



## Annual Report for WyomingPBS Fiscal Year 2017

Respectfully submitted by Terry Dugas, General Manager of WyomingPBS

### **General Manager's Report**

Fiscal Year 2017 was challenging and exciting for WyomingPBS as we focused on improving our technical infrastructure and on promoting our on-line offerings to better serve the citizens of the state who subscribe to a satellite service.

Here is an update to our existing goals:

#### **1) Increase coverage for the station.**

We now provide over the air service in Lusk and have formally requested addition to Vyve Broadband cable serving Lusk.

Our main channel is carried on every cable provider serving Wyoming, except in Lusk. We have requested that our secondary cable channel be added to systems in Green River and Rock Springs.

DirectTV refuses to carry any Wyoming television station on their service. Dish has, again, refused to add WyomingPBS to their system service serving Laramie and Cheyenne. This is not just a Wyoming problem. Every public television station faces these issues. Unless satellite providers are mandated to carry public television, as cable providers are, there will be little improvement.

We have aggressively promoted the campaign, "You can watch WyomingPBS productions and PBS programs Anytime, Anywhere on a wide variety of devices". Viewers can now watch our productions on computers, tablets, smart phones, and HD TVs using devices like Roku, Chromecast, or Amazon Fire.

In FY 2018, WyomingPBS plans to launch online, over the air, and on cable, the WyomingPBS Kids 24/7 Channel. This channel will provide highest quality children's' programming to the entire state. By offering this channel online as well as through traditional broadcasting, we will reach the growing number of children who view content through smartphones, tablets, and computers.

#### **2) Improve the Network's broadcast and on-line capabilities.**

We continue to make technical improvements to our infrastructure. WyomingPBS has over 60 separate over the air relay towers, moving our signal to our 38 transmitters and translators. Every tower is a potential point of failure. We have replaced four of these relays with Internet Protocol delivery. While this increases our monthly bandwidth charges, we have been able to repurpose equipment from these sites, saving us equipment replacement costs.

We will continue this transition to IP, with six additional sites targeted for FY 2018.



Starting in FY 2018, the Federal Communications Commission will require WyomingPBS to change broadcast channels on as many as 25 of our 35 translators. This is a nationwide initiative to increase bandwidth available to mobile providers. Seven sites in Wyoming have already been identified, with the first channel change occurring in December in Teton Village.

We will use this opportunity to improve service to these communities by upgrading equipment. Through a national agreement with PBS, T-Mobile will reimburse WyomingPBS for part of the equipment costs. The remaining costs will be absorbed into the WyomingPBS Engineering budget.

To further encourage on-line viewing, we have been aggressively expanding the number of WyomingPBS productions available for streaming. All new WyomingPBS productions are available on line, and we added over 30 older WyomingPBS programs to the archives. The audience for our online programs has greatly exceeded our expectations. Details are included later in this report.

### **3) Continue the outstanding tradition of local productions at WyomingPBS.**

#### **“Wyoming Chronicle”**

In FY 2017, WyomingPBS created 26 new 30:00 Chronicles, two 60:00 programs and one 90:00 special. Some of the most popular shows were on cowboy mounted shooting, “Horse Warriors,” and Wyoming’s license plates. We also profiled Wyoming artist J.C. Dye, UW President Laurie Nichols, and photographers David Bell and Lora Webb Nichols.

“Chronicle” also explored the important topics of volunteering in retirement, Alzheimer’s in Wyoming, and the state of mental health services.

We plan to match this number of episodes in FY 2018. Major funding for “Chronicle” will be provided by the Dragicevich Foundation located in Jackson.

#### **“Main Street, Wyoming”**

Only one new “MSW” was created in FY 2017. The Producer of the series was reassigned to work on our expanded Legislative Coverage.

We plan on creating four new “MSW” episodes in FY 2018

#### **“Farm to Fork”**

Five new “F2F” programs were created in FY 2017, including programs on approaches to composting throughout the state, heritage apples, medicinal herbs, and the very popular “Chicken Wrangling” episode

We plan on creating six new “F2F” in FY 2018. Major funding for “F2F” has been provided by the Wyoming Community Bank.



## **Legislative and Political Coverage**

We greatly expanded our broadcast and our streaming coverage of the Legislature and our political coverage.

WyomingPBS produced four debates and town hall meetings covering the U.S. House of Representative election. Three focused on the Republican Primary and one on the Democratic Primary. We also produced, in association with ThinkWy, a 60:00 forum on “Reviving Civility in Politics? Is it Possible?”

“Capitol Outlook” returned to its popular 60:00 format, with eight programs and its annual coverage of the “State of the State Address.”

WyomingPBS also live streamed and archived the three hour House Education Committee hearing on January 30 and the eight hour Joint Revenue / School Recalibration hearing on June 12.

WyomingPBS will continue its “Capitol Outlook” coverage in FY 2018 and hopes to provide streaming of even more Legislative hearings.

## **Other Productions**

In June, WyomingPBS completed and aired “Painting the Falls of Yellowstone.” The program looked at some of the most stunning, varied and unique waterfalls in Yellowstone, with insight into artist Mike Poulsen’s vision and creative process for capturing their beauty.

WyomingPBS also distributed “Painting the Falls” to PBS stations nationwide in FY 2018. To date, the program has aired in 42 markets, including five of the top 20 television markets, Los Angeles, Chicago, San Francisco, Minneapolis, and Cleveland.

WyomingPBS also secured the rights to air “The Drift” by former WyomingPBS Producer Geoff O’Gara in FY 2017. “The Drift” tells the story of the “Green River Drift,” one of the nation’s oldest running cattle drives.

## **In Production for Fiscal Year 2018**

### **“Our Wyoming”**

Production continued in FY 2017 on WyomingPBS’s newest initiative, the “digital first” series called “Our Wyoming.” While the first episodes didn’t air until November of 2017, seven short videos were produced. “Our Wyoming” also marks the use of Facebook to stream complete productions from WyomingPBS. The two “Our Wyoming” segments premiering in November have been viewed over 60,000 times on Facebook.



In August 2017, WyomingPBS live streamed the total eclipse on both YouTube and Facebook. The live stream was incorporated into the live stream provided by the PBS NewsHour. The eclipse live stream was viewed over 60,000 times.

WyomingPBS will increase live streaming of important events in the state, including additional Legislative events,

In cooperation with Central Wyoming College, WyomingPBS is completing production on "Glaciers of the Winds," a documentary focusing on the importance of the Wind River glaciers to Wyoming's economy and geologic history. This production is scheduled to be broadcast and streamed in March 2018.

Also scheduled for March 2018 is "The Bozeman Trail," a co-production with Montana PBS. During the brief few years of this 500 mile long trail's existence, the relationship between the early settlers of Wyoming and the region's Native Americans were forever changed. The Trail also laid the foundation for the settlements and growth of northern Wyoming.

In FY 2017, WyomingPBS added a new goal.

### 1) Provide high quality educational content for Wyoming teachers

The heart of this effort is the **Wind River Education Project**. In January of 2017, the project website launched at <http://windriveredu.org>. The project has six sections:  
Why Teach Native American History?  
Who are the People of the Wind River Reservation?  
Who are the Eastern Shoshone?  
Who Are the Northern Arapaho?  
How Does Tribal Government Work?  
Preserving the Ways – Culture and Traditions.

The website initially provided teachers with six short Learning Objects and 17 lesson plans, funded by the Legislature. The lesson plans were created by Eastern Shoshone and Northern Arapaho educators. Since its launch in January, the six Learning Objects have been viewed over 16,000 times.

Since the launch, WyomingPBS has added two additional videos, taken from the archive, and six lesson plans. These videos and lesson plans are also available to teachers nationwide through the WyomingPBS Learning Media repository. <http://wyomingpbs.org/learningmedia>.

In FY 2018, WyomingPBS will add at least four new video Learning Objects and eight lesson plans. The Learning Objects already in production are on the reintroduction of Buffalo to the Wind River Reservation, the return of Northern Arapaho children's remains from the Carlisle Indian School, the tradition of crafting Eastern Shoshone parfleche, and the impact of the Bozeman Trail on the Northern Arapaho. These new videos and lesson plans are funded, in part, by a generous gift from a foundation in Jackson.



## **Audience**

WyomingPBS's audience is measured four times a year by the Nielsen Ratings service, February, May, July, and November. Comparing the four ratings books in Fiscal Year 2016 to the four books in Fiscal Year 2017, WyomingPBS's audience declined 9%. This decline was balanced by the strong increase in online streaming, noted below. Even with the decline in audience, WyomingPBS was watched almost 640,000 times by citizens of the state during these four months in FY 2017. Extrapolated to twelve months, WyomingPBS was watched over 1.9 million times.

While WyomingPBS's broadcast audience declined, its online audience exploded, increasing 164% from FY 2016 to FY 2017. WyomingPBS produced videos were viewed almost 450,000 times in FY 2017.

The growth of our "Anytime, Anywhere" efforts will be even more phenomenal in FY 2018. In the first five months of this current fiscal year, WyomingPBS online videos have been viewed over 570,000 times. We predict well over one million video views by the end of FY 2018.



## WyomingPBS Budget Review

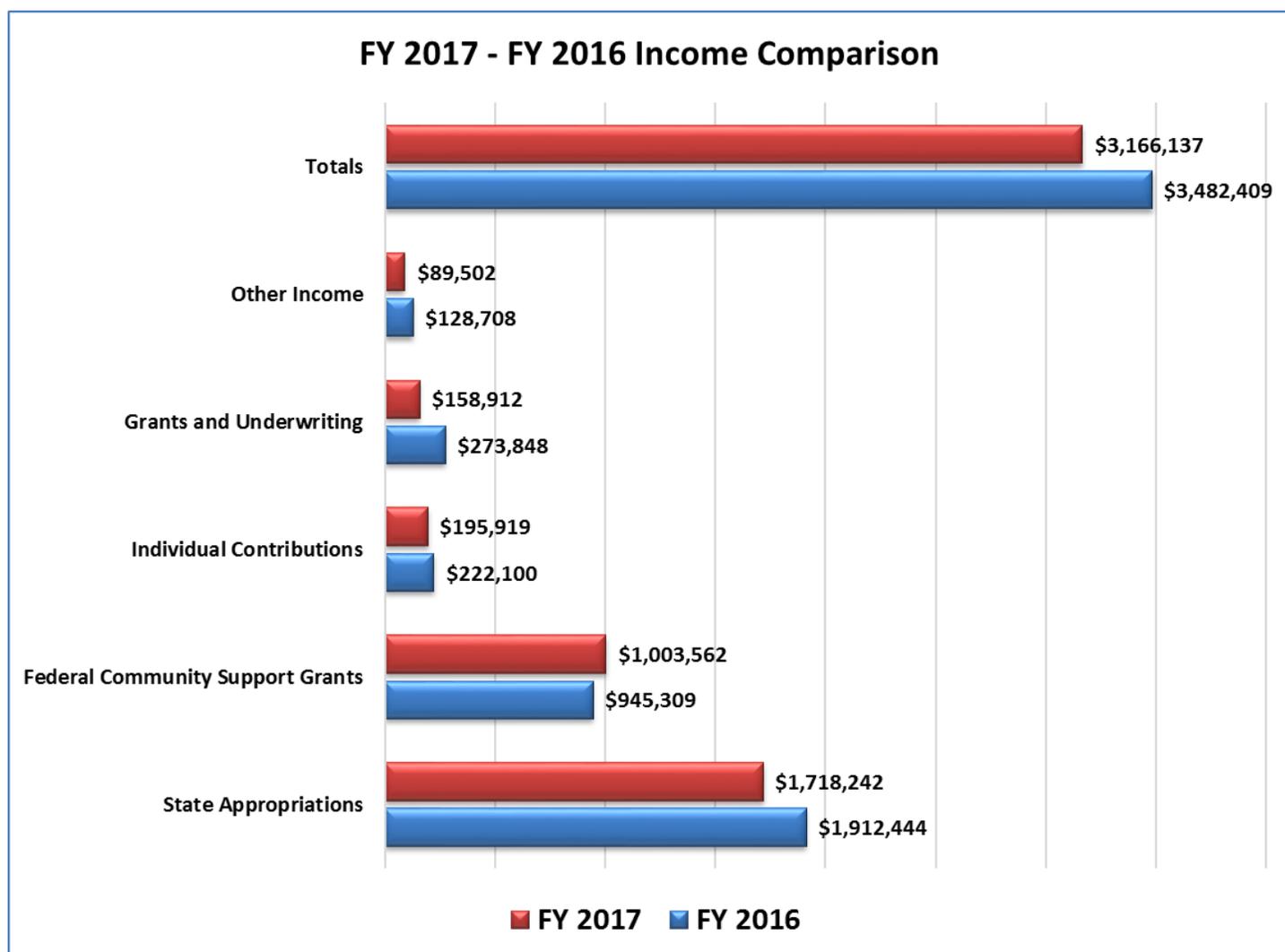
### Income

WyomingPBS income decreased over \$300,000 from Fiscal Year 2016 to Fiscal Year 2017. 65% of this decrease came from the 10% mandated reduction in State Appropriations.

Grants and Underwriting also decreased significantly. The declining Wyoming economy was a major cause, as several long time underwriters decided not to renew. Also, major grants for “Painting the Falls of Yellowstone” were received in FY 2016. Major grants for “The Bozeman Trail” will be recorded in Fiscal Year 2018.

Membership income declined, as the softening economy left Wyoming residents with less disposable income.

“Other Income” decreased because contract production for long time clients like Wyoming Catholic College ended due to their budget reductions.



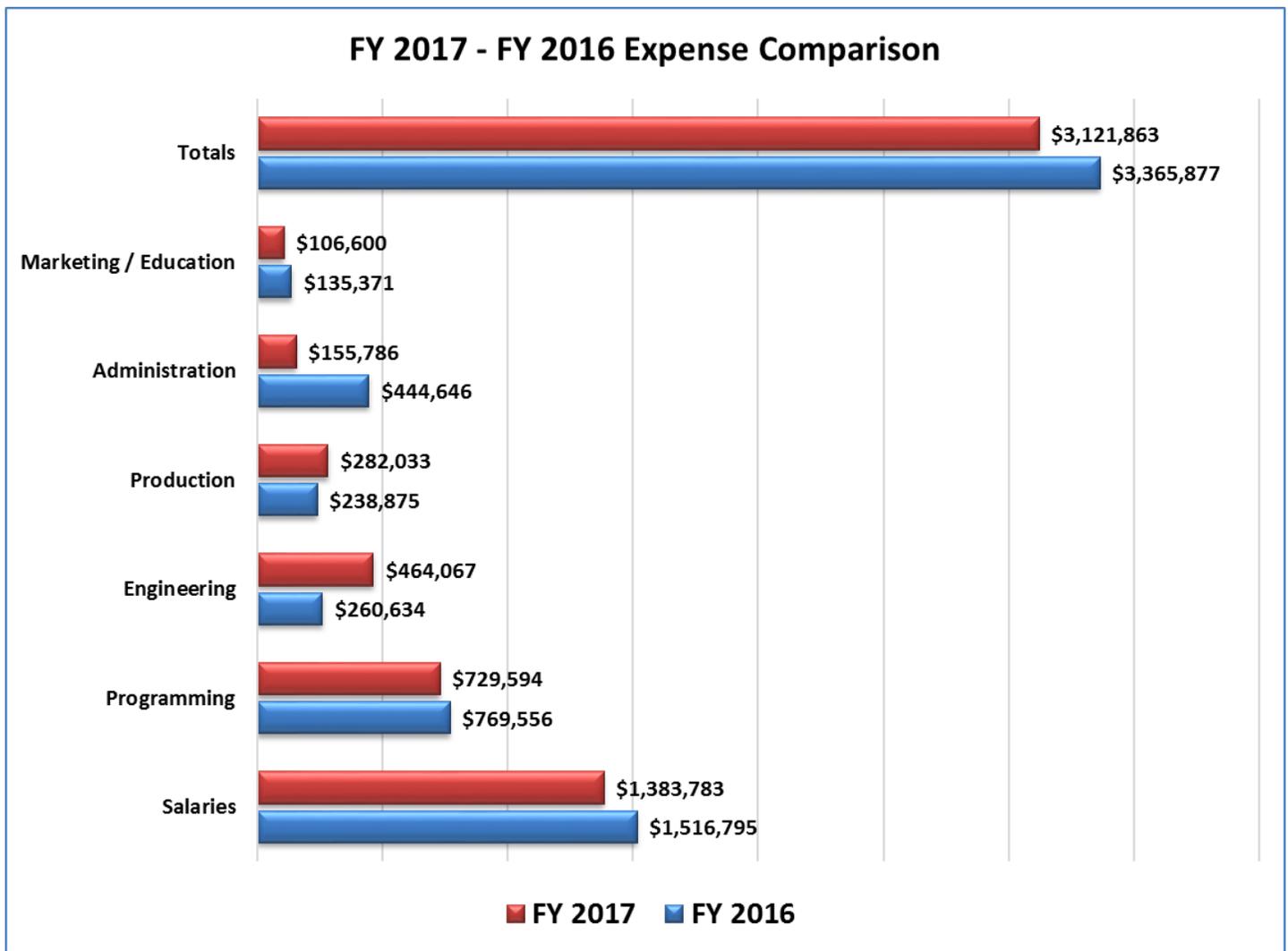


## Expenses

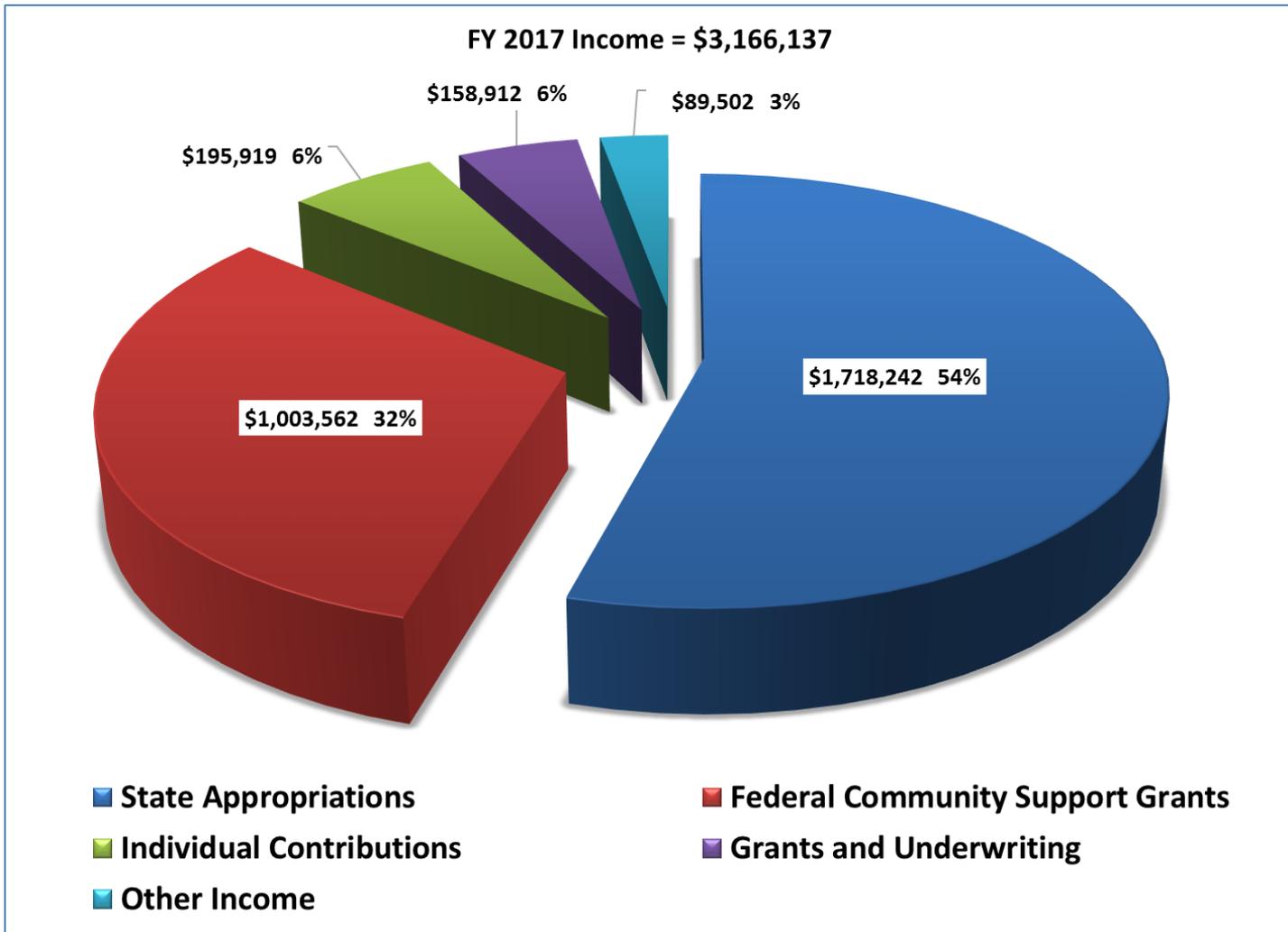
WyomingPBS reduced most expenses in FY 2017 to compensate for the reduced income, but the majority of the reduction had to be achieved by decreasing salary expense. WyomingPBS reduced its staff by 10%, e.g., three FTE in FY2017.

In addition, note the significant reduction in the Administrative line. In FY 2016, the administrative line carried costs associated with the special retirement incentive accepted by two senior Managers.

Despite the overall reduction in income, spending in Engineering increased significantly, as WyomingPBS moved to upgrade its network of transmitters and translators.



### Sources of Income for WyomingPBS



## Sources of Expenses for WyomingPBS

