THE BOZEMAN TRAIL: A Rush to Montana’s Gold

FY2019 LOCAL CONTENT REPORT

Committed to meeting the needs of the citizens of the state through quality local productions, Legislative coverage, and the creation of superior classroom materials for Wyoming teachers.

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In FY 2019, the WyomingPBS 24/7 Kids Channel was added to both the Charter and the TCT West Cable systems. WyomingPBS is replacing, where possible, its network of 54 microwave relays with robust internet connections and will be adding an additional $50,000 in connectivity costs in FY 2020. The station is also aggressively pursuing the rights and technical infrastructure to stream its main broadcast channel over the internet. We hope to launch this online “channel” in FY 2020.

Senators Enzi and Barrasso, Representative Cheney, and their staffs continue to work on legislative solutions to DISH and DirecTV not carrying WyomingPBS. DirecTV has responded favorably to a bill proposed in the US House of Representatives that would add WyomingPBS to their service in Casper, Lander, Riverton and Cheyenne. PBS is working with DISH on a national solution that would increase coverage of multiple stations.

WyomingPBS produced, broadcast, and live streamed five debates covering the races for Governor, US Senate, and US House of Representatives.

Capitol Outlook aired eight 60:00 and two 30:00 episodes, including one on one interviews with outgoing Gov. Mead and incoming Gov. Gordon.

Glaciers of the Winds was distributed to PBS stations nationwide. The film was viewed over 2,000 times in 135 markets covering 43 states, including seven of the top 10 markets in the US. Public screenings in Lander and Pinedale drew over 600 attendees and encouraged thoughtful questions about the recession of the glaciers in the Wind River Mountains. Glaciers of the Winds won first place in the Topical Documentary category at the recent NETA awards.

In FY 2019, three new Learning Objects and six lesson plans were added to the Wind River Education Project, http://windriveredu.org. These included features on Native American Veterans, and The Bozeman Trail. These videos and lesson plans are also available to teachers nationwide through the WyomingPBS LearningMedia repository, http://wyomingpbs.org/learningmedia. In FY 2019, 16,000 users in Wyoming accessed the LearningMedia website 61,000 times.

In FY 2019, Wyoming PBS Education Coordinator Carol Garber coordinated curriculum and video content for eight additional Wyoming-specific LearningMedia modules, with fifteen lesson plans aligned to content and state standards. Seven videos highlighting communities across Wyoming were added to the “What’s in a Name” history unit, providing educators the opportunity to teach and learn about their own communities and other communities across the state. Lesson plans have been written, developed and aligned to state, national and common core standards for grades 3rd through 12th grade.
PROVIDE COMMUNITY SCREENINGS OF PROGRAMS

“Glaciers of the Winds,” looking at this critical water source for the state, was distributed to PBS stations nationwide. The film was viewed over 2,000 times in 135 markets covering 43 states, including seven of the top 10 markets in the US. Public screenings in Lander and Pinedale drew over 600 attendees and encouraged thoughtful questions about the recession of the glaciers in the Wind River Mountains.

“Native America,” a 3-part series from PBS, premiered in November 2018 in celebration of Native American Heritage month. A public screening of one of the episodes was held in conjunction with an annual cultural festival in Jackson, Wyoming. Over 300 people - including students, teachers, and parents from the Wind River Indian Reservation school district - attended the screening.

In April 2019, WyomingPBS and partner organization Jackson Wild hosted a family event celebrating spring and citizen science. The event, a part of the outreach initiative from Nature’s “American Spring Live” series, included family-friendly activities, a scavenger hunt, giveaways, citizen science projects, films and panel discussions and attracted over 500 children and adults.

“The Bozeman Trail: A Rush to Montana’s Gold” premiered on WyomingPBS March 5th, 2019. A co-production with Montana PBS, “The Bozeman Trail” was screened in Buffalo, Sheridan, Torrington, WY, as well as Bozeman and Billings, MT. The program was also distributed to PBS stations nationwide.

GROW NON-BROADCAST AUDIENCE

Because DirectTV carries no Wyoming television stations and Dish does not carry WyomingPBS in the major Wyoming towns, On Demand and live stream delivery of WyomingPBS is an important component of our Community Outreach.

In FY 2019, WyomingPBS live streamed 12 Legislative Committee hearings covering 23 days. Since the Legislative streaming project began in FY 2018, more than 25 thousand users have viewed the hearings for more than 11,255 hours.

Also in FY 2019, WyomingPBS continued to expand Facebook and YouTube as online video channels through the “digital first” series “Our Wyoming” and through Facebook and YouTube live streaming. As a result of these initiatives, in FY 2019, WyomingPBS videos were viewed over 3.9 million times online.
The Art of Home: A Wind River Story was distributed nationally by PBS on November 4 and premiered on WyomingPBS on November 11. The program explores how tribal artists use their art to connect them to their tribal past, present, and future. In its first two months of national distribution, the program has been scheduled in 80 markets in 30 states, including 6 of the nation’s ten largest markets.

In addition, public screenings were held in Lander (150 attendees), Riverton (100 attendees), Cody (150 attendees), Laramie, and Boulder, Colorado. Sarah Ortegon attended the Riverton, and Cody screenings in person to offer the audience an opportunity to ask questions about her personal journey with generational and cultural art throughout her lifetime and how it’s influenced her passions in art.

WyomingPBS plans to develop educational modules from Art of Home for teachers and educators nationwide.

A coproduction between WyomingPBS and Caldera Productions, The State of Equality was a resounding success not only in terms of educating Wyoming about the events surrounding the passage of women’s suffrage 150 years ago, but also hoisting strong, vibrant, leading WY women to the forefront of history. The film offered an opportunity to evaluate where Wyoming stands in terms of how aggressively women’s equality is addressed. Many heartfelt opinions and engrossed leaders, both men and women, spoke openly about what our state could do to reinvigorate what it means to be first and how we can strive to continue this tradition.

WyomingPBS hosted a VIP Backstage Reception with Guest Speakers, Gov. Mark Gordon and Diana Enzi. Prior to the public screening WyomingPBS invited the all women's Bel Canto Choir to perform a song that was composed by Anne Guzzo, a Music Professor at UW to be dedicated to Wyoming Women’s Suffrage Day. Approximately 500 guests attended the public screening in Cheyenne. Simultaneously there were screenings in Buffalo, Gillette, and Jackson the same day.