



PAST INSIGHTS, FUTURE OUTLOOKS!



A LETTER FROM OUR CEO

As of September 1st, I proudly mark my first year as CEO of Wyoming PBS, a period marked by significant achievements and exciting initiatives. We are in the final stages of crafting a strategic plan focused on understanding the needs of Wyoming audiences, ensuring we build a successful digital future, streamlining our content processes, and securing long-term financial viability. Over the past year, our efforts have been recognized with multiple Heartland Emmy® Awards and a prestigious National Public Media Award.

Looking ahead, we are committed to bringing new Wyoming stories to life, including compelling narratives that take viewers outdoors, exploring the history of a highly decorated Vietnam War veteran, and honoring the dedication of four generations of Wyoming trona miners. Together, we are shaping a vibrant future for our community and our organization.

Joanna Kail
CEO, WY PBS

5,600+
Donors in 2024

3.5 MILLION
Views on YouTube

16,500+
Monthly users of PBS Kids

Photo: Sunrise near the town of Hudson

WYOMING



877-263-0702

2660 Peck Ave
Riverton, WY 82501

Joanna Kail
CEO
Wyoming PBS
Phone: 307-855-2361
E-mail: joanna@wyomingpbs.org

Judd Rogers
Executive Director
Wyoming PBS Foundation
Phone: 307-855-2367
E-mail: judd@wyomingpbs.org



www.wyomingpbs.org



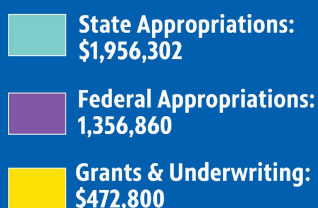
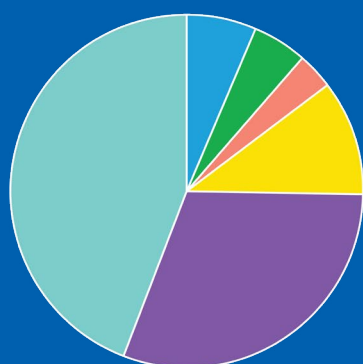
EDUCATION

Wyoming PBS has made significant progress on the PBS LearningMedia platform, offering 150 videos and 195 lessons, along with 20 videos and 70 lessons in the Native American Studies Collection.

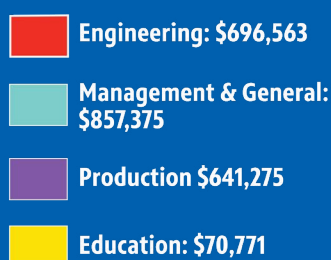
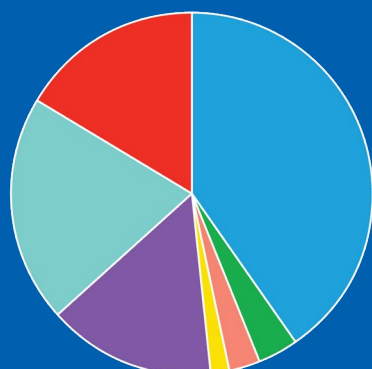
Highlights:

- Thanks to the generous support from *Fossil Country* film sponsors—including Dr. Betty Buckingham Baril, Wyoming Humanities, the Wyoming Cultural Trust Fund, and the MAS Revocable Trust—Wyoming PBS awarded grants to five schools and educational institutions for educational fossil digs at participating quarries in southwest Wyoming.
- Education Coordinator Carol Garber engaged nearly 1,000 educators at five statewide school conferences and a professional development day in Casper, sharing insights about the Wyoming PBS Education Collection. The co-production *Nature WY* was also featured in breakout sessions at two conferences.
- Last spring, the Early Literacy Tour showcased PBS Kids character Molly of Denali, visiting 14 classrooms and childcare centers across Newcastle, Ranchester, Buffalo, Big Horn, Sheridan, and Gillette, including three Head Start programs on the Wind River Indian Reservation. The tour culminated at the Books and Breakfast event in Riverton, reaching over 1,000 children and families.

INCOME



EXPENSES



FINANCIALS



Photo: Maj. Gen. Stacy Jo Huser

A LOOK BACK

WYOMING CHRONICLE

Wyoming Chronicle concluded its 15th season earlier this year, continuing to spotlight newsmakers, artists, and remarkable personalities in Wyoming. This season highlighted a diverse array of stories, including a 91-year-old master miniaturist, vertical farming, the first woman to command at F.E. Warren Air Force Base, and the carbon capture efforts at the Integrated Test Center in Gillette, to name a few. Season 16 has already begun, featuring episodes on the nuclear power plant project outside Kemmerer, a new storytelling program at the University of Wyoming, the Piedmont Kilns, and more.

WATCH NOW



OUR WYOMING

WATCH NOW



Our Wyoming is a captivating series that explores the people, places, and events that define the uniqueness of our state. This past year featured highlights such as daring U.S. airmail pilots who paved the way for aviation, the thrilling pursuit of antelope shed hunting, adrenaline-fueled off-road racing, and the intriguing landscape of Hell's Half Acre. Don't miss out—watch this digital-first series on our YouTube channel!

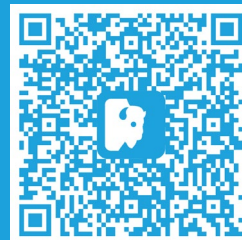


HEARTLAND EMMY®
AWARD WINNER

CAPITOL OUTLOOK

Capitol Outlook is a weekly show produced while the Wyoming Legislature is in session from Cheyenne. Tune in every Friday evening during session for interviews with legislators and key public officials.

WATCH NOW



HEARTLAND CHAPTER EMMY® AWARDS

Our Wyoming: Fire Spinner

Fossil Country

Our Wyoming: Sinks Canyon Underground Mysteries

Egypt Excursion

Nature WY: Macroinvertebrates

A State of Mind: The Lone Wolf

A State of Mind: The Pickup Man (content)

A State of Mind: The Pickup Man (videography) 26



PUBLIC MEDIA AWARD

A State of Mind: The Lone Wolf

A STATE OF MIND

Our award-winning mental health documentary series, *A State of Mind*, has launched into an enlightening second season. This impactful series shines a spotlight on critical issues facing Wyomingites. Episodes have explored the profound effects of poverty and depression on single mothers and their children, the challenges of caregiving, and the mental burdens faced by coal mine workers. Join us as we continue to delve into these vital topics and spark important conversations.



**HEARTLAND EMMY®
AWARD WINNER**



Photo: *A State of Mind*:
Generation Found

IN THE COMMUNITY

Being in communities remains a priority at Wyoming PBS. Last year we held several screenings across the state to gather and tell Wyoming's stories. We screened *Art of Home: A Wind River Story* in Worland last fall. The film tells the stories of two indigenous artists who create new works reflecting on their tribal homeland, the Wind River Indian Reservation.

In the spring, we celebrated Historic Preservation by screening *One Hundred Years on the Lincoln Highway* in Sinclair. Additionally, we advanced the dialogue on mental health in the Cowboy State through multiple screenings of episodes from our award-winning documentary series, *A State of Mind*, addressing this important topic.

THE AMERICAN BUFFALO

Last fall, Wyoming PBS celebrated the Ken Burns film, *The American Buffalo* — a dramatic story of the animal's near extinction and the people who saved it — with community screening events in Cody, Laramie, and Ethete. Attendees also had a chance to view clips of a companion piece, *Homecoming*, which chronicles the rebuilding of the enduring relationship of Native American communities to the buffalo. The documentary features Jason Baldes, who is an enrolled member of the Eastern Shoshone Tribe and the Executive Director of the Wind River Intertribal Buffalo Initiative on the Wind River Indian Reservation.

<https://video.wyomingpbs.org/show/the-american-buffalo/>



Photo: Pledge shot in partnership with
the Wind River Tribal Buffalo Initiative

2024 DONORS

Photo: Egypt Excursion

4

UP TO \$499 Molly Asenod, Duane Asenod, John and Vicki Aaron, Stanton and Linda Abell, Charlotte Abelson, Laura Abello, Mr. and Mrs. Ed Abernathy, Nancy Abraham and Eric Nelson, Lori Ahrens, Braden Ahrens, Marlene Accardo, Malcolm Accardo, Lynn and Steve Achtler, Michael Achtelhof, Melinda Adamsen, William Acord, Mr.

Dana Ainscough, Candace Ainslie, Bryan Alvaraz, Maureen Aksamit, Ann Aksamit, Lenora Aksan, Ms. Susan Alberi, Helena Alberts, Amy Albrecht, Ms. Deborah Alden, Cathleen Aldrich, Kim Alexander, Mr. Ron and Mrs. Gale Alexander, Barbara Alfond, Nicole Allée, Ryan Allen, Betty Allen, Kathryn and Cameron Allen, Ms. Jackie Allen, Sloan and Craig Allen, Rebecca And

Anderson, Heidi Anderson, Carl Anderson, Stephanie Anderson, Karen Anderson, Mike Anderson, Charles Anderson, Ms. Gay Anderson, Julie Anderson, Isabelle Anderson, John Anderson, Jessie Anderson, Rusty Charles & Delores Anderson, Michael Anderson, Richard and Mary Ann Anderson, Shannon Anderson, Karin Anderson, Kristy Anderson, Warren and Elizabeth And

[illegible]

A LOOK AHEAD



HOME FROM THE VIETNAM WAR

A Vietnam War hero, U.S. Army Lieutenant Lee Alley, wears an extraordinary badge of honor. He is one of the most decorated combat veterans in the state. This documentary features Lt. Alley's remarkable story - his upbringing in Wyoming and service in a controversial war, to the treatment he encountered after his return home from Vietnam and his struggles with PTSD. Now, Lt. Alley uses his experience to help other veterans in the country.

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



MOUNTAIN ROOTS

Mountain Roots shares what can be accomplished with a spirit of young wonder and some curiosity. Bennett, an 8-year-old from Wyoming, has climbed in the most famous ranges of her home state. Now, she is ready to take on new summits in North Italy, where she discovers a heritage centuries old and rooted in the Alps that might explain her fascination with the outdoors. The documentary shares Bennett's journey to meet extended family in a village, including her Grandpa and local mountaineer, who joins her in climbing one of the region's mountain peaks.

This documentary is a Wyoming PBS production directed by Burning Torch Productions.

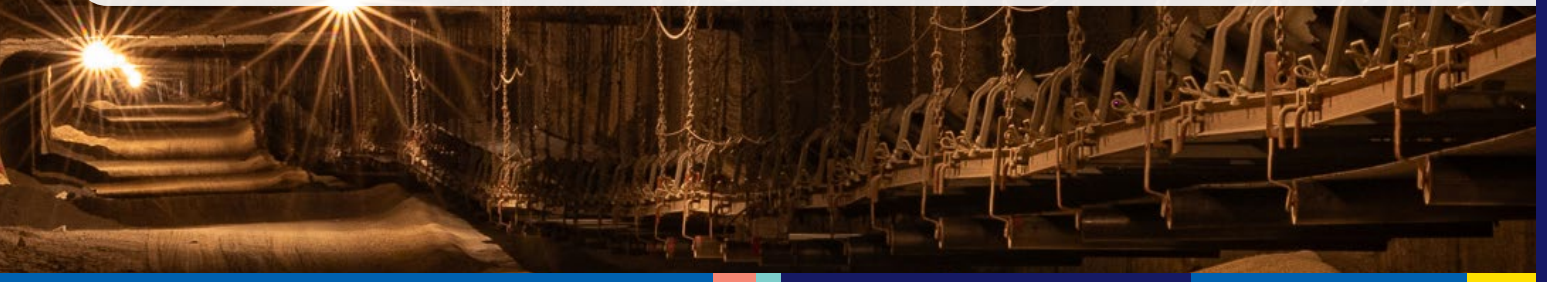




AFAR AND BELOW: THE STORY OF THE WYOMING TRONA MINERS

The trona industry is intricately woven into Wyoming's culture, yet the stories of the miners who power this vast sector often go untold. In our documentary, we take you underground for a day in the life of these miners, exploring the rich community, culture, and history of their subterranean world—and the significant impact they have on our lives above ground. This one-hour documentary is directed by Mark Pedri and Carrie McCarthy of Burning Torch Productions, both of whom have deep roots in Sweetwater County, the heart of the trona mining industry.

This documentary is a Wyoming PBS Production directed by Burning Torch Productions.



HEADWINDS: BIKEPACKING THE RED DESERT

Four bikepackers journey across Wyoming's Red Desert to learn more about its landscapes and histories. Through their travels, they learn about the challenges and triumphs of human powered adventure, and reflect on how to carry these lessons from the desert back to life in a modern world.

This documentary is a Wyoming PBS production directed by Wyoming PBS Producer, BJ Klophaus.



WATCH SHOWS





Dear Members and Supporters,

I extend my heartfelt thanks to our 5,569 members who generously contributed over \$1 million for local productions. Moreover, I'm thrilled to celebrate the record-breaking success of the 5th annual WyoGives statewide fundraiser, which raised more than \$46,000 in a single day, thanks to your extraordinary generosity.

In addition, I'm delighted to congratulate Joanna Kail, who has recently completed her first year as CEO of Wyoming PBS. Her vision to dramatically enhance the quantity and quality of our local programming is already impacting hearts and minds. We also welcome Judd Rogers as the Foundation's new Executive Director. Together with the help of our supporters, we are paving the way for a brighter future.

Our purpose is to support Wyoming PBS' efforts to connect and enrich the lives of Wyomingites through innovative media. We're here to ensure that the station has the funding it needs to serve the people of Wyoming in that mission. Thanks for your role in that and for all you do.

Warm regards,
Scott R. Estep
Chairman, WY PBS Foundation

BOARD MEMBERS

SCOTT ESTEP Chairman Lander	CAROL BELL Member Cody	JOANNA KAIL Member Lander	GARY MILLER Honorary Member Sheridan
JORDAN DRESSER Vice Chair Fort Washakie	HOLLAND DUELL Member Sheridan	DR. JOHN KAMUTU Member Laramie	CATHY NORRIS Member Cheyenne
JENNIFER HAMILTON Treasurer/Secretary Lander	DIANA ENZI Member Gillette	DAN KIRKBRIDE Member Chugwater	D. LYNETTE ST. CLAIR Member Fort Washakie
	SARAH JO HEUCK SINCLAIR Member Sheridan		

FOUNDATION FINANCIALS

\$200,000 Hughes Charitable Foundation	\$50,000 John P. Ellbogen Foundation	\$100,000 Jack and Carole Nunn
\$25,000 Blue Cross Blue Shield of Wyoming	\$25,000 The National Museum of Military Vehicles	GRANTS \$400,000

UNDERWRITING
\$32,863

MEMBERSHIP
\$801,712



**WYO
GIVES**

\$36,230
From Individual Donors

\$10,519
From Hughes Charitable Foundation Match

\$46,749



INVESTING IN WYOMING'S STORIES

Every life tells a story, including yours. As a valued member of Wyoming PBS, we are pleased to offer you complimentary access to a planned giving tool that can help craft the next chapter in your legacy. Giving Docs is a free, lifetime resource that not only assists you in building a free will, it also offers the option to include Wyoming PBS in your giving plans—ensuring your support continues to impact storytelling in Wyoming for generations to come. Wyoming PBS appreciates your support!

GIVING DOCS



wyomingpbs.org/plannedgiving

For more information, or to discuss planned giving opportunities, contact Foundation Executive Director Judd Rogers at 307-855-2367 or judd@wyomingpbs.org.