



FOR
FROM **WYOMING**

A YEAR OF SERVICE

Photo: Home from the Vietnam War



A LETTER FROM OUR CEO

As we reflect on the past year, I am filled with gratitude for your support and belief in the mission of Wyoming PBS. Together, we have continued to tell Wyoming's stories, preserve our history, and provide trusted information and enriching programs to every corner of our state.

This mission has never been more important. With the loss of around \$1.4 million annually of federal funding, Wyoming PBS must now rely on the strength of our communities and our state. In a place with fewer than 600,000 people, every contribution matters, and so does every conversation. When you tell others why Wyoming PBS matters, you help ensure that our neighbors, friends, and leaders understand the essential role public media plays in preserving our heritage, elevating the arts, and informing our citizens.

Wyoming PBS is more than television. It is a gathering place where we learn, reflect, and connect. It is also a lifeline when emergencies strike, from wildfire evacuations to flood warnings to Amber and Ashanti alerts, our signal helps keep Wyoming families safe. At a time when our national story feels divided, Wyoming PBS offers a trusted space where everyone belongs.

Thank you for standing with us. The future of Wyoming's stories depends on all of us

Joanna Kail, CEO Wyoming PBS

5,670+

Donors in 2025

2.3 MILLION

Views on YouTube

3.9 MILLION

Streams of PBS Kids

Photo: Our Wyoming: Riverton Balloon Rally

WYOMING



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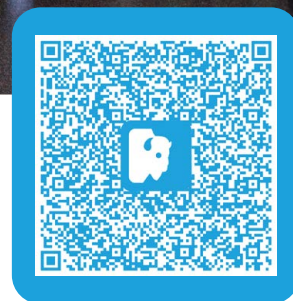
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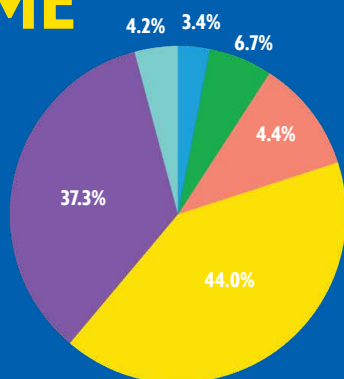
EDUCATION

Education is a core component of the Wyoming PBS mission. Last year, the team led outreach events, engaging with school staff and students across the state:

- Staff took *Cat in the Hat* on the annual Early Literacy Tour, visiting classrooms and libraries in Riverton, Cheyenne, Torrington, Douglas, and Glenrock.
- Five more schools received educational fossil digs at quarries in southwest Wyoming, supported by *Fossil Country* film sponsors Dr. Betty Buckingham Baril, Wyoming Humanities, the Wyoming Cultural Trust Fund, and the MAS Revocable Trust.
- Education coordinator Carol Garber attended seven conferences, sharing PBS LearningMedia resources with hundreds of educators.

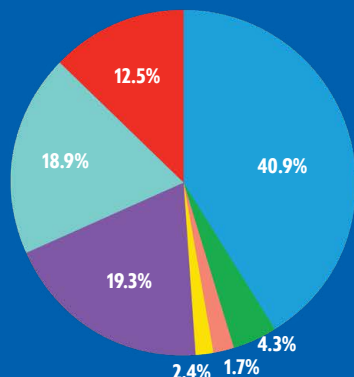


INCOME



Foundation Gifts & Grants: \$159,922	State Production Endowment: \$165,073
Federal Appropriations: \$1,410,026	Reimbursable Health Insurance: \$254,613
State appropriations: \$1,665,541	Other: \$127,486

EXPENSES



Engineering: \$541,501	Programming: \$73,261
Management & General: \$821,002	Marketing: \$187,432
Production: \$841,158	Salaries & Benefits: \$1,776,910
Education: \$106,497	

FINANCIALS



Photo: *Headwinds: Bikepacking the Red Desert*

STORIES WE TOLD

HEADWINDS: BIKEPACKING THE RED DESERT

Last spring, Wyoming PBS premiered *Headwinds: Bikepacking the Red Desert*, a visually stunning, 30-minute documentary that follows four adventurous bikepackers as they traverse one of Wyoming's most remote and little-known landscapes. As they navigate wind, solitude, and rugged terrain, the group uncovers the rich geology, history, and spirit of the Red Desert, offering viewers a rare glimpse into a wild and storied corner of the state.

WATCH NOW



WYOMING CHRONICLE

WATCH NOW



Now in its 17th season, *Wyoming Chronicle* continues to spotlight the unique voices and stories that shape our state. This past season featured a diverse range of topics—from the groundbreaking of a nuclear power plant and the tribute to a beloved K9, to the towering Abraham Lincoln monument along Interstate 80. One impactful episode explored new state and local efforts aimed at addressing Wyoming's persistently high suicide rate. Each 30-minute episode offered viewers a compelling look at the people, places, art, and history that make Wyoming distinctive. Tune in to new episodes Fridays at 7:30 p.m.

CAPITOL OUTLOOK

Each session, *Capitol Outlook* brings viewers inside Wyoming's Legislature with in-depth interviews and weekly updates. Hosted by Public Affairs Senior Producer Steve Peck, last season featured candid conversations with Gov. Mark Gordon, legislative leaders, and diverse legislative leaders, and different perspectives about the happenings at the Capitol.

Catch Season 20 every Friday at 7:30 p.m. during the session.

WATCH NOW



Photo: *Capitol Outlook - Wyoming State Capitol building*

A STATE OF MIND

Wyoming PBS continued its vital exploration of mental health through new episodes of *A State of Mind*, our documentary series focused on the emotional and psychological challenges facing our communities. The award-winning series wrapped its second season with episodes covering a powerful range of topics, from the impact of high-potency cannabis use on Wyoming youth to the often-overlooked mental health struggles of coal miners. The season also examined the tragic story of Wyoming country singer songwriter Luke Bell, as well as the realities faced by individuals navigating mental health battles behind bars.



**5X HEARTLAND EMMY®
AWARD WINNER**



Photo: *A State of Mind: Miner's Light*

WATCH NOW



WATCH NOW



OUR WYOMING

Our Wyoming is a digital-first series celebrating the people, places, and stories that make the state unique. Recent episodes featured a Wyoming musher, a hydroponic farm in a shipping container, and Sunrise, which is believed to be the oldest continuously mined site in North America. From Sinclair's centennial to local food systems, the series captures Wyoming's spirit—past, present, and future—one story at a time.



HEARTLAND CHAPTER EMMY® AWARDS



A State of Mind — The Battle Inside: Veterans and PTSD



Our Wyoming — The Steel Sculptress

STORIES IN THE MAKING

CALL OF THE WEST

Call of the West is a visually stunning epic documentary that explores the enduring spirit of the American West through the lens of dude ranching—an iconic tradition born of grit, hospitality, and heritage. Set against sweeping Western landscapes, the documentary follows multigenerational ranching families as they confront the pressures of modernization, economic uncertainty, and cultural change.

Through intimate storytelling and powerful visuals, *Call of the West* captures the challenges and triumphs of those fighting to preserve a way of life that remains deeply rooted in the American identity.

This film is a co-production with  **PBS** and directed by Alepheus Media.



MADE IN THE WEST

In partnership with Nashville PBS, Wyoming PBS co-produced *Made in the West*, a film that explores American functional art—handcrafted furniture, tools, clothing, and more—with a focus on the Western aesthetic. Through interviews with artisans, historians, and educators across the country, the project examines the cultural influences shaping this art form and highlights efforts to preserve it for future generations. A key partner, Cody-based nonprofit By Western Hands, is working to inspire and train young artists through hands-on programs in collaboration with the University of Wyoming. The production aims to raise awareness of functional art and promote artistic trades as viable career paths.

This film is a co-production with  **PBS**



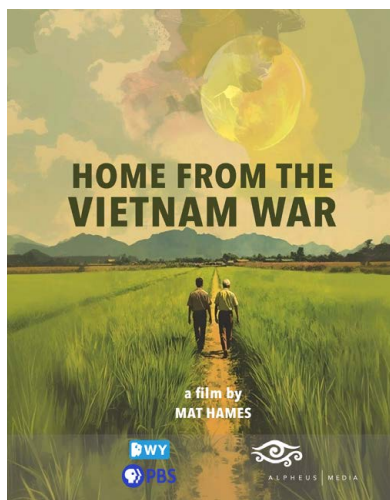
A LIFE OUTSIDE

A Life Outside explores the high-stakes world of American mountain guiding, tracing its roots to Paul Petzoldt, the legendary mountaineer who founded both the National Outdoor Leadership School (NOLS) and North America's oldest guide service, Exum. Filmed in the Grand Tetons, European Alps, and Wind River Range, the documentary weaves Petzoldt's legacy with present-day guides, instructors, and students whose work embodies his principles of skill, judgment, and expedition behavior.

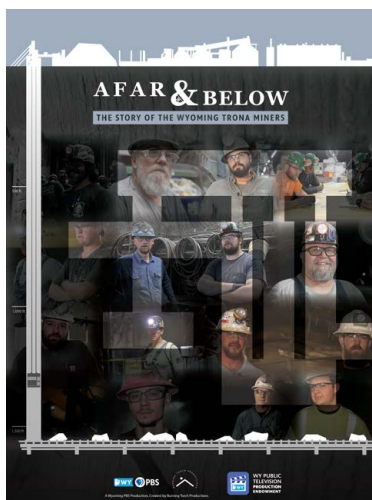
This film is a Wyoming PBS production directed by Alpheus Media.



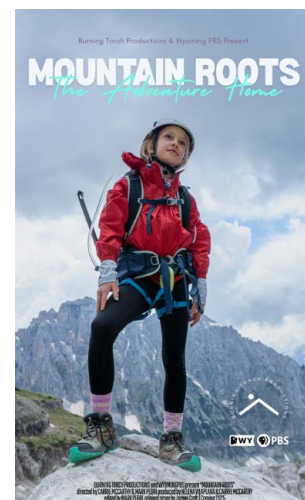
If those upcoming productions don't have you excited, Wyoming PBS has even more stories headed to the screen. Among them are *Home from the Vietnam War*, featuring U.S. Army Lt. Lee Alley, the most decorated veteran in Wyoming; *Afar and Below: The Story of Wyoming Trona Miners*; and *Mountain Roots*, which follows a young climber from Rock Springs on a meaningful journey to Northern Italy. Each continues our commitment to sharing powerful, personal stories from Wyoming and beyond.



Home from the Vietnam War
(preliminary concept poster)



Afar and Below: The Story of Wyoming Trona Miners



Mountain Roots
(a co-production with
Burning Torch Productions)



Photo: Ann Simpson at her late husband's memorial service at the University of Wyoming

REMEMBERING AL

As part of our commitment to serving Wyoming through meaningful public service broadcasting, Wyoming PBS was honored to provide live coverage of two significant memorial events honoring the life and legacy of former U.S. Sen. Alan K. Simpson (1931–2025).

In late March, we broadcast and live streamed a public celebration of life held at the University of Wyoming's Arena-Auditorium in Laramie. This event, which celebrated the remarkable life and contributions of Sen. Simpson, was also carried nationally on C-SPAN. Two days later, we simulcast the private memorial service from the Christ Episcopal Church in Cody, allowing viewers across the state and beyond to pay their respects.

Both events were made available for on-demand viewing via the Wyoming PBS website, YouTube channel, and PBS app, ensuring broad access to these important commemorations. We extend our deepest condolences to the Simpson family and are proud to have played a role in honoring the memory of such a distinguished public servant.

WATCH NOW



Last October, Wyoming PBS hosted live debates for the state's U.S. Senate and House races at Central Wyoming College in Riverton. Broadcast statewide and livestreamed online, the debates featured U.S. Sen. John Barrasso and Democratic challenger Scott Morrow of Laramie, along with U.S. House candidates Jeff Haggitt of Mountain View, Kyle Cameron of Cheyenne, and Richard Brubaker of Riverton.

WY PBS
VOTE 2024

BRINGING GOVERNMENT TO THE PEOPLE

Wyoming PBS continued live streaming Legislative Service Office (LSO) meetings held off site from the Capitol, providing access to all Wyoming residents. The team provided streaming of more than **two dozen committee meetings** in the last year. All recordings are available to view anytime on the Wyoming Legislature YouTube channel. Wyoming PBS is only reimbursed for the direct costs of per diem, fuel, and lodging. We also supply the equipment used for streaming.

In addition to LSO coverage, the Wyoming PBS last year live streamed Gov. Mark Gordon's annual State of the State address and Wyoming Supreme Court Chief Justice Kate M. Fox's State of the Judiciary message to the 68th Wyoming Legislature. The Wyoming PBS team also live streamed the 42nd Annual Governor's Arts Awards in Cheyenne.



Photo: Lt. Lee Alley at the WY PBS Legislative Reception

IN THE COMMUNITY

In 2024–25, we hosted screening events statewide, sparking conversations around mental health, art, adventure, and culture. Every screening included an impactful panel discussion with filmmakers, mental health professionals, community leaders, and individuals featured in the films—providing audiences with space for reflection, learning, and connection. Highlights included:

- **Cody** – *Frontier State: The Story of Luke Bell* screening and panel on mental health
- **Gillette** – *Miner's Light* screening with community discussion
- **Cheyenne & Riverton** – *The Caregivers* screenings and panels with mental health experts
- **Lander & Rock Springs** – Premiere of *Headwinds: Bikepacking the Red Desert* with filmmakers
- **Sheridan** – Ken Burns' *Leonardo da Vinci* preview, in partnership with local arts organizations



Photo: Panel discussion at A State of Mind - Frontier State: The Story of Luke Bell. From left: WY PBS CEO Joanna Kail, filmmaker Mat Hames, Stan Flitner, and Heather Bales.

These events reflect Wyoming PBS's mission to educate, inform, and inspire Wyoming's viewers



Dear Wyoming PBS Supporters,

Your remarkable support in fiscal year 2025—**\$884,000 strong**—helped fund three major documentaries and demonstrated Wyoming's unwavering commitment to local storytelling. Thank you for your incredible generosity.

Your support has positioned us for an extraordinary opportunity. The **Hughes Charitable Foundation** has offered a **\$500,000 challenge grant** to help establish our first Foundation-managed endowment. To earn this **pivotal gift**, we must raise \$500,000 in community support by **April 21, 2025**.

When combined with a \$500,000 investment from the Wyoming PBS Foundation, this creates the **\$1.5 million Legacy of the West Endowment**—permanent funding that will ensure Wyoming stories are told for generations to come.

This opportunity is particularly timely as recent federal funding cuts will reduce Wyoming PBS revenue by \$1.4 million in 2026.

Board Chairman Scott Estep says, "Wyoming PBS has always relied on partnership. This challenge grant helps us build financial resilience for the future."

Hughes Charitable Foundation believes in our mission. Will you join them in securing Wyoming storytelling for generations?

To learn more about how you can contribute to this challenge and make a gift to the Legacy of the West Endowment, visit wyomingpbs.org/legacy or contact me directly for a personal consultation.

Sincerely,
Judd Rogers
Executive Director, Wyoming PBS Foundation



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