



PBS

CENTRAL WYOMING COLLEGE REPORT

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

January 2025

Imagery from *A State of Mind: Miner's Light*
Screening at the Gillette Community College

ADMINISTRATIVE

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PRODUCTION

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STREAM
ANYTIME, ANYWHERE

GET THE FREE PBS APP



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**Wine
Tasting**
with **Rick Steves**
February 6th at 7pm

WY PBS
**EDUCATION
COLLECTION**

ADMINISTRATIVE

WYOMING PBS NOW AVAILABLE IN COLORADO

Wyoming PBS is excited to announce that, through the determination and hard work of our engineering team, our signal is now available on DISH Network in Albany, Campbell, Carbon, Johnson, Niobrara, and Platte counties in Wyoming, as well as areas in and around Denver, Colorado. Effective immediately, DISH subscribers in the Denver Designated Market Area (DMA) can tune in to Wyoming PBS for a wide range of regionally relevant content. The DMA includes the Wyoming counties, the Denver metro area, and more than 40 surrounding counties of the city.

DirectTV subscribers residing in the same area have had access to the Wyoming PBS broadcast since early 2023. Both DirectTV and DISH have Wyoming PBS available in the local lineup as channel 8. This strategic expansion allows the station to reach a broader audience and offer high-quality programming to satellite TV subscribers in Wyoming's neighboring state.



EMERGENCY ALERT SYSTEM

Wyoming PBS plays a crucial role in protecting communities by ensuring uninterrupted distribution of Wireless Emergency Alerts (WEA) to citizens of Wyoming, including severe weather warnings, evacuations, local emergencies, and Amber Alerts.

When a crisis happens, emergency personnel at different levels — federal, state, and local — work together to get the word out. FEMA handles national alerts, while the Wyoming Office of Homeland Security sends out state-level alerts like Amber Alerts, weather warnings, and wildfire updates. Local agencies manage emergencies within communities, such as evacuations or hazardous spills.

These alerts are broadcast through the **Emergency Alert System. Wyoming PBS ensures these alerts reach everyone**, including those in remote areas like ranches and mountain cabins. First responders use a special radio network (WyoLink), while the rest of us hear about emergencies through TV and radio broadcasts.

These services are part of Wyoming PBS's commitment to strengthening the safety of all our communities.

Learn more at WYOMINGPBS.ORG/SAFETY



WYOMING PBS RECEPTION

Wyoming PBS will be hosting a legislative reception on January 29th, from 6:00 to 8:30 p.m., at the Little America Hotel in Cheyenne. During this event, we will showcase previews of our upcoming productions and provide an opportunity for legislators to engage with our producers. This reception serves as a platform for WY PBS to demonstrate the significance of our programs and the valuable work we are doing for Wyoming.



PRODUCTION

WYOMING CHRONICLE



**FIGHTING BACK AGAINST
SUICIDE**

For decades, Wyoming has struggled under one of the highest suicide rates in the nation. A string of new initiatives at state and local levels might be reversing the trend. Wyoming's Department of Health Director Stefan Johansson discusses the state's comprehensive approach to suicide prevention in this crucial Wyoming Chronicle interview. Learn how the Wyoming 988 Suicide Lifeline is making a difference with rapid response times and local crisis support.
https://youtu.be/xrBh8_Sgfro?feature=shared



**CES: A HALF CENTURY
OF SERVICE**

For 50 years, Community Entry Services (CES) has been leading the way in support services for adults with developmental disabilities and acquired brain injuries in Wyoming. Join Wyoming Chronicle host Steve Peck as he sits down with CES CEO Shawn Griffin and Board Chairman Hall Herron to explore this remarkable organization's journey from its founding by Gary Hudson in 1975 to its current status as Wyoming's largest disability service provider.
<https://youtu.be/IXpWoJbJ4xU?feature=shared>



**TEENS, YOU ARE NOT
ALONE**

Explore the powerful young adult novels of Wyoming author Cathy Ringler. This former teacher, cowgirl, and storyteller crafts compelling narratives about teenage struggles, mental health, and personal growth through her character Miya Skippingbird. Discover how Ringler's books "Miya's Dream" and "Miya's Mountain" address critical issues facing today's youth—from bullying and social acceptance to anxiety, fear, and self-discovery.
<https://youtu.be/7bxORtLVt4?feature=shared>



**A STATE OF MIND
FRONTIER STATE: THE STORY OF
LUKE BELL**

Country singer Luke Bell was celebrated by critics for his raw authenticity. However, he faced intense personal battles, struggling with bipolar disorder and other mental health challenges. In the wake of Luke's loss, his family devoted themselves to raising awareness about mental health, determined to honor his legacy by advocating for those facing similar struggles.
<https://youtu.be/0lxhw3OVodQ?feature=shared>

PRODUCTION

OUR WYOMING



FOOD FREEDOM MARKETS

Eating local is easier than ever with Wyoming's food freedom markets in its rural communities. These local food retail stores are vital connections for community members to increase access to locally grown fruits and vegetables, meats, dairy and baked goods. The Wyoming Food Freedom Act enables these markets to sell, on consignment, local foods for farmers, ranchers and food makers.

<https://youtu.be/h7Hxf0fMkjg?feature=shared>

CAPITAL OUTLOOK

- One-on-One with the Governor - January 10th at 7:30.
- State of the State - Live broadcast January 15th at 10:00 a.m., immediately followed by State of the Judiciary.

Missed the live broadcast? Watch the programs on our website at wyomingpbs.org or on our [YouTube](#) channel.



SOCIAL MEDIA METRICS

In 2024, the WY PBS [YouTube](#) channel received 2.9 million views, amounting to 636.7 thousand watch time hours (over 72 years worth of time) The WY PBS YouTube channel only features Wyoming PBS content, not PBS national content.



In December, WY PBS achieved a total of 168.2 thousand [Facebook](#) views and a reach of 126.5 thousand unique individuals, with strong double-digit percentage improvements in both over the previous month.



In December, WY PBS educational content received 11 thousand total streams through [PBS Learning Media](#)



In December, WY PBS achieved 329.9 thousand streams of [PBS Kids](#) content on digital platforms, including browsers, the mobile app, and other streaming devices



Revenue from the WY PBS [YouTube](#) channel have continued to rise, with estimated December earnings the highest yet, representing an 96.9% increase over the first full month of YouTube earnings in April 2024.



MARKETING, EDUCATION & OUTREACH

MARKETING AND OUTREACH

Wyoming PBS hosted an exclusive preview screening of *Leonardo da Vinci* on November 13 at the WYO Theater in Sheridan, attracting an impressive crowd of over 150 attendees. This special event was co-hosted by the WYO Theater, Sheridan Downtown Association, Sheridan Public Arts Committee, and Sheridan County Chamber of Commerce, making it a vibrant community celebration.

Just three weeks later, on December 5, we held another impactful community screening at Gillette College, featuring a panel discussion. In collaboration with the college's Counseling Services, we showcased *Miner's Light*, an episode from our mental health docuseries *A State of Mind*, which explores the mental health challenges faced by coal miners in Wyoming.



Imagery from *A State of Mind: Miner's Light* Screening at the Gillette Community College
Judd Rogers, Brian Edwards, Nick Ullrich, Kelly Peterson, & Maci Conley

In addition, we proudly released our annual report, highlighting the past year's productions, outreach initiatives, educational efforts, and financial performance, as well as offering a glimpse of what's in store for 2025.

Looking ahead, we are excited to announce our upcoming legislative reception on January 29 at Little America in Cheyenne. Be sure to watch for your invitation to this exclusive event, where we will preview some of our most exciting upcoming productions and offer a unique opportunity to meet the talented filmmakers behind these groundbreaking projects.

EDUCATION

Work has started to update Wyoming's PBS LearningMedia education collection. Elise Brimhall is contracted to review and edit content in the Native American Education Collection to meet PBS LearningMedia's best practice standards. After the new year, surveys will be sent to Curriculum Directors, principals, and teachers to assess their familiarity with PBS LearningMedia. Survey results will inform a marketing campaign launching at the statewide education conference in August, aligning with the completion of updated resources in the new format.

In the past month, Wyoming PBS LearningMedia had 6,800 users, 9,700 content views, and an 8% increase in platform engagement, with six of the top ten videos from the Native American Education Collection.

Looking ahead, resources are being developed for *A State of Mind*, *Saving Sagebrush*, *Sinks Canyon*, and *History from the Rim*. New content for the Native American Education Collection is on hold while existing resources are edited. Carol and Amanda Tracy will attend the February school counselors conference as both vendors and presenters for *A State of Mind*.

WYOMING PBS FOUNDATION

NEW PRODUCTION GRANTS AND FUNDING

By Western Hands – Co-Production with Nashville Public Television takes us back to a time when Americans had to make what they needed themselves. This documentary offers an overview of western art: why and how it came about, the value to creators and consumers, and the danger of losing it. Currently in production.

- o \$7,500 – Rocky Mountain Power Foundation – approved
- o \$23,000 – Wyoming Cultural Trust Fund – Partner grant through By Western Hands (Cody)



Alden Wood Faust
Jackson, WY

NEW BOARD MEMBER

The Wyoming PBS Foundation welcomed Alden Wood Faust of Jackson to its Board of Directors in December. She brings a wealth of experience in television production, community engagement, and nonprofit leadership. With her deep passion for Wyoming and its unique narratives, Wood Faust will be a tremendous asset to the Foundation as it continues its mission of serving communities through quality programming and media production.

Wood Faust's journey began in Sheridan and Denver before her professional career led her to work in television production in New York, Los Angeles, Denver, and Napa Valley. In 2004, she returned to Wyoming and settled in Jackson, where she founded Tower 3 Productions in 2010—a full-service video production company. Her entrepreneurial spirit and dedication to her craft are matched only by her passion for serving her community. She currently serves as secretary of the board for Habitat for Humanity and chairs the annual Habitat fundraising event.

CAR DONATIONS

Vehicle donations on pace to be double that of FY2024. Currently at \$9k and 176% of budget.



Trade Your Wheels
for Warm Wishes!

GIVE TODAY

UPCOMING EVENTS

- **January 29th** Legislative Reception in Cheyenne
- **February 11th** Wine Tasting with Rick Steves – Online Event with all proceeds to support Wyoming PBS
- **February 23rd** All Creatures Great and Small - Televised Pledge Event
- **March 11th** Next WY PBS Foundation Board Meeting



THANK YOU

Please contact us with any
questions.

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wyomingpbs.org