



**Annual Report for WyomingPBS
Fiscal Year 2018**

Respectfully submitted by Terry Dugas, General Manager of Wyoming PBS

General Manager's Report

Fiscal Year 2018 was challenging and exciting for Wyoming PBS as we coped with an unfunded federal mandate and continued to expand our online live and on-demand offerings to better serve the citizens of the state.

Here is an update to our existing goals:

1) Increase coverage for the station.

- a) As part of the FCC mandated "Spectrum Auction," large swath of broadcasting frequencies used by public television stations across the country were sold to the cellular industry. In Wyoming, 15 of our 40 translators are required to change frequency. Seven translators were replaced in FY 2018, the remaining eight will be replaced in FY 2019. The financial impact of this unfunded federal mandate is detailed in the Expense section below.
- b) There has been no positive movement on the issue of satellite providers. DirectTV refuses to carry any Wyoming television stations on their service. Dish has, again, refused to add Wyoming PBS 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 will discuss this issue in February in Washington with Senators Enzi and Barrasso and Representative Cheney.

However, the aggressive promotion of the "Anytime, Anywhere" campaign, promoting the availability of Wyoming PBS productions and PBS programs on computers, tablets, smart phones, and HD TVs using devices like Roku, Chromecast, or Amazon Fire has been successful. The increase in our online viewership shows that, despite the limitations of satellite coverage, Wyoming residents can still enjoy Wyoming PBS.

- c) In FY 2018, Wyoming PBS launched online and over the air, the **Wyoming PBS Kids 24/7 Channel**. This channel provides the highest quality children's' programming to the entire state. Offering this channel online as well as through traditional broadcasting, we reach the growing number of children who view content through smartphones, tablets, and computers.

We have formally requested Charter Cable add Wyoming PBS Kids to their cable line up, as required by law. We are awaiting their response.



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

We are using the translator replacement project to improve our over the air service to the state. We are purchasing more effective antennas, more powerful translators where possible, and even moving our towers to different locations to provide a better signal to more viewers.

We have added both Wyoming PBS productions and archives of our coverage of Legislative hearings and political debates to our online video channels. We have also begun live streaming of Wyoming PBS programs and the recent debates on Facebook. The audience for our online programs continues to grow. Details are included later in this report.

3) Continue the outstanding tradition of local productions at Wyoming PBS.

“Wyoming Chronicle”

In FY 2018, Wyoming PBS created 28 new 30:00 Chronicles and two 60:00 programs. Among the most popular were profiles of Josh Allen, and looks at Fossil Butte National Monument and Dan Starks' proposed WWII Vehicle Museum.

“Chronicle” also explored the important topics of Senior Caregiving, in partnership with AARP, Suicide Prevention, with the Wyoming Episcopal Church Foundation, and eating disorders.

For FY 2019, we plan to create 26 30:00 and two 60:00 programs.

“Main Street, Wyoming”

Only one new “MSW” was created in FY 2018, a very popular look at “Natural Trap Cave.” The Producer of the series was reassigned to work on our expanded Legislative Coverage and our new “Our Wyoming” series.

“Farm to Fork”

Five new “F2F” programs were created in FY 2018, including programs on the economic potential of Bison herding, efforts to preserve heirloom seeds, approaches to composting throughout the state, heritage apples, medicinal herbs, and the very popular “Goats Eat Weeds” episode.

We plan on creating five new “F2F” in FY 2019.

“Our Wyoming”

Production continued in FY 2018 on Wyoming PBS's newest initiative, the “digital first” series called “Our Wyoming.” These short features premiere online and on social media. Ten episodes were streamed in FY 2018, reaching over 700,000 viewers. The most popular stories were about the Wyoming communities of Thermopolis, Encampment, and Chugwater, reflecting the intense pride felt by the people of the state.



Other Productions

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

Legislative and Political Coverage

In partnership with the Wyoming Legislature and the Legislative Service Office, Wyoming PBS greatly expanded its coverage of the Wyoming Legislature.

- a) In a pilot project, Wyoming PBS live streamed and archived three multi-day Legislative committee hearings: Joint Minerals, Joint Revenue, and Joint Appropriations. Wyoming residents viewed these hearings, either live on on-demand, for a total of 743 hours. Through October of 2018, Wyoming residents have viewed over 2,000 hours of Wyoming PBS streamed Legislative hearings. We anticipate streaming and archiving an additional 10 hearings through FY 2019.
- b) Wyoming PBS broadcast, live streamed, and archived a debate and a town hall meeting covering the race for Governor in FY 2018. In FY 2019, Wyoming produced, broadcast, live streamed and archived five additional debates covering the races for Governor, US Senate, and US House of Representatives.
- c) In FY 2018, Wyoming PBS also recorded and archived an ENDOW public forum on Sustainable Harvests.
- d) "Capitol Outlook" returned to its popular 60:00 format, with nine programs, including the "State of the State" and "State of the Judiciary" address, one on one interviews with Governor Mead and State Treasurer Gordon, and a special report on School Funding.

Wyoming PBS will continue its "Capitol Outlook" coverage in FY 2019.

In Production for Fiscal Year 2019

- a) In cooperation with Central Wyoming College, Wyoming PBS completed production on "Glaciers of the Winds," a documentary focusing on the importance of the Wind River glaciers to Wyoming's economy and geologic history. The program premiered in September of 2018.
- b) Scheduled to air in March of 2019 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 forever changed. The Trail also laid the foundation for the settlements and growth of northern Wyoming.
- c) Scheduled to air in June of 2019, "Tribal Art and Culture" (working title) explores the importance of arts and crafts in preserving the cultural beliefs of the Northern Arapaho and Eastern Shoshone tribes.



- d) Also in production, “The State of Equality: Wyoming Women’s Suffrage” tells the story of the successful drive to give women the right to vote in Wyoming. The program is scheduled to air in November of 2019, in conjunction with the 150th Anniversary of the December, 1869 Wyoming Act.

4) Provide high quality educational content for Wyoming teachers

- a) In FY 2018, four new Learning Objects and twelve lesson plans were added to the **Wind River Education Project**, <http://windriveredu.org>. These included features on the Miss Indian America Pageant and Arapaho and Eastern Shoshone Drums.

These videos and lesson plans are also available to teachers nationwide through the **Wyoming PBS LearningMedia** repository. <http://wyomingpbs.org/learningmedia>.

- b) In FY 2018, Wyoming PBS Education Coordinator Carol Garber coordinated curriculum and video content for 36 Wyoming specific LearningMedia resources. New Learning Objects on Nellie Tayloe Ross Day, Pearl Harbor Day, Wyoming Day, and “The Blizzard of ’49” were added to the History section. A new Learning Object and lesson plan from “Over Wyoming” was added to the STEM section. A Learning Object and lesson plan from “Painting the Falls of Yellowstone” was added to the Art section.

For FY 2019, lesson plans and Learning Objects are online for a history unit called “What’s in a Name,” designed to enable Wyoming educators to teach the history of their communities. Learning Objects will be continually added to the unit as segments on individual communities are completed, ultimately providing history segments for all regions of the state.

To promote teacher use, Carol provided 7 workshops for educators training them on the LearningMedia portal. Carol also traveled the state providing early childhood literacy events to 9 communities in Wyoming during April 2018, serving nearly 600 children and parents.

During FY 2018, the Learning Media resources were accessed 64,000 times by 17,000 educators and students.

Audience

- 1) Wyoming PBS’s audience is measured four times a year by the Nielsen Ratings service, February, May, July, and November. In May of 2010, approximately 31,500 citizens of Wyoming watched Wyoming PBS at least once a week. In May of 2018, Nielsen reports approximately 39,000 citizens of Wyoming watched Wyoming PBS at least once a week. However, this is a false increase. In the Spring of 2018, Nielsen changed its reporting methodology. 2018 audience figures can no longer be accurately compared to figures prior to 2018.

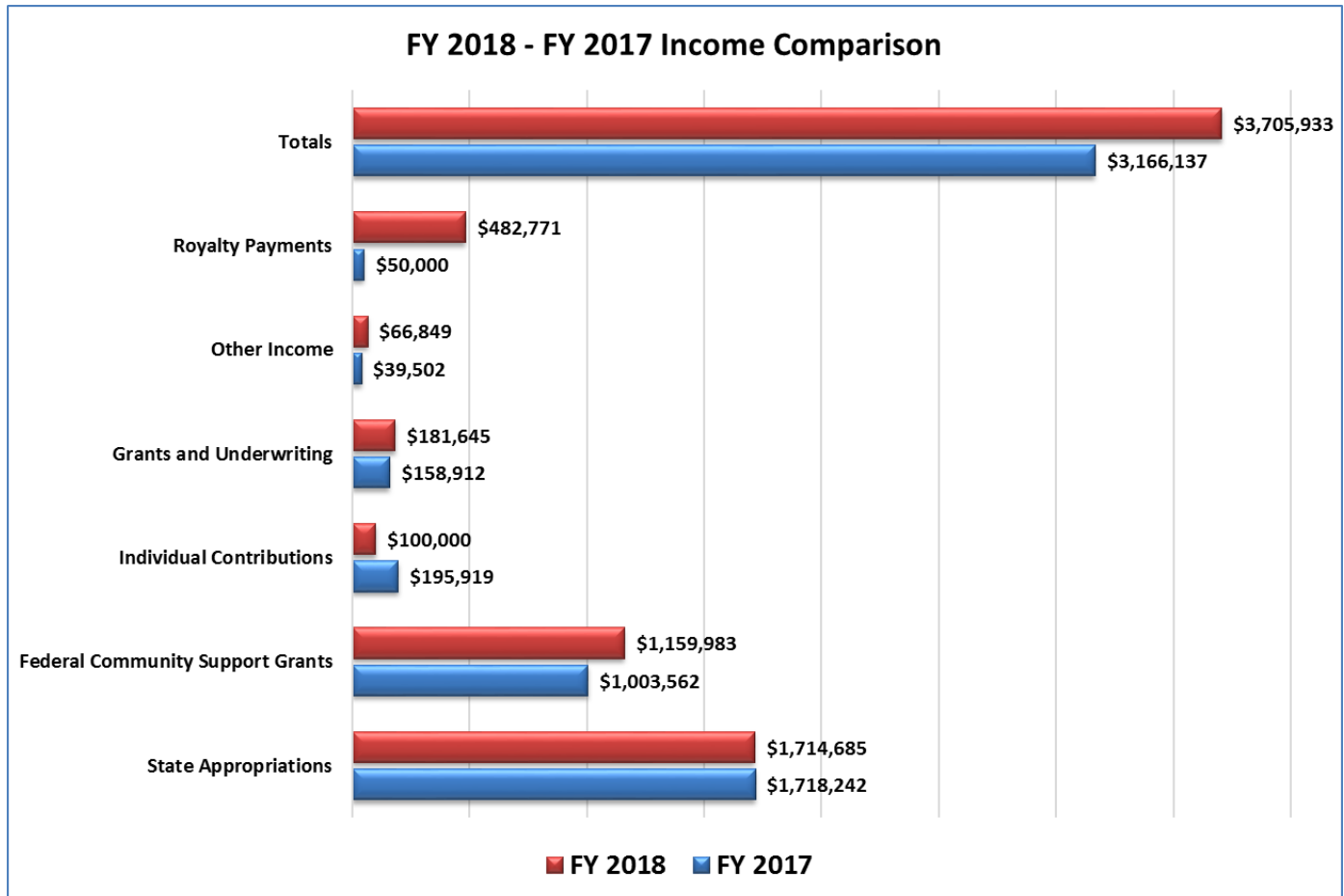


2) In FY 2018, Wyoming PBS continued to expand its online video offerings by licensing streaming rights to programs created by Wyoming independent producers, such as “Yellow Hotel.” In addition, Wyoming PBS expanded its use of FaceBook as an online video channel through the “digital first” series “Our Wyoming” and through the use of FaceBook and YouTube live streaming. As a result of these initiatives, in FY 2018, videos were viewed over 3.5 million times on Wyoming PBS online channels.

WyomingPBS Budget Review

Income

Wyoming PBS income significantly increased from FY 2017 to FY 2018. This was largely due to a one time only increase from PBS in “Royalty Payments.”



Each year, Wyoming PBS receives Royalty Payments from PBS for Wyoming PBS and national PBS programs aired internationally. This income is usually in the \$50K range, and we report it under “Other Income.” However, in FY 2018, Wyoming PBS received almost \$500K in Royalty Payments covering several years. It’s a separate category in this report to highlight its one time only nature.



An increase in Federal funding was offset by a decrease in Membership contributions.

Despite the Membership funding decrease, the Wyoming PBS Foundation had a moderately successful year. The Foundation FY 2018 audit shows total income of \$602K against expenses of \$366K, a “surplus” of \$236K. In FY 2017, the “surplus” was \$199K.

The decrease in Membership funding reflects a change in philosophy on delivering funds. Prior to FY 2018, funds were transferred to Wyoming PBS as soon as they were raised, even though the funds were not immediately needed by Wyoming PBS. Under the new philosophy, the Wyoming PBS Foundation retains the funds, and earns a higher rate of interest, until Wyoming PBS requests the funds be transferred.

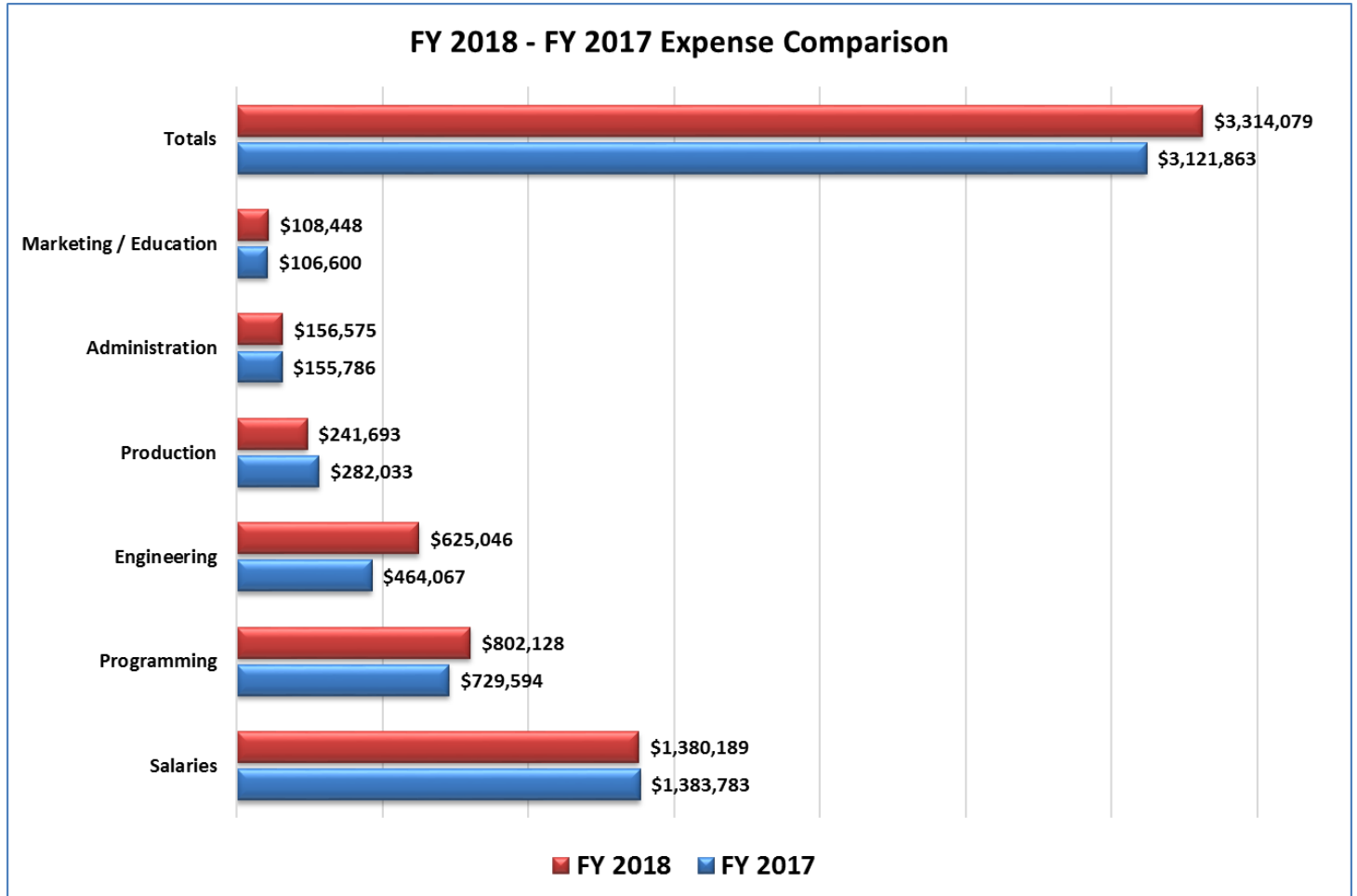
Funds are available at the Wyoming PBS Foundation to cover Wyoming PBS current and projected production costs.

The overall increase in revenue generated \$342K of income in excess of expense for Wyoming PBS. This “surplus” is being used to forward fund the translator replacement project in FY 2018 and FY 2019, referenced earlier in this report.



Expenses

Wyoming PBS expenses increased by \$200K in FY 2018.

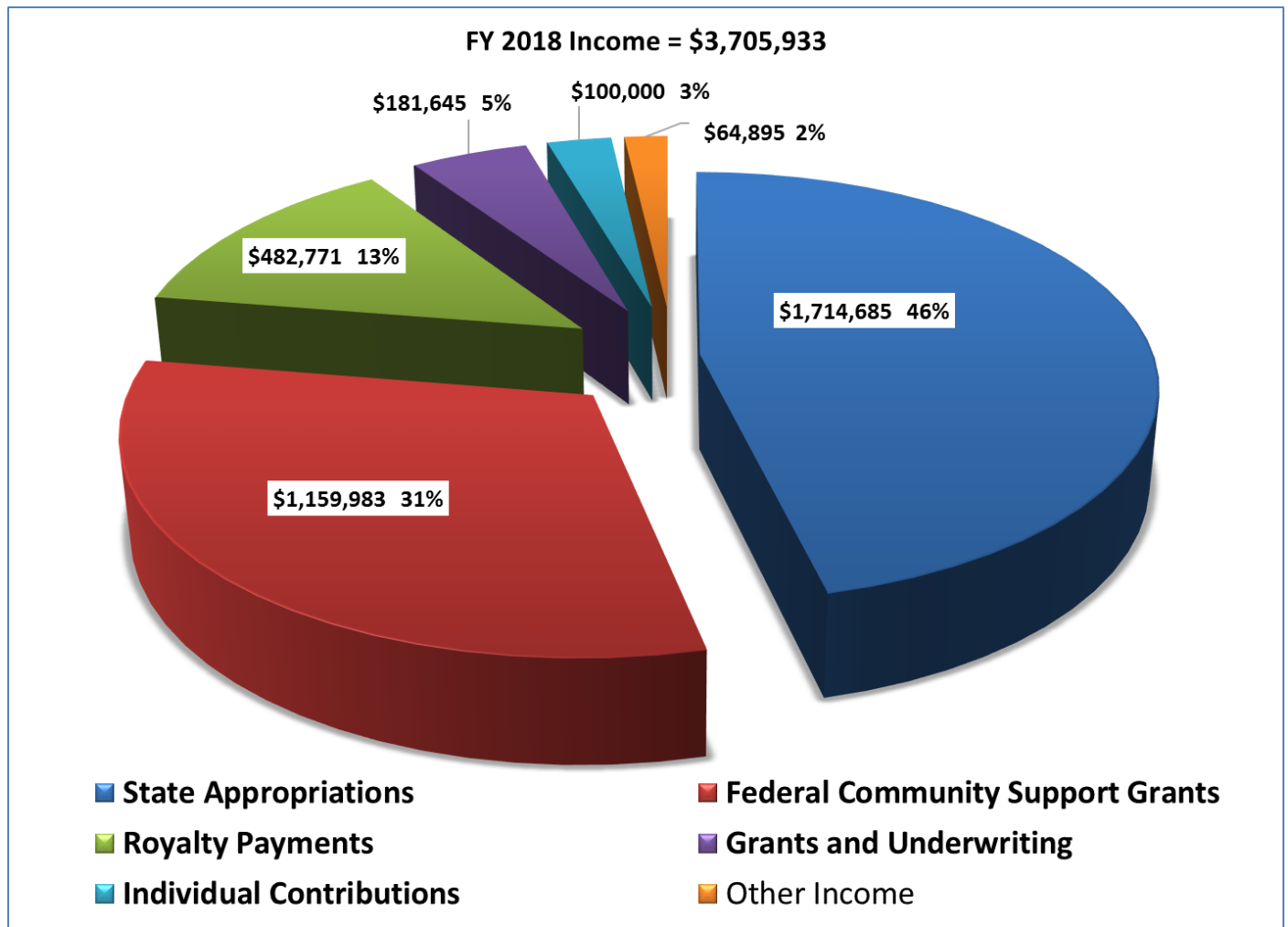


As the graph above illustrates, the increases were mostly within Engineering to cover the cost of the translator replacement project. We anticipate the final translator replacement cost to Wyoming PBS at approximately \$350K. T-Mobile and PBS may reimburse Wyoming PBS up to two thirds of the cost, with the income arriving in FY 2019. The balance will be absorbed into the FY 2019 Engineering budget.

The slight increase in Programming came from an increase in our dues to PBS. However, this increase was offset by an increase in our Federal Community Support Grant. Other expenses were consistent with FY 2017.



Sources of Income for WyomingPBS





Sources of Expenses for WyomingPBS

