



OUR REPORT

Presented to Governor Mark Gordon

FY 2022 Annual Report to the Governor for the statewide public television station, Wyoming PBS

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Annual Report for WyomingPBS Fiscal Year 2022

Respectfully submitted by Terry Dugas, General Manager of WyomingPBS

Summary

WyomingPBS continues to be a valuable source of entertainment, information, cultural and educational content for the people of Wyoming. Below are some Fiscal Year 2022 highlights.

- 64,761 unique viewers watch WyomingPBS at least once a month.
- WyomingPBS produced videos were watched online over 11 million times totaling over four million hours.
- Created 27 new hours of broadcast content airing a total of 139.5 hours.
- Produced programs that aired on PBS stations nationally and on the nationally distributed FNX Cable / Broadcast network.
- Created a total of 229 hours of live streamed content, primarily Legislative Hearings.
- Provided 22 new Learning Objects and lesson plans to teachers, caregivers, and parents for free. 26,355 unique users watched WyomingPBS educational videos 95,630 times. Next to Wyoming, Texas educators used this content the most.
- Launched *Nature WY*, a new series of educational videos with lesson plans and parent guides focusing on outdoor science and nature. The first season won First Place in the Educational Resources for the Classroom category of the 54th Annual Public Media awards.
- Installed more powerful transmitters and translators in Laramie, Casper, Cheyenne, Jackson, Rawlins, and on Medicine Wheel to improve service to Lovell, Cowley, Greybull, and the Bighorn Basin area.
- The Wyoming PBS Foundation, a separate 501c(3) non-profit, reached a new fundraising record in Fiscal Year 2022. The Foundation generated \$1,194,189 in Income against \$623,951 in Expenses. Of the balance, \$320,000 was provided to WyomingPBS. The remaining \$250,238 was invested for future use by the Network.

WyomingPBS looks forward to continuing its mission of service to the people of Wyoming.

The WyomingPBS Audience

- 1) An average of **64,761** unique viewers watch WyomingPBS at least once a month. The lowest monthly viewing occurred in May, with 57,824 unique viewers, the highest viewing in July, with 73,259 unique viewers. Factors that influence viewing are weather, media competition, and the national PBS schedule.
- 2) *Antiques Roadshow* appeared in the top ten most viewed shows every month, usually the most viewed program. *NATURE* appeared in the top ten in ten months. Viewers also like British Drama and Mystery programs, with various titles appearing ten times in twelve months.
- 3) The WyomingPBS production, *Fossil Country*, was the second most watched program in March of 2022. *Wyoming Chronicle* and *Capitol Outlook* also appeared in the top ten in two months. *Egypt Excursion* and *Deer 139* also placed in the top 25.
- 3) WyomingPBS continued to reach audiences through on-demand viewing and live streaming. On YouTube, alone, WyomingPBS videos were viewed over **11 million times** totaling 4 million hours.
- 4) On Facebook, WyomingPBS videos were viewed for over 208,000 minutes equaling almost 3,500 hours.

WyomingPBS's Five Major Goals

1) Continue the tradition of outstanding local productions

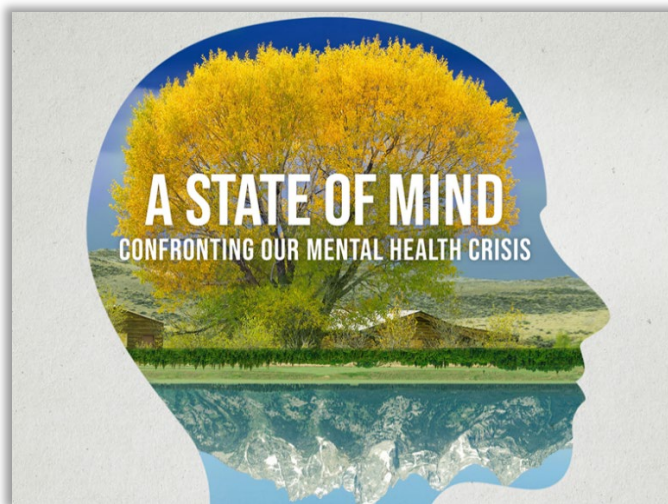
(a) Feature Documentaries

- 1) The film, [*Fossil Country*](#), premiered in Wyoming in March of 2022, the film was distributed to PBS stations nationwide in August of 2022. As of November, 2022, the program has aired 265 times in 79 markets in 30 states. This includes four of the country's ten largest markets.



- 2) In Fiscal Year 2021, WyomingPBS began research and development of a six-part series focusing on critical mental health issues facing Wyoming citizens. [*A State of Mind: Confronting Our Mental Health Crisis*](#) premiered in June of 2022. Episode 1, “The Cowboy Code,” focused on the stigma surrounding mental health that can keep people from seeking help.

Episodes 2 through 5 will air in Fiscal Year 2023. Episode 6 will air in Fiscal Year 2024.



- 3) WyomingPBS continued its long-established goal of promoting and helping preserve the cultural traditions of the Native American Tribes living in Wyoming. In [*Wacipi: Celebrating Native American Dance and Song*](#), Native Americans, representing a dozen different tribes, demonstrated traditional dances and songs, describing their cultural and historical significance. *Wacipi* was broadcast nationally on the cable / over the air network FNX (First Nations Experience.)



- 4) WyomingPBS also documents the people that make the state unique. [Egypt Excursion: Wyoming Climbers Explore Sinai Peninsula](#) follows writer Mark Jenkins as he embarks on an expedition with fellow Wyoming climbers to Egypt's Sinai Peninsula in search of unclimbed rock walls. Premiering in Wyoming in June of 2022, the program was also distributed to PBS stations nationwide. As of November, the program has aired 118 times in 29 markets in 14 states, including two of the nation's top ten markets.

b) [Wyoming Chronicle](#)

In Fiscal Year 2022, WyomingPBS created 21 new 30:00 *Chronicles*. Long time Chronicle Producer Craig Blumenshine resigned half-way through the season. After a national search, Fremont County newspaper owner and publisher, Steve Peck was named as the new Public Affairs Producer. Highlights of the thirteenth season include programs on Wyoming Trona and Bear 399 as well as profiles of retiring "Voices of the Cowboys" Dave Walsh and Kevin McKinney, Superintendent of Public Instruction Brian Schroeder and Public Health Officer Dr. Alexia Harrist. *Wyoming Chronicle* programs aired 186 times across WyomingPBS's main and digital channel.

For Fiscal Year 2023, *Chronicle* plans to create 26 30:00 programs.

c) [Our Wyoming](#)

Seven new episodes of WyomingPBS's series, *Our Wyoming*, aired. These short features premiere online and on social media, then are broadcast. In addition, four 30:00 *Best of Our Wyoming* specials were produced. These episodes were viewed online over 222,000 times. In addition to the online delivery, these features and programs were broadcast 840 times on WyomingPBS's main and digital channel.

The most popular stories were "George Abeyta Fancy Dance," "Steamboat: A Wyoming Icon" and "Fire Spinner," which won a Regional Emmy award.



An additional nine *Our Wyoming* features are planned for Fiscal Year 2023.

(d) Legislative and Political Coverage

- 1) With the return of in person Legislative Hearings, WyomingPBS live streamed 16 separate Legislative and State Government hearings totaling 225.5 hours.
- 2) [Capitol Outlook](#) aired one 30:00 special focusing on COVID, five 60:00 weekly broadcasts, and one 30:00 interview with Governor Gordon. Guest Host Bob Beck of Wyoming Public Media conducted the interviews. WyomingPBS also broadcast and live streamed the annual “State of the State” and “State of the Judiciary” addresses. These programs were broadcast 36 times across WyomingPBS’s main and digital channels.

3) [Debate Coverage](#)

In Fiscal Year 2022, WyomingPBS continued its long tradition of producing balanced political debates. One debate, the U.S. House GOP Primary, was both broadcast and live streamed. Because of the candidates participating, this debate had worldwide interest. WyomingPBS worked with the Australian Broadcasting Company to cover the debate. In addition, the live stream was carried on the PBS NewsHour, CNN, and MSNBC websites. The broadcast was the most watched program in the June / July ratings periods. In addition, the live stream and archived video were watched over 73,000 times.



WyomingPBS also assisted the Boys and Girls Clubs of Central Wyoming by live streaming a forum for the position of Superintendent of Public Education.

4) *Other State Government Projects*

WyomingPBS provides both broadcast and live streaming services for other state agencies and departments. The [2021 Governor's Arts Award](#) was both broadcast and live streamed for the Wyoming Arts Council.

e) Independent Producer Partnerships

- 1) There are thousands of Wyoming stories to tell, and with only three producers, WyomingPBS can't tell them all. The Network partners with Independent Producers to share their talent and vision with viewers statewide. Among the independently produced programs airing in Fiscal Year 2022 were *Deer 139* (produced by the University of Wyoming,) *Arapaho Truths*, *Beyond Heart Mountain*, *Forgotten Ingénue*, *The Wyoming Symphony*, and *the Grand Teton Music Festival 2021*.
- 2) WyomingPBS also provides production service to Independent Producers where they can utilize both our equipment and our outstanding staff. *Home from School: The Children of Carlisle* aired nationally on PBS in November of 2021. It was edited at WyomingPBS under the supervision of Manager of Production Kyle Nicholoff.

Total Hours of Broadcast Content

WyomingPBS created a total of 27 new hours of content in Fiscal Year 2022. The network aired locally produced content totaling 139.5 hours.

Non-Broadcast Content

WyomingPBS created a total of 229 hours of non-broadcast content in Fiscal Year 2022. 225.5 hours consisted of Legislative and Government hearings. The remaining 1.5 hours were two educational series, *Story Time with Wyoming Authors* and *Nature WY*

2) Provide high quality educational content for Wyoming teachers and caregivers.

a) [Story Time with Wyoming Authors](#)

To aid families with limited access to children's content due to COVID-19, WyomingPBS continued its series of family videos, "Story Time with Wyoming Authors." These videos were distributed digitally and on DVD to Wyoming libraries.

In March, WyomingPBS hosted a virtual "Story Time" with Wyoming children's author Mary Fitchner at Meadowlark Elementary in Buffalo, Wyoming. Eleven classrooms participated, totaling 180 students. WyomingPBS purchased sets of Fitchner's books for each classroom in attendance.

Three new stories were added to the "Story Time" collection, including a two-part video series featuring poetry from Wyoming's Poet Laureate Gene Gagliano.

b) [Nature WY](#)

WyomingPBS also created a series of 5 short videos, in partnership with Sheridan based Science Kids, titled “Nature WY.” These videos, complete with activity guides for home use and lesson plans for the classroom, focused on outdoor science and nature and was developed for children 6-8 years old. Videos and lesson plans are available on both the WyomingPBS website and the PBS Learning Media Website. All lesson plans are correlated with State and Common Core standards.

The first season was so successful, a corporate sponsor has funded a second season. The first season also won First Place in the Educational Resources for the Classroom category of the 54th Annual Public Media awards.



c) [LearningMedia](#)

WyomingPBS coordinated curriculum and video content for 18 new localized PBS LearningMedia resources. These learning objects and lesson plans are available, at no charge, to teachers across the country. WyomingPBS also provided five virtual workshops for over 100 educators to train them on the PBS LearningMedia portal.

In addition, four new learning objects and lesson plans were added to the Wind River Education Project website and to PBS LearningMedia. At the Department of Education’s Native American Education Conference, WyomingPBS presented two sessions to 30 teachers on how to use this content in the classroom.

In Fiscal Year 2022, 26,355 users watched these videos 95,630 times.

3) Provide engaging and meaningful community outreach

a) Nature Cat

WyomingPBS was selected by Window to the World Communications, Inc (WWCI), co-producer and presenting station of the series *Nature Cat*, to participate in a national outreach campaign. The purpose of the campaign was to generate renewed excitement, interest, and pride in nature and create opportunities for the public to experience hands-on STEM based, nature focused activities.

Beginning in April 2022, WyomingPBS took *Nature Cat* on the road, visiting six communities, and reaching a total of over 5,800 parents and children.



b) A Thousand Bees

WyomingPBS was also selected by WNET and HHMI Tangled Bank Studios to participate in a community engagement initiative tied to the PBS series *NATURE's* "My Garden of a Thousand Bees." WyomingPBS selected as partners in this outreach, The University of Wyoming's Biodiversity Institute and Science Kids out of Sheridan.

A community screening of the film *My Garden of a Thousand Bees* anchored the event held at the University of Wyoming in Laramie. The screening was followed by a question and answer session with U.W. graduate students and craft and activity stations focused on bees, bee habitat, and native wildflowers, a necessity for cultivating and conserving native bees.

A second screening was part of an event held in conjunction with Science Kids. Learning stations and a wildflower planting of a 2500 square foot plot at Sheridan college followed the screening and question and answer session.



Approximately 250 community members attended these events.

c) Fossil Fest

In June, WyomingPBS participated in Kemmerer's 2022 "Fossil Fest." Two screenings of *Fossil Country* were held, including a question and answer session with Producer Mat Hames and Fossil Butte National Monument Superintendent Arvid Aase. Approximately 250 people attended the events.

4) Increase signal coverage for the station

Using Federal Cares Act and Fiscal Recovery Funds, WyomingPBS tripled the power of its transmitter serving Laramie. We quadrupled the power of the transmitter serving Casper and doubled the power of the Cheyenne translator.

A new translator was installed on Medicine Wheel, improving our signal into Lovell, Cowley, Greybull, and the Bighorn Basin area. A more powerful translator and antenna were installed serving the Jackson area, and a more powerful translator was installed serving Rawlins.

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

- a)** WyomingPBS expanded its access to viewers through a partnership with PBS. The over the air channel can now be watched, for free, through the PBS Video App on Roku, AppleTV, Amazon Fire, Chromecast, and on Smart TVs from Samsung and Visio. The app is also available on cellphones and tablets.
- b)** In addition to streaming through the PBS app, four channels can now be viewed live through the WyomingPBS website: the main channel, PBS Create / WPBS Encore, FNX (a Native American network) and PBS Kids.
- c)** The WyomingPBS main and Kid's channels are also available on the streaming service YouTubeTV.



- d) Looking ahead to Fiscal Year 2023, WyomingPBS is awaiting the delivery of a new Master Control system. The new equipment will allow WyomingPBS to add a fourth channel of content for over the air viewers and cable subscribers. In addition, a more powerful translator serving the Sheridan area was installed.

The WyomingPBS Foundation

The Wyoming PBS Foundation, a separate 501c(3) non-profit, reached a new fundraising record in Fiscal Year 2022. The Foundation generated \$1,194,189 in Income against \$623,951 in Expenses. Of the balance, \$320,000 was provided to WyomingPBS. The remaining \$250,238 was invested for future use by the Network.

Funding to WyomingPBS from the Foundation falls into two broad categories, unrestricted funds, primarily from Member and Endowment support, and restricted funds from private donors, businesses, and foundations for specific programs and projects.

\$120,000 was raised for *Fossil Country* from private and foundation support in Fiscal Year 2022, fully covering the cash expenses of the program. \$125,000 was raised from private donors, foundations, and businesses for the new series, *A State of Mind: Confronting Wyoming's Mental Health Crisis*.

WyomingPBS Budget Review and Projections

Fiscal Year 2022 Income vs. Expense

In Fiscal Year 2022, WyomingPBS received income of \$3,895,033 against expenses of \$3,749,662.

The income exceeded projections by \$300,000 due, largely, to receiving a Payroll Protection Plan Loan of just over \$200,000. The loan was subsequently forgiven.

The expenses were \$200,000 below projections due to delayed delivery of engineering equipment. Nationwide, equipment delivery was impacted by supply chain delays.

Fiscal Year 2023 Income vs. Expense

In Fiscal Year 2023, WyomingPBS estimates income of \$4,380,915 against expenses of \$4,382,915. The increased income comes from carry over from Fiscal Year 2022 and unspent Federal Stability funds.

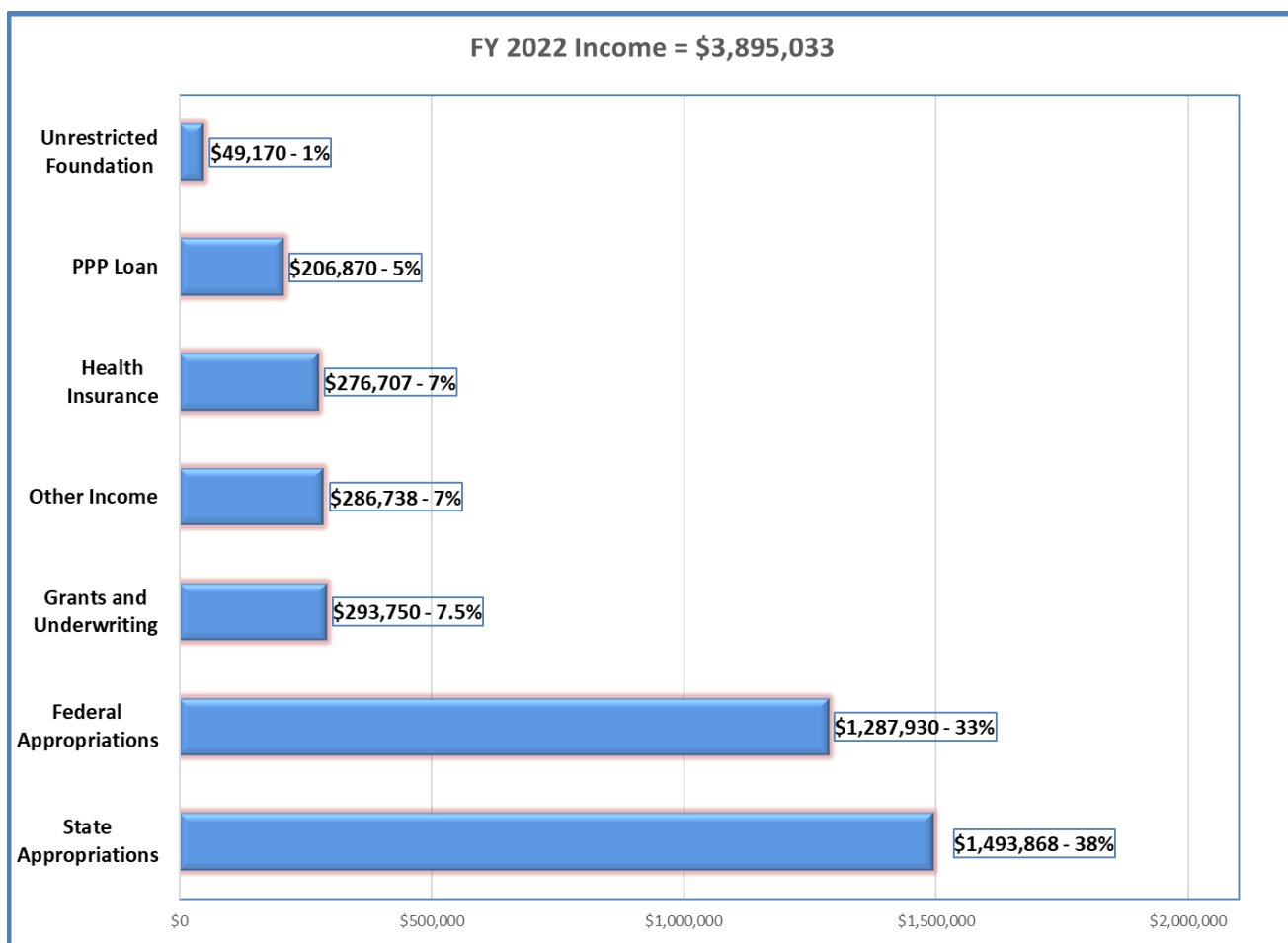
The increase in expenses comes from increased Engineering expenses as WyomingPBS continues to use Federal funds to replace the network's aging transmission and Master Control system.

Income

As noted in the graph below, WyomingPBS receives 38% of its income in State Aid.

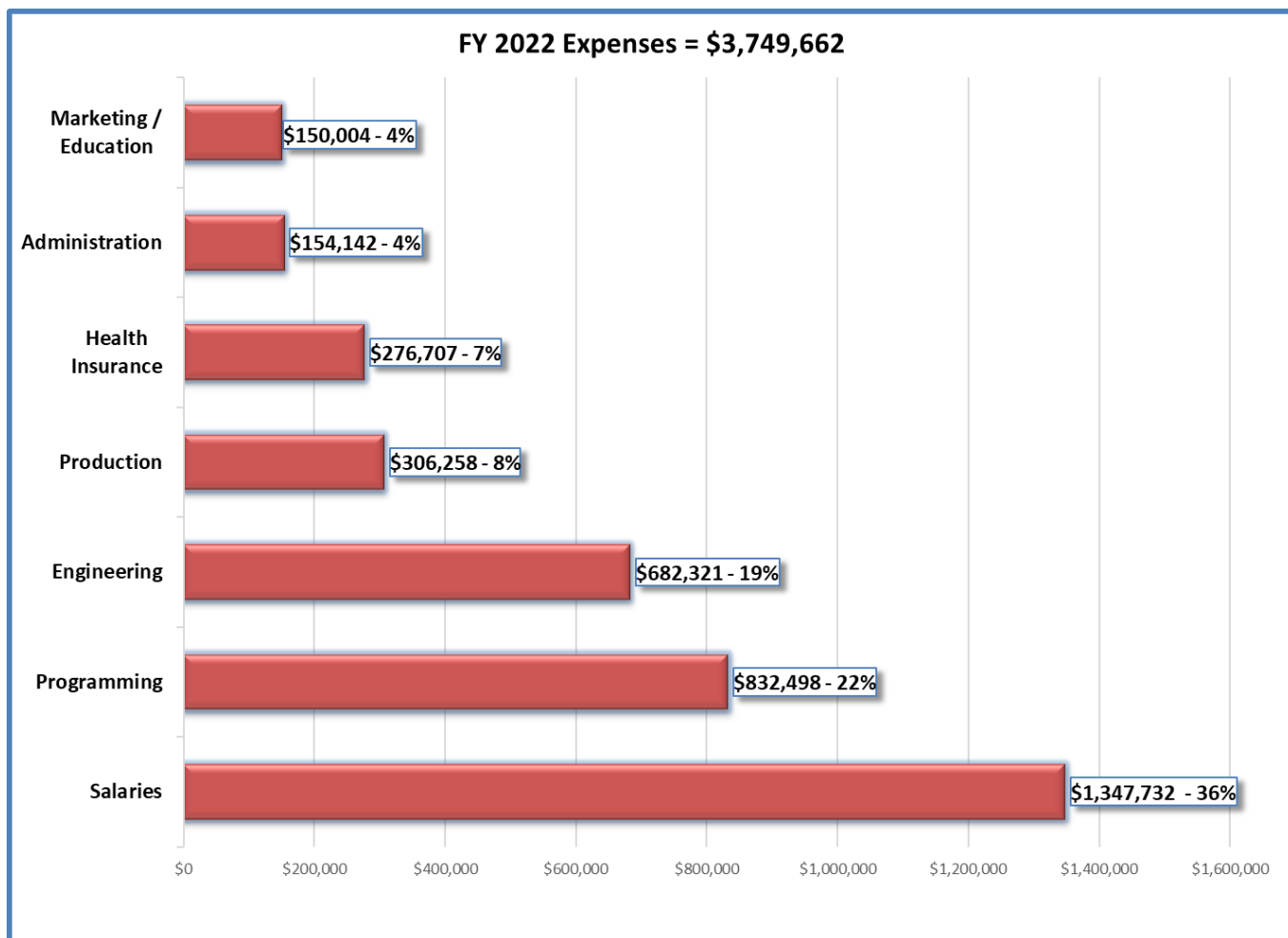
\$1,493,868 in State Aid represents a 22% decrease in dollars from the Fiscal Year 2017 appropriation.

It's important to note that State Aid to WyomingPBS covers salaries and some Engineering expenses. No State Aid is used to either purchase programs or cover the cash cost of creating local programs.



Expenses

In Fiscal Year 2022, WyomingPBS continued its commitment to use Federal funds to upgrade its aging network infrastructure.





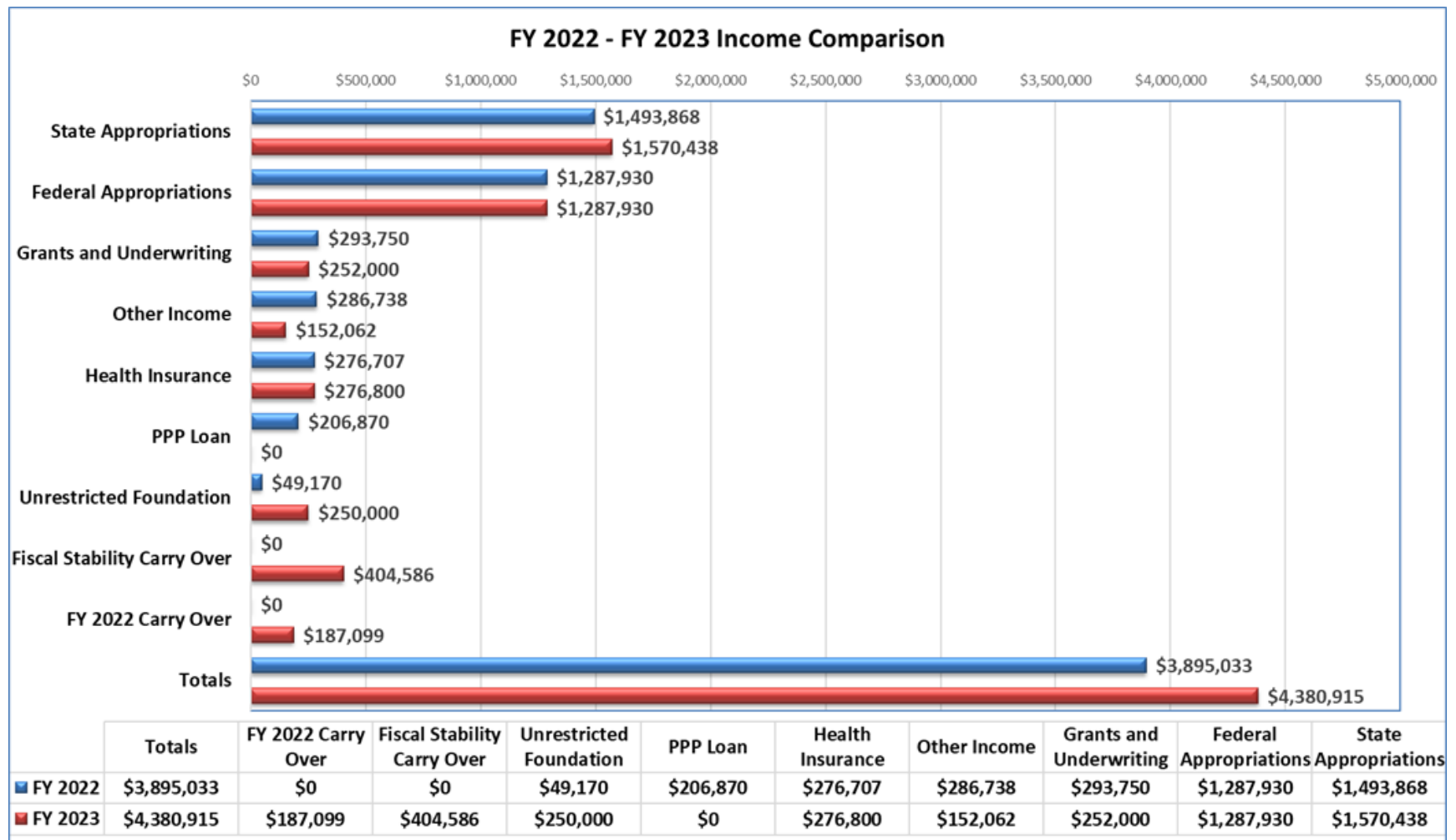
Looking to Fiscal Year 2023 Income

Fiscal Year 2023 Income (in red) is significantly higher than Fiscal Year 2022. This is due primarily to unspent Federal Stability funds and carry over from Fiscal Year 2022.

State Aid is slightly higher due to the salary increase approved for Wyoming Community Colleges.

Foundation income is higher due to fundraising in support of our major productions noted above.

There will be a corresponding increase in expenses in the chart on the next page.





Looking to Fiscal Year 2023 Expenses

Fiscal Year 2023 Expenses (in red) will be significantly higher than in Fiscal Year 2022. The increases will be in three areas. Production will increase, reflecting our continued production of the documentary series *A State of Mind*.

Marketing/Education will increase because WyomingPBS will be refreshing its logo and brand to match changes in the national PBS brand.

Finally, Engineering will increase, using the Federal dollars in reserve to replace transmitters, translators, and other essential broadcasting components.

