



LOCAL CONTENT REPORT

2022

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.



TELLING **WYOMING'S STORIES**



Wyoming PBS exists to tell Wyoming's stories.

Wyoming PBS is a valuable source of entertainment, information, cultural and educational content for the people of Wyoming. In 2022, locally produced Wyoming PBS videos were watched online over eleven million times totaling over four million hours. Wyoming PBS created twenty-seven new hours of broadcast content airing a total of 139.5 hours. Wyoming PBS also live-streamed a total of 229 hours, primarily legislative hearings, during the calendar year. Twenty-two new learning objects and lesson plans were created for teachers, caregivers, and parents to access at no charge. Over 26,000 unique users watched Wyoming PBS's educational videos 95,630 times. Next to Wyoming, Texas educators used this content the most. Nature WY, a new series of educational videos with lesson plans and parent guides focusing on outdoor science and nature, was launched in the spring of 2022. The first season of Nature WY won first place in the Educational Resources for the Classroom category of the 54th Annual Public Media awards. More powerful transmitters and translators were installed in Laramie, Casper, Cheyenne, Jackson, Rawlins, and on Medicine Wheel to improve service to Lovell, Crowley, 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 Wyoming PBS. The remaining \$250,238 was invested for future use by the Network.

Wyoming PBS

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EDUCATION & OUTREACH



Nature WY

Wyoming PBS partnered with Science Kids out of Sheridan, WY to create "Nature WY," a digital educational series focused on outdoor science and nature and developed for children 6-8 years old. These videos, complete with activity guides for home use and lesson plans for the classroom, focus on outdoor science and nature. Videos and lesson plans are available on both the Wyoming PBS website and the PBS LearningMedia 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.

PBS LearningMedia

Wyoming PBS 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. Wyoming PBS 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, Wyoming PBS 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.



A Thousand Bees

Wyoming PBS was selected by WNET and HHMI Tangled Bank Studios to participate in a community engagement initiative tied to the PBS Nature program "My Garden of a Thousand Bees." Wyoming PBS partnered with the University of Wyoming's Biodiversity Institute and Science Kids.



An average of 64,761 **UNIQUE VIEWERS** watched Wyoming PBS at least once a month. The highest viewing was in July 2022, with 73,259 unique viewers. Factors that influenced viewing were weather, media competition, and the national PBS schedule.

The Wyoming PBS 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.

Wyoming PBS continued to reach audiences through **ON-DEMAND** viewing and **LIVE STREAMING**.

On **YOUTUBE** alone, Wyoming PBS videos were viewed over 11 million times totaling **4 MILLION HOURS**.

On **FACEBOOK**, Wyoming PBS videos were views for **OVER 208,000 MINUTES** equaling almost 3,500 hours.

PROGRAMS

FOSSIL COUNTRY

Fossil hunters of Wyoming travel to isolated quarries, hunting down and digging up rare discoveries. They take personal risk to make astounding discoveries and change what we know about the past. As private fossil diggers carve a hardscrabble existence in the quarries, scientists and academics benefit from their labor, relying on their finds for teaching and study. FOSSIL COUNTRY highlights the ecosystem of private diggers, academics, national park employees, and museum curators working toward the same goal: to advance science by discovering rare fossils from the Eocene Era in the Green River Formation which change what we know about the earth's history.



**CULTURE
&
HUMANITIES**

**POLITICAL
COVERAGE**



Primary and General Election Debates

Qualified candidates running for the offices of United States House of Representatives and Wyoming Governor were invited to participate in Primary and General Election debates. The debates were broadcast live on Wyoming PBS and Wyoming Public Radio and live streamed and archived at WyomingPBS.org.

A STATE OF MIND

CONFRONTING OUR MENTAL HEALTH CRISIS

The Mountain West is in the grips of a full blown mental health crisis, and Wyoming is ground zero. Stigma in isolated rural communities prevents people from seeking help, but with addiction, suicide, and PTSD devastating the state, it is time to start a conversation. This documentary series traces patient journeys, weaving expert interviews and man on the street commentary to examine solutions to Wyoming's mental health crisis.



ISSUES

OUR REPORT
2022



POWER X4

Transmitter

Using Federal Cares Act and Fiscal Recovery Funds, Wyoming PBS 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.

Translator

A new translator was installed on Medicine Wheel, improving our signal into Lovell, Crowley, 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.

Broadcast and on-line capabilities

Wyoming PBS expanded its access to viewers through a partnership with PBS. The over the air channel can now be watched, for free, through the PBS App on Roku, AppleTV, Amazon Fire, Chromecast, and on Smart TVs from Samsung and Visio. The app is also available on cellphones and tablets.

In addition to streaming through the PBS app, four channels can now be viewed live through the Wyoming PBS website: the main channel, PBS Create / WPBS Encore, FNX (a Native American network) and PBS Kids.

The Wyoming PBS main and Kid's channels are also available on the streaming service YouTubeTV.



FREE ACCESS



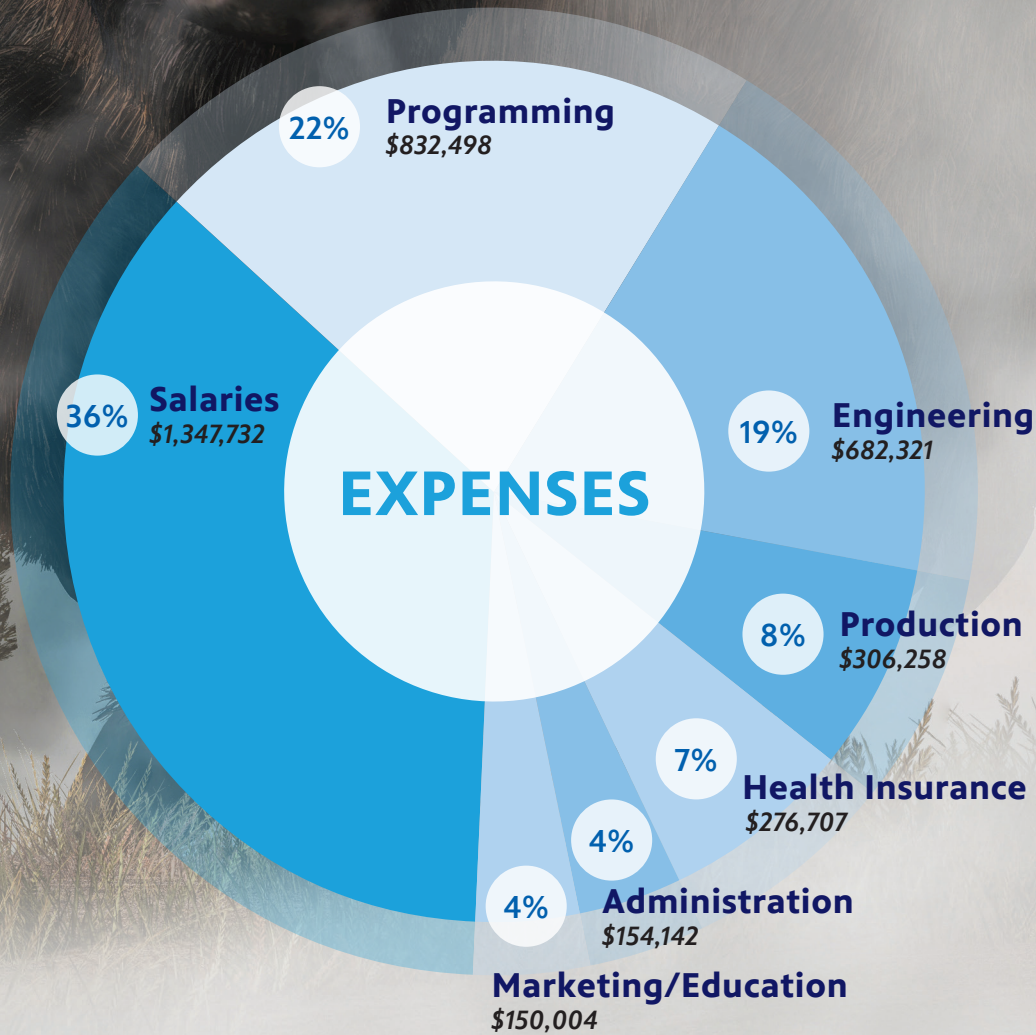
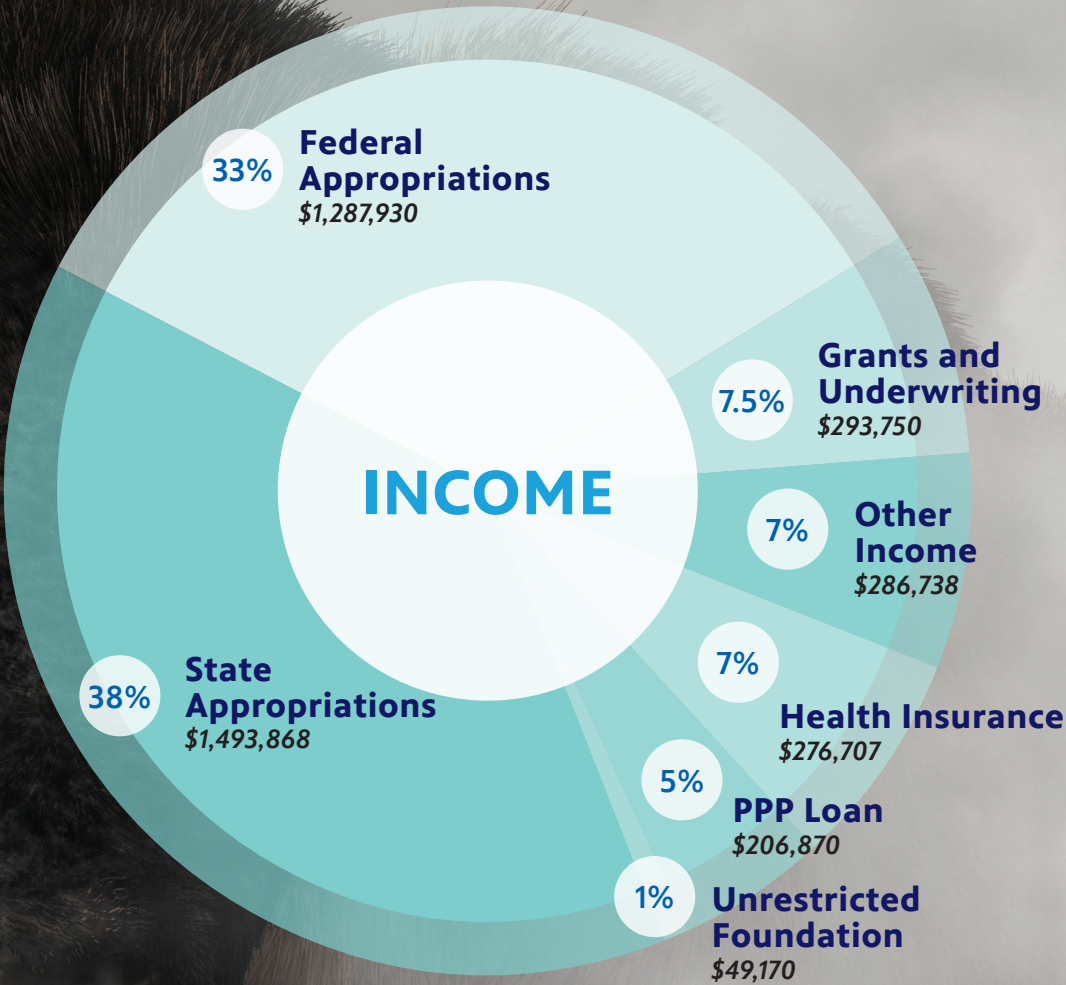
FALL
2023

A STATE OF MIND

Season 2

Season Two of 'A State of Mind' will dive deeper into the complex topic of mental health challenges in the mountain west. New episodes will explore the criminal justice system, which faces increasing challenges addressing mental health needs with the prison population, while groundbreaking scientific studies may show the reason for high rates of depression in the mountain states. This season will also tell the story of 'caretaker depression', which occurs among family members taking care of an elderly or sick loved one; the mental health challenges of service workers living in 'resort towns', as well as mental health concerns on the Wind River Indian Reservation.

FINANCIALS





WyomingPBS.org

