. We also received an outreach grant to host public screenings for “Cancer: The Emperor of All Maladies”. Our events were held in Casper and Riverton, and included partnerships with the nursing programs at Casper College and Central Wyoming College, Jason’s Friends Foundation, Wyoming Comprehensive Cancer Control, Rocky Mountain Oncology, Wyoming Cancer Resource Services, and the Wyoming branch of the American Cancer Society. The main components of our community engagement campaign included two public screenings of the film followed by panel discussions with local and regional oncologists, cancer survivors, and prevention specialists. One of the panel discussions was taped and broadcast live as part of our live call-in public affairs series “Wyoming Perspectives”, which aired statewide. With our television broadcast and public screening events, we’ve estimated our total reach to be around 5,000. In May 2015, Producer Mark Dantzker and cinematographer Gerrit Vyn travel to Wyoming to participate in 4 screenings of their documentary “Nature: Sagebrush Sea”, which was largely filmed in Wyoming. Two of the screenings included participation from local high schools. Total number of attendees for these events was approximately 800. We also taped a [“Wyoming Perspectives”](#) episode featuring special guest Mark Dantzker.



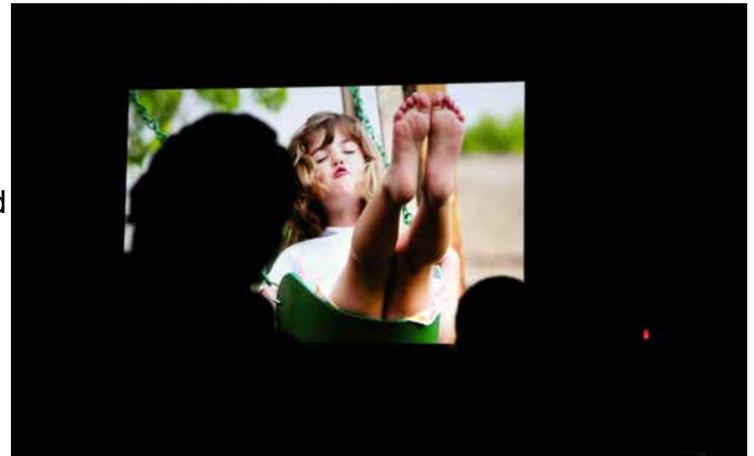
## WyomingPBS Recognizes Work Done by Local Education Leaders

Wyoming PBS was selected to participate in the American Graduate: Let's Make it Happen local production project "Stories of Champions", which provided companion pieces to the national broadcast of American Graduate Day 2014. Individuals chosen for the project needed to be able to demonstrate their commitment of keeping students on the path to graduation. The vignette we did on Angie Schultz, lead teacher at the Wyoming Cowboy Challenge Academy, was also chosen to be included in the national broadcast. All of the vignettes can be viewed [here](#).



## Cancer: The Emperor of All Maladies

Wyoming PBS hosted two preview screenings of Ken Burns' film series *Cancer: The Emperor of All Maladies* at Central Wyoming College and Casper College. The main components of our community engagement campaign included two public screenings of the film followed by panel discussions with local and regional oncologists, cancer survivors, and prevention specialists. One of the panel discussions was taped and broadcast live as part of our live call-in public affairs series "[Wyoming Perspectives](#)", which aired statewide.



## WyomingPBS Pays Tribute to Vietnam Veterans

Wyoming PBS, in collaboration with the Wyoming Veterans Commission, filmed interviews with Wyoming Vietnam Era Veterans at the Wyoming Vietnam Veterans Welcome Home Reunion held in Casper June 4-7, 2015. Some of the interviews were culled for a special half-hour tribute to our Vietnam Vets which aired in November 2015. All interviews have been posted online at <http://wyomingpbs.org/vietnam>, and have been archived at the Wyoming Veterans Memorial Museum.





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## STORIES OF IMPACT

### WyomingPBS Partners with University of Wyoming and Wyoming Public Radio to Create a statewide “Shakespeare Explosion”

#### Reach in the Community:

Audiences in 12 Wyoming communities enjoyed a “Shakespeare explosion” when University of Wyoming students - directed by and performed in the style of the acclaimed Actors from the London Stage - performed some of the bard’s outstanding plays during a statewide tour. In addition to the statewide student tour, Wyoming PBS interviewed UW Department of Theater and Dance Chair Leigh Selting along with three Actors from the London Stage, who were eminent artists in residence at the college, for a special edition of the weekly local program “Wyoming Chronicle”. The program aired statewide and is also available online. A screening of “Shakespeare Uncovered: Taming of the Shrew” was held at a public library and included an interactive panel discussion with local scholars.

#### Partnerships:

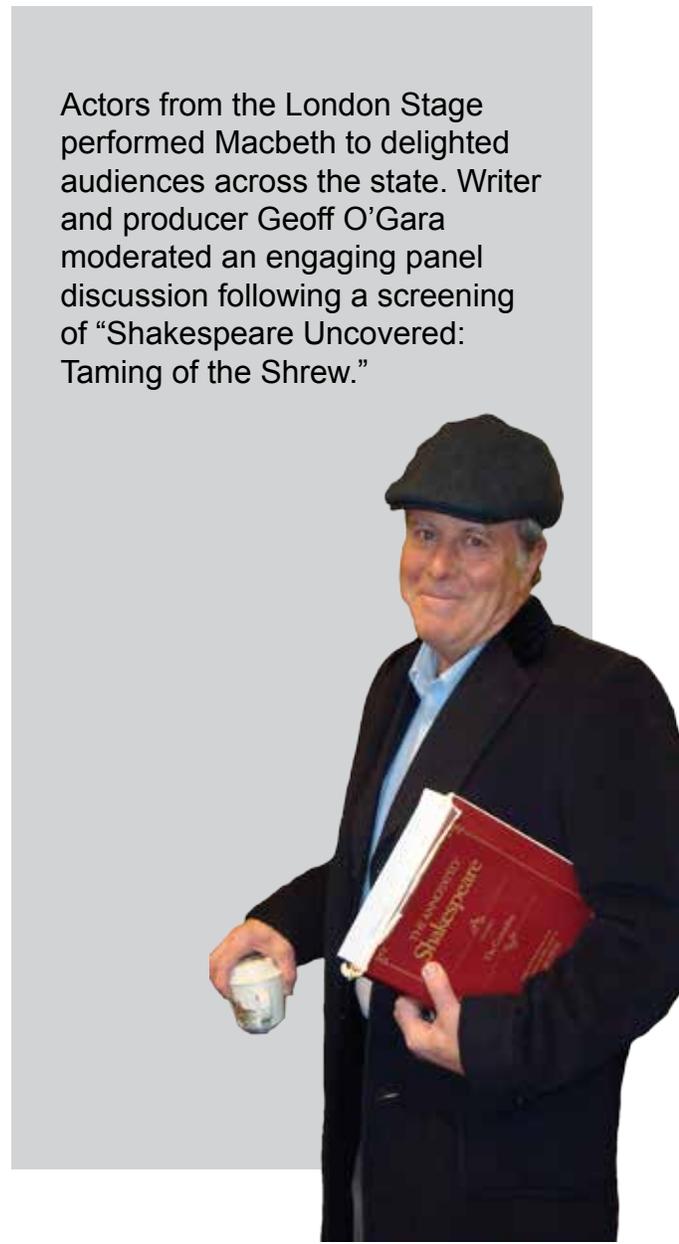
University of Wyoming Theater and Dance Department  
Wyoming Public Radio

#### Impact and Community Feedback:

The screening and panel discussion of “Shakespeare Uncovered”, along with the statewide student tour reached a large and diverse audience. One attendee of the screening said “this presentation helped me understand the complexity of language and how it relates to today.” In one of our smaller communities, we received a note from someone who attended one of the student performances thanking us for sponsoring the tour and providing inspiration to our young people.



Actors from the London Stage performed Macbeth to delighted audiences across the state. Writer and producer Geoff O’Gara moderated an engaging panel discussion following a screening of “Shakespeare Uncovered: Taming of the Shrew.”





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## SUMMARY



*“WyomingPBS is impressive! We are so lucky ... through WyomingPBS, we are able to attend world-class performances right here in rural Wyoming.”*

*- Julie Lefevre,*

*Shakespeare Uncovered screening event attendee*

Looking ahead to Fiscal Year 2016, WyomingPBS will complete a number of initiatives designed to reach underserved audiences. The primary focus will be the Wind River Reservation Education Project. Six educational modules are in production, covering the history of the reservation, system of tribal governance, and the culture of the Eastern Shoshone and Northern Arapahoe tribes. The modules will contain video interviews with tribal elders and historians, lesson plans for 4th and 8th grade students, and a web site to present the content. Teacher training will continue into Fiscal Year 17.

Another major project that will be completed is Storm of the Century: Blizzard of '49. This one hour video will focus on the most severe weather event in the recorded history of the state. At least a dozen public screenings complete with panel discussions with the Producer of the documentary, historians, and survivors of the blizzard are planned for the southern, northern, and eastern portions of the state.

In addition, WyomingPBS will continue its long history of profiles of important residents of the state with Dick Cheney: A Heartbeat Away. This program tells the story of the man often dubbed “the most powerful Vice-President in the history of the United States.”

In conclusion, WyomingPBS provides a vital connection to the citizens of the state. Wyoming has been described as a small town with a very long main street. Over 586,000 residents are scattered across more than 97,000 square miles. Given the rural nature of the state and the mountainous terrain, all WyomingPBS programs benefit unserved and underserved audiences. For 33 years, WyomingPBS has strived to provide a service which recognizes the state’s unique needs, and which informs, educates and enriches the lives of Wyoming citizens and helps them more fully understand and participate in local, national and global events that affect their lives.

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WyomingPBS...telling the stories of Wyoming.

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