



LOCAL
CONTENT
AND SERVICE
REPORT
TO THE
COMMUNITY
FY23

TELLING WYOMING'S STORIES



From gripping documentaries to heartwarming features, Wyoming PBS is dedicated to telling Wyoming's stories.

Wyoming PBS is a valuable source of entertainment, information, cultural and educational content for the citizens of Wyoming. In FY23, locally produced WY PBS videos were watched online over 11 million times. In addition, WY PBS created 27 new hours of broadcast and digital content, and live-streamed a total of 229 hours, primarily legislative hearings, during the fiscal year. 22 new learning objects and lesson plans were created for teachers, caregivers, and parents to access at no charge. A second season of the award-winning educational series Nature WY launched in the spring of 2023. Transmitters were upgraded in Jackson and Wright providing improved broadcast services to Jackson and the Thunder Basin area.

Wyoming PBS

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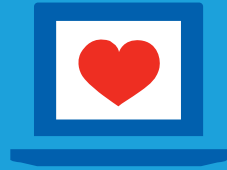
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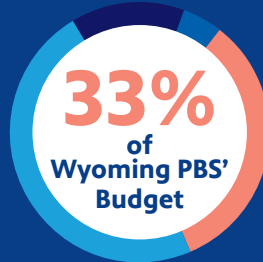


LOCAL VALUE

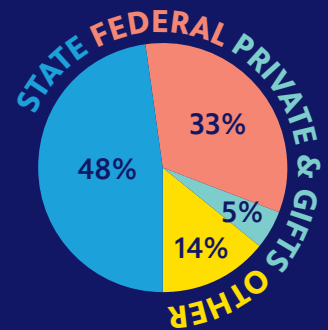
6,181,489
DIGITAL
VIEWS



FEDERAL FISCAL FY24
APPROPRIATION
\$1,325,547



WYOMING PBS'
FUNDING SOURCES



FY23 KEY SERVICES

**CIVIC
ENGAGEMENT**

Capitol Outlook
Primary/General
Election Debates
Committee Meeting
Streams

PUBLIC SAFETY



ALERT WYOMINGITES
National Emergencies
Severe Weather
Amber Alerts

EDUCATION



25,000 USERS

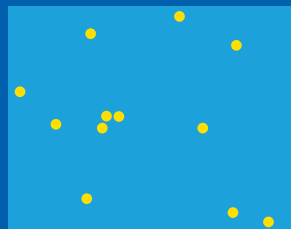
LOCAL IMPACT

LIVE

**BROADCAST
FOR ALL WYOMING**

- Over the Air
- Cable
- Satellite
- Online
- PBS App

15 OUTREACH
EVENTS
12 COMMUNITIES



PBS KIDS AVAILABLE IN
95% OF HOMES
RANKS #1

as a trusted & safe place for
children to watch television





CONNECTING WITH OUR COMMUNITY

Wyoming PBS exists to tell - and preserve - the stories of Wyoming. From providing access to some of our most important law makers through primary and general election debates, to sharing content from our award-winning series on Wyoming's mental health crisis, WY PBS is committed to providing Wyoming citizens access to the people and events that shape our great state. Whether it's in-person screening events, participation in the Governor's mental health summit, or providing online access to educational resources, WY PBS is dedicated to providing content and resources that resonate with Wyoming citizens.



Local Content

Wyoming PBS's weekly series *Wyoming Chronicle* continued to provide features and interviews of some of Wyoming's most unique characters and important issues, ranging from Wyoming Poet Laureate Gene Gagliano to a two-part series on the online exploitation of children.

Our Wyoming, WY PBS's digital-first series, added 11 episodes to the growing collection of local stories with an eye-popping 21,000 unique YouTube views for the episode featuring Kevin Christopherson's record-setting hang gliding flight from Wyoming to South Dakota.

Civic Engagement

In FY23, Wyoming PBS provided live streams of legislative committee meetings across the state in addition to public debates during the primary and general election cycle for the United States House and Senate seats as well as the Wyoming gubernatorial seat.

Annual interviews with the Governor and other elected officials offered important information to Wyoming's citizens while providing a trusted, statewide platform for Wyoming's elected leaders to communicate with their constituents.



Ways to Watch

Meeting Wyoming PBS viewers where their consuming their media has been mission-critical for Wyoming PBS in FY23. While over-the-air, cable, and satellite platforms continue to be an important part of the station's distribution strategy, providing more access on streaming platforms is a top priority for the station. As of FY23, WY PBS can be streamed live online at wyomingpbs.org, YouTube TV, Local Now, Hulu, and through the PBS app. Video on demand continues to be accessible to viewers through the PBS app, wyomingpbs.org, and the station's YouTube channel with over 114,000 subscribers.

THE IMPACT OF OUR WORK

While *telling Wyoming's stories* has been our defacto tagline for years, it's important to note that many of these stories do more than entertain...they inspire, they educate, and *they provide an important narrative to real issues facing real Wyomingites*. The mental health series *A State of Mind*, is proof positive of impactful, local content. Providing educational resources written by Wyoming's educators *for Wyoming's educators* fills an important need in the classroom. And finding those affinity partners to help amplify shared goals is a fiscally smart and responsible thing to do for Wyoming's citizens. Effort and thought given to content outcomes at the beginning of projects results in meaningful impact in our community and beyond.





Education and Outreach

Wyoming PBS provides educational content to Wyoming educators utilizing the station's vast local content library and contracting with Wyoming educators to develop lesson plans aligned to state and national standards. *Nature WY*, an educational series co-produced by WY PBS and Science Kids, provides essential place-based, classroom ready resources for K-3 educators. A special collection of Native American educational resources developed to specifically meet the requirements for the "Indian Education For All Act" continue to be curated by the station's Native American Education Coordinator.

Addressing Wyoming's Mental Health Crisis

In FY22, Wyoming PBS debuted the award-winning series *A State of Mind: Confronting Our Mental Health Crisis* with the episode "The Cowboy Code." The overwhelmingly positive feedback from this pilot episode cemented the importance of sharing the experiences our rural communities are facing resulting in a second season being greenlighted for FY23/24. Topics for this important series range from addiction and PTSD to the delicate mental health of youth, the elderly and their caregivers, and our incarcerated population.



Partnerships

Wyoming PBS relies on a strong network of partnerships which have been nurtured and strengthened over the years. Whether it's partnering with local producers to develop additional local content, or working with non-profits to help amplify our missions, WY PBS is committed to using its resources in the most efficient, effective, and responsible way to *tell Wyoming's stories*. Strong partnerships with Wyoming Humanities, Science Kids, and WyoGives are examples of Wyoming's non-profit networks working together to amplify each organization's important mission.

2023 AWARDS



8 Emmys

A State of Mind
*The Lone Wolf
Addiction*

A State of Mind
*The Pickup Man
(content)*

A State of Mind
*The Pickup Man
(videography)*

Egypt Excursion

Fossil Country

Nature WY
Macroinvertebrates

Our Wyoming
Fire Spinner

Our Wyoming
*Sinks Canyon
Underground Mysteries*

Public Media Award

A State of Mind
*The Lone Wolf
Addiction*

IN THE WORKS



A Life Outside: The Legacy of American Mountaineering

A Life Outside is a new documentary developed for Wyoming PBS by director Mat Hames, which explores our human, spiritual, and personal quest to test ourselves in the outdoors, centering on the guides and outdoor instructors who show us what we are capable of. For the past 100 years Wyoming is considered by many in the outdoor industry as the epicenter of guided mountaineering. This documentary will focus on the impact that two pioneer mountaineers had on the creation of guiding processes that have helped shaped the industry today.

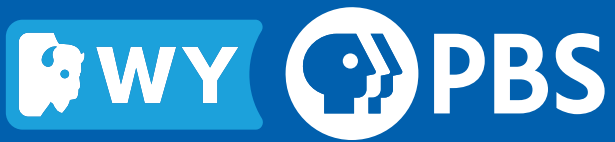
After War

After War is a documentary which explores the experiences of a true Vietnam War hero during wartime, Platoon Leader 1st Lt. Lee Alley. The program will include the painful transition of returning home, and healing from the tragedies of conflict on both sides. Lt. Alley holds the honor of being the most decorated living veteran in the state of Wyoming. He is currently being considered for the Congressional Medal of Honor.



Trona Mining

The trona mining industry is deeply woven into Wyoming's culture, yet the story of the miners who keep this massive industry running remains untold. In this special Wyoming PBS documentary, we go underground to experience the community, culture and history of these subterranean cities, as told through the people who know it best. The film also explores the miners' lives on the surface, and how this massive industry has shaped and influenced all of the residents of southwestern Wyoming.



WyomingPBS.org

