



PBS

LOCAL
CONTENT
AND SERVICE
REPORT
TO THE
COMMUNITY
FY24



TELLING **WYOMING'S** STORIES



From gripping documentaries to heartwarming features, Wyoming 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 **eleven million times**. In addition, WY PBS created **twenty-seven new hours of broadcast and digital content**. WY 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. A second season of the award-winning educational series Nature WY launched in the spring of 2023. Transmitters were upgraded in Jackson and Wright with a plan to upgrade in the Worland area in FY24. Upgrades improve service to the Jackson and the Thunder Basin area.

Wyoming PBS

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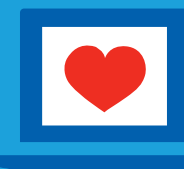
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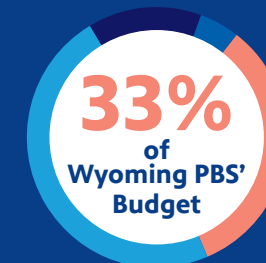


LOCAL VALUE

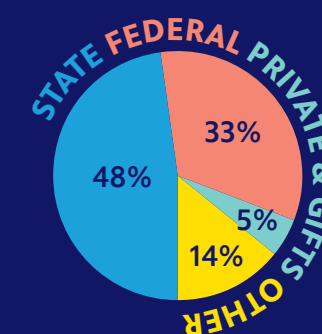
6,181,489
DIGITAL
VIEWS



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

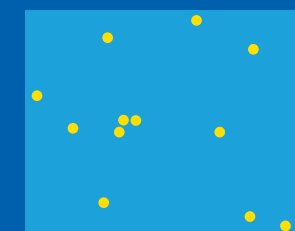
LOCAL IMPACT

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 share - 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 important, award-winning series on Wyoming's mental health crisis, WY PBS is committed 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 committed to fostering a better understanding to Wyoming's health and vitality.



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 provides important information to Wyoming's citizens while providing a trusted, statewide platform for Wyoming's elected leaders to communicate with their constituents.



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 Wyoming 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.



Ways to Watch

Being available on platforms Wyomingites have come to expect 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

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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 with topics ranging from addiction and PTSD to the delicate mental health of youth as well as the incarcerated.

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 Wyoming 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 address the newly enacted social studies standards as a result of the "Indian Education For All Act" continues to be curated by the station's Native American Education Coordinator.



Partnerships

Wyoming PBS relies on the strong partnerships nurtured and developed over the years. Whether it's partnering with local producers to provide additional local content to Wyoming citizens, 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 network working together to amplify each organization's important mission.



2023 AWARDS



8 Emmys

Our Wyoming
Fire Spinner

Fossil Country

Our Wyoming
Sinks Canyon
Underground Mysteries

Egypt Excursion

Nature WY
Macroinvertebrates

A State of Mind
The Lone Wolf
Addiction

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
Addiction

IN THE WORKS



Mountaineers

Mountaineers is a new documentary from 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.

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, including the painful transition of returning home, and healing from the tragedies of conflict on both sides.

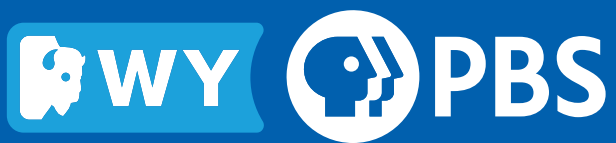


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WyomingPBS.org

