



CENTRAL WYOMING COLLEGE REPORT

*Respectfully submitted by Joanna Kail,
Chief Executive Officer of Wyoming PBS*

May 2025

Pictured: Chugwater tower site
Photo by Antoine Day



Pictured: Governor Mark Gordon
at former Sen. Al Simpson
Celebration of Life

ADMINISTRATIVE

PAGE 2

PRODUCTION

PAGE 3-4

SOCIAL MEDIA METRICS

PAGE 4

MARKETING, EDUCATION & OUTREACH

PAGE 5

STREAM
ANYTIME, ANYWHERE

GET THE FREE PBS APP



WYOMING PBS FOUNDATION

PAGE 6



Pictured: Production Specialist,
Matt Wright at former Sen. Al
Simpson Celebration of Life

ADMINISTRATIVE

NGWS GRANT

At the end of April, the Corporation for Public Broadcasting (CPB) announced that Wyoming PBS has been awarded \$2,263,457 in funding to modernize its emergency alerting infrastructure.

The grant, part of CPB's Next Generation Warning System (NGWS) initiative, will support the replacement of outdated and unreliable equipment at 39 of the network's 53 locations, significantly enhancing public safety communications across the state.

Wyoming PBS is currently developing a new statewide Emergency Alert system, and this funding will be instrumental in supporting the buildout and deployment of that critical infrastructure.

WYOMING PBS UPDATE - FEDERAL FUNDING & CONTINUED OPERATIONS

Following President Trump's May 1 executive order directing the Corporation for Public Broadcasting (CPB) to halt funding for PBS and NPR, Wyoming PBS has seen no immediate impact to our operations or funding. While the situation remains fluid at the national level, we remain fully operational and focused on our mission to tell Wyoming's stories, educate youth, and serve the public. WY PBS remains committed to transparency and will communicate any significant changes as they unfold.

Federal funding represents only one piece of a broader funding model that includes state support, philanthropic contributions, and community partnerships. Wyoming PBS continues to fulfill its public service mission, delivering hundreds of emergency alerts across the state, supporting government transparency through livestreamed legislative meetings, sharing educational resources nationwide, and producing award-winning original content. We remain a trusted, essential part of Wyoming's media landscape.

DIGITIZATION UPDATE

We recently completed the process of inventorying, labeling, and preparing 1,680 archival tapes for digitization as part of a partnership with the American Archive of Public Broadcasting (AAPB), supported by Mellon Foundation funding. The tapes have been shipped to the AAPB's digitization partner and are now in the early stages of the digitization process, which is expected to take approximately 6–9 months. Once digitized, we will receive copies of the files and begin the process of creating metadata to make the videos more accessible for public and educational access.



YOUTH MENTAL HEALTH SUMMIT IN JACKSON

In May, Joanna will attend the Youth Mental Health Summit in Jackson, where she will present the Wyoming PBS episode, *A State of Mind: Generation Found*. Her presentation aims to shed light on the challenges young people in Wyoming face regarding mental health and highlight the stories and solutions featured in the episode. This event offers a valuable platform to spark dialogue, raise awareness, and promote mental wellness among youth in the region.

PRODUCTION

WYOMING CHRONICLE

**BOB THE BIRDER**

Bob Hargis of Riverton has spent more than 50 years birding across the globe, identifying over 6,000 species—a milestone few on Earth have achieved. Bob Hargis has devoted his life to spotting and studying birds. He shares stories from decades of travel, explains what makes a great birding outfit (big pockets are key), and recounts the moment he abandoned his grocery cart to rush out and identify a rare snowy owl near home.

<https://youtu.be/4WfCKXTjgtI?feature=shared>

**AL AND ANN SIMPSON**

In an interview from February 2010, Wyoming PBS Senior Producer Geoff O'Gara visits with the former U.S. Senator Alan K. Simpson and his wife Ann.

<https://youtu.be/g4WhvjvIE-Q?feature=shared>

**QUEBEC 01 MISSILE ALERT SITE**

The Quebec 01 missile alert station in the remote Wyoming prairie near Chugwater once was crucial to America's Cold War deterrence policy. When it was decommissioned in 2005, the facility was only installation of its kind in the world. Today, it's been repurposed as a Wyoming State Historic Site.

<https://youtu.be/7LgabCcbV8A?feature=shared>

**BOB THE BIRDER, PART TWO**

In the second part of our conversation with world-renowned bird watcher Bob Hargis, we return to Riverton. With unmatched dedication and an eye always on the sky, he shares how Wyoming serves as both a refuge and a launchpad for his lifelong pursuit of avian discovery.

<https://youtu.be/ABvxc91E8X4?feature=shared>

PRODUCTION

LEGISLATIVE INTERIM COMMITTEE MEETINGS

Wyoming PBS supports government transparency by live streaming Wyoming Legislature interim committee meetings in partnership with the Legislative Service Office (LSO). Live coverage begins in early May, giving citizens across the state access to the legislative process as it happens.

- May 7 **Corporations Committee** - Fremont County School Board Room, Lander
- May 13–15 **Blockchain Committee** - Board of Commissioners Chambers, Jackson
- May 18–20 **Judiciary Committee** - Eastern Wyoming College, Building T, Rooms 131–132, Torrington
- May 21–23 **Tribal Relations Committee** - Frank B. Wise Business Center, Classroom 7, Fort Washakie
- June 2–4 **Revenue Committee** - Campbell County Library, Gillette
- June 4–6 **Travel, Recreation, Wildlife / Cultural Resources Committee** - National Museum of Military Vehicles, Dubois
- June 9–11 **Joint Agriculture, State and Public Lands Committee** - Northwest College Conference Center, Yellowstone Room, Powell
- June 18–19 **Select Federal Natural Resource Management Committee** - Sublette County School District #1 Administration Building, Pinedale
- June 22–24 **Joint Appropriations Committee** - Campbell County Commissioners Chambers Courthouse Room 1100, Gillette

To watch an archive of legislative committee meetings, visit:
<https://www.youtube.com/@WyomingLegislature>



SOCIAL MEDIA METRICS

In April, the WY PBS YouTube channel received 157.2 thousand views, which amounted to over 33.1 thousand watch time hours (approx. 3.7 calendar years worth of time). The WY PBS YouTube channel only features Wyoming PBS content.



In April, WY PBS achieved a total of 295.3 thousand Facebook views and a reach of 201.5 thousand unique individuals.



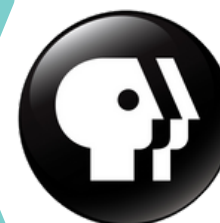
In April, WY PBS digital video platforms saw 47.9 thousand streaming events.



In April, WY PBS saw 297.2 thousand streams of PBS Kids content on digital platforms.



In March, educational content received 11.8 thousand local streams through PBS LearningMedia.



MARKETING, EDUCATION & OUTREACH

MARKETING AND OUTREACH

Our department has been busy with several upcoming outreach events - two screenings of our new documentary, *Headwinds: Bikepacking the Red Desert* in Lander and Rock Springs, and a screening in Cody of an episode from our mental health documentary series, *A State of Mind*, featuring the late Wyoming country singer, Luke Bell.

With each screening taking place in a different community across the state, we've made a concerted effort to tailor our outreach and marketing strategies to fit each local audience. For example, we've selected discussion panelists with strong local ties and diverse perspectives, identified the most trusted media outlets and platforms in each region, and partnered with community organizations to ensure each event feels unique, relevant, and meaningful to its audience.

Our digital and marketing specialist has been exploring features offered through our [YouTube](#) channel to expand our presence on the digital platform and reach more viewers. This includes working with the production department to create digital shorts of Wyoming PBS content. Early viewer engagement has been positive, with noticeable growth in viewership and subscriber base.

Our team is helping the engineering department with their Emergency Alert System rollout and is in the early stages of planning a statewide rollout campaign. We are also helping the Wyoming PBS Foundation with their campaign for this year's WyoGives fundraising event on July 16.



Grand Theatre in Lander

EDUCATION

Wyoming PBS LearningMedia:

Half of the Native American Education modules have been updated to meet PBS LearningMedia (PBSLM) standards, with the rest to be completed in the coming months. Additional local content is also being refreshed to align with PBSLM best practices. Long-form lessons and other resources not included on PBSLM will be housed on Wyoming PBS's website, with a new page under development by the marketing team.

Fossil Country Digs:

Davis Middle School (Evanston) will take their fossil dig field trip on May 27. Heart and Mind Academy (Cheyenne) will go on June 3.

Conferences, Trainings, and Tours:

May 16–17: Wyoming Outdoor Weekend (Lander) – WY PBS and Science Kids will host student sessions Friday and public programming Friday evening and Saturday, highlighting the *Nature WY* series.

August 4–5: TeacherCon – WY PBS will present sessions on PBS LearningMedia, the Native American Education Collection, and *Nature WY*.



Broadway Theatre in Rock Springs

WYOMING PBS FOUNDATION

NEW PRODUCTION GRANTS AND FUNDING

- Wyoming Arts Council: Applied for \$10,000 community support grant for *Turbine Monuments* (Review date: May 8).
- Wyoming Cultural Trust Fund: Applied for \$37,000 grant for *Call of the West* – Tracing 100 years of Dude Ranching. (Review date May 13).



- Hughes Charitable Foundation grant **approved** for \$500,000 grant for *Legacy of the West* (w/t) endowment. This is a 12-month 1:1 matching challenge to build a new endowment.
 - Currently in the pre-campaign phase.
 - Key activities underway include finalizing the case statement and materials, wealth screening and prospect research, and forming the campaign committee.
 - Focus is on securing initial leadership commitments (aiming for 10-15% of the goal) and developing campaign policies and the recognition plan.

UPCOMING EVENTS

- May 19-22** PBS Annual Meeting in Atlanta, Georgia
- June 10** *A State of Mind – Frontier State* Screening at Cody Theatre with VIP event
- June 11** WY PBS Foundation board meeting in Cody. In-person retreat in conjunction with *Frontier State* screening and VIP event
- July 16** WyoGives 2025 – statewide online fundraiser





THANK YOU

Please contact us with any
questions.

Pictured: Rawlins tower site
Photo by Antoine Day

2660 PECK AVE
RIVERTON, WY 82501



55

1-877-263-0702

wyomingpbs.org