



LOCAL CONTENT
REPORT
FY24





TELLING WYOMING'S STORIES

Wyoming PBS is a valuable source of entertainment, information, and cultural and educational content. In Fiscal Year 2024, WY PBS created 22 hours of original local content. Locally produced videos were watched online more than 3.5 million times, nearly all of which were on the station's YouTube channel. WY PBS provided live-streaming services for nearly 400 hours of content. In addition to 35 legislative committee meetings, WY PBS assisted in the live-streaming of a Wyoming Humanities event, the Governor's Arts Awards, and a panel discussion for a community screening event for our mental health docuseries, *A State of Mind*.

5,600+

Donors in 2024

3.5 MILLION

Views on YouTube

16,500+

Monthly users of PBS Kids
(average)

Photo: Sunrise near the town of Hudson

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EDUCATION

Wyoming PBS has made significant progress on the PBS LearningMedia platform, offering 150 videos and 195 lessons, along with 20 videos and 70 lessons in the Native American Studies Collection.

Highlights:

- Thanks to the generous support from **Fossil Country** film sponsors—including the late Dr. Betty Buckingham Baril, Wyoming Humanities, the Wyoming Cultural Trust Fund, and the MAS Revocable Trust—Wyoming PBS awarded the first phase of grants to five schools and educational institutions for educational fossil digs at participating quarries in southwest Wyoming.
- Education Coordinator Carol Garber engaged nearly 1,000 educators at five statewide school conferences and a professional development day in Casper, sharing insights about the Wyoming PBS Education Collection. The co-production **Nature WY** was also featured in breakout sessions at two conferences.
- Last spring, the Early Literacy Tour showcased PBS Kids character **Molly of Denali**, visiting 14 classrooms and childcare centers across Newcastle, Ranchester, Buffalo, Big Horn, Sheridan, and Gillette, including three Head Start programs on the Wind River Indian Reservation. The tour culminated at the Books and Breakfast event in Riverton, reaching over 1,000 children and families.

HEARTLAND CHAPTER EMMY® AWARDS

Our Wyoming: Fire Spinner
Fossil Country

Our Wyoming: Sinks Canyon Underground
Mysteries

Egypt Excursion

Nature WY: Macroinvertebrates

A State of Mind: The Lone Wolf

A State of Mind: The Pickup Man (content)

A State of Mind: The Pickup Man
(videography)



PUBLIC MEDIA AWARD

A State of Mind: The
Lone Wolf



Photo: Maj. Gen. Stacy Jo Huser

LOCAL CONTENT

WYOMING CHRONICLE

Wyoming Chronicle concluded its 15th season in Fiscal Year 2024, continuing to spotlight newsmakers, artists, and remarkable personalities in Wyoming. This season highlighted a diverse array of stories, including a 91-year-old master miniaturist, vertical farming, the first woman to command at F.E. Warren Air Force Base, and the carbon capture efforts at the Integrated Test Center in Gillette, to name a few. Season 16 has already begun, featuring episodes on the nuclear power plant project outside Kemmerer, a new storytelling program at the University of Wyoming, the Piedmont Kilns, and more.

OUR WYOMING

Our Wyoming is a digital captivating series that explores the people, places, and events that define the uniqueness of our state. This past year featured highlights such as daring U.S. airmail pilots who paved the way for aviation, the thrilling pursuit of antelope shed hunting, adrenaline-fueled off-road racing, and the intriguing landscape of Hell's Half Acre. Don't miss out—watch this digital-first series on our YouTube channel!



**HEARTLAND EMMY®
AWARD WINNER**

A STATE OF MIND

Our award-winning mental health documentary series, *A State of Mind*, has launched into an enlightening second season. This impactful series shines a spotlight on critical issues facing Wyomingites. Episodes have explored the profound effects of poverty and depression on single mothers and their children, the challenges of caregiving, and the mental burdens faced by coal mine workers. Join us as we continue to delve into these vital topics and spark important conversations.



**HEARTLAND EMMY®
AWARD WINNER**



Photo: *A State of Mind*:
Generation Found

CIVIC ENGAGEMENT

Wyoming PBS engages residents statewide in civics through various initiatives. During Fiscal Year 2024, our team streamed Wyoming legislative committee meetings held throughout the state. Additionally, through our **Capitol Outlook** series, WY PBS conducts annual interviews with the governor, elected officials, and state policymakers. These interviews deliver valuable insights to citizens while offering a reliable, statewide platform for Wyoming's leaders to connect with their constituents.



Capitol Outlook host Steve Peck, left, interviews Sens. Bo Biteman and Tara Nethercott.

IN THE COMMUNITY

Being in communities remains a priority at Wyoming PBS. In Fiscal Year 2024, we held several screenings across the state to gather and tell Wyoming's stories. We screened **Art of Home: A Wind River Story** in Worland in fall 2023. The film tells the stories of two indigenous artists who create new works reflecting on their tribal homeland, the Wind River Indian Reservation.

In spring 2024, Wyoming PBS celebrated Historic Preservation by screening **One Hundred Years on the Lincoln Highway** in Sinclair. Additionally, we advanced the dialogue on mental health in the Cowboy State through multiple community screenings of episodes from our award-winning documentary series, **A State of Mind**, addressing this important topic.

THE AMERICAN BUFFALO

In fall 2023, Wyoming PBS celebrated the Ken Burns film, **The American Buffalo**—a dramatic story of the animal's near extinction and the people who saved it—with community screening events in Cody, Laramie, and Ethete. Attendees also had a chance to view clips of a companion piece, **Homecoming**, which chronicles the rebuilding of the enduring relationship of Native American communities to the buffalo. The documentary features Jason Baldes, who is an enrolled member of the Eastern Shoshone Tribe and the Executive Director of the Wind River Intertribal Buffalo Initiative on the Wind River Indian Reservation.



Photo: Pledge shot in partnership with the Wind River Tribal Buffalo Initiative

A LOOK AHEAD

HOME FROM THE VIETNAM WAR

A Vietnam War hero, U.S. Army Lieutenant Lee Alley, wears an extraordinary badge of honor. He is one of the most decorated combat veterans in the state. This documentary features Lt. Alley's remarkable story in meeting a Vietnamese friend and service in a controversial war, to the treatment he encountered after his return home from Vietnam and his struggles with PTSD. Now, Lt. Alley uses his experience to help other veterans in the country.



MOUNTAIN ROOTS

In a co-production with Wyoming-based company, Burning Torch Productions, *Mountain Roots* shares what can be accomplished with a spirit of young wonder and some curiosity. Bennett, 8, of Rock Springs, Wyoming, has climbed in the most famous ranges of her home state. Now, she is ready to take on new summits in North Italy, where she discovers a heritage centuries old and rooted in the Alps that might explain her fascination with the outdoors. The documentary shares Bennett's journey with her grandpa to meet extended family in a village and local mountaineer, who joins her in climbing the peaks of the Dolomites.

AFAR AND BELOW: THE STORY OF THE WYOMING TRONA MINERS

The trona industry is intricately woven into Wyoming's culture, yet the stories of the miners who power this vast sector often go untold. In our documentary, we take you underground for a day in the life of these miners, exploring the rich community, culture, and history of their subterranean world—and the significant impact they have on our lives above ground. This one-hour documentary is directed for WY PBS by Mark Pedri and Carrie McCarthy of Burning Torch Productions, both of whom have deep roots in Sweetwater County, the heart of the trona mining industry.

HEADWINDS: BIKEPACKING THE RED DESERT

Four bikepackers journey across Wyoming's Red Desert to learn more about its landscapes and histories. Through their travels, they learn about the challenges and triumphs of human-powered adventure, and reflect on how to carry these lessons from the desert back to life in a modern world.



PARTNERSHIPS

Wyoming PBS relies on a strong network of partnerships to tell Wyoming's stories. These partnerships help with the creation of productions to develop local content. Partnerships in Fiscal Year 2024 included the Hughes Charitable Foundation, John P. Ellbogen Foundation, Jack and Carole Nunn, Blue Cross Blue Shield of Wyoming, and the National Museum of Military Vehicles. Strong partnerships with Wyoming Humanities, Wyoming Cultural Trust Fund, and WyoGives are examples of Wyoming's nonprofit networks working together to amplify each organization's important mission.