

WYOMING PUBLIC MEDIA 2009-2014 UW OUTREACH SCHOOL UP3 DIVISION PLAN

Wyoming Public Media (WPM) provides broadcast and internet content throughout the state and beyond, fostering and providing access to a broad based community of informal, life-long learners. We believe public media strengthens the American system of self-government, raises the level of civic discourse, and nourishes the spirits of our citizens. In an emerging era of diverse and burgeoning new media content platforms, we aspire to continue to strengthen our contributions to Wyoming citizens via statewide radio networks and to embrace new media platforms by delivering content that matches the quality and impact made by our broadcast operations.

WPM operates:

- Wyoming Public Radio, the 23 station award-winning statewide public radio network, listened to by approximately 60,000 citizens every week; WPR is the nation's third largest state network
- Classical KUWY-FM in Laramie and soon in Rock Springs
- Jazz KUWL-FM in Laramie
- Classical HD2 service in Casper and Jackson
- Folk Alley on HD2/KUWR in Laramie
- Four Internet Streaming channels worldwide including 24 hour classical, jazz, folk, and WPR
- Weekly podcasts of WPR's "Open Spaces" Wyoming Radio Magazine
- The WPR website

Previous Planning Accomplishments

Over the past five years, WPM implemented or completed nearly all of its planning action items, including:

- Increasing Wyoming content nationally, on NPR News
- Increased programming staff training
- On demand archived programming (News)
- Upgraded and implemented the new NPR Satellite program delivery system
- Installed backup studio electrical power generator & KUWR Pilot Hill generator
- Purchased ATV for transmitter access in snow and mud conditions
- Upgraded or built Evanston, Torrington & Worland translators
- Installed Jackson backup satellite dish and transmitter link
- Developed greater donor and client data analysis and sharing in Development
- Implemented E-marketing tools and monthly e-newsletters
- Made FCC applications for upgraded and new broadcast stations
- Replaced the Laramie studio facilities automation and digital hub
- Completed capital campaigns for new station construction
- Replaced and rebuilt studio broadcast and production equipment
- Improved live music performance and production facilities
- Completed statewide digital broadcasting conversion
- Began HD2 digital broadcasting of classical and folk second channels
- Created and launched new weekly Wyoming news & public affairs magazine, which won Best News Magazine in the Nation, in its market category
- Improved remote capabilities for News reporting including Cheyenne Legislative Bureau

Relevant Institutional Issues

Access is a primary focus and outcome of broadcast and internet distribution. Internet impact is limited largely by quality and quantity of content. That is a major challenge for U.S. legacy media in particular, and any internet provider in general. Investing in and creation of content that results in an impact

approaching that which has been accomplished in broadcasting will be a central challenge during the next five year cycle and beyond.

Access to the University, for the entire state's citizens is perhaps WPM's greatest contribution to the University. Public Radio is ranked by the public in annual surveys as one of the University's most recognized and top services. It reaches most of the state's population via the Wyoming Public Radio state network. Our goal from the past Academic Plan of creating a second statewide network for classical music is underway, but faces the challenge of access due to the scarcity of available broadcast channels. Creating access by multiple means is and will continue to be the means to success, including acquisitions of traditional broadcast stations, the emerging HD2 digital only channels at each existing site, and internet streaming.

Excellence has been a strong point of WPR broadcasting for many years, evidenced by peer and industry recognition and awards. Every year, WPR News receives the lion's share of the Wyoming Associated Press Awards. In addition, during the past planning cycle, WPR began winning first place and other awards in national competition each year, from its Public Radio News association and other award-granting organizations. Equally telling has been the increase in Wyoming stories we have placed on NPR and other national news programming. For example, in August this year (2008) WPR News reporters placed stories on NPR four weeks in a row. The public's "vote" must count as well, and the WPR network's broad support in Wyoming with respect to both financial and listenership is outstanding. WPR raises over \$2.00 per capita – for every man, woman and child in the state, every year. No other state can claim this level of support.

Leadership is displayed in many ways, and not always quantifiable. Leadership can be seen on the personal level of employees and on the Department level as well. WPM was the first broadcaster to launch digital, HD radio in the entire state of Wyoming. It was among the first across the nation to launch multicasting HD2 channels, doubling the access and choice of the public. Nearly every WPM full time staff every year participates in one or more professional development conferences, workshops or other means to enhance his or her personal and professional abilities and contributions.

WPM staff are regularly invited to make presentations at national conferences on critical programming and development topics – including three staff at two separate conferences in recent months. They serve on task forces developing public broadcasting national policy. WPM's General Manager serves on the boards of two of the four regional public radio associations, and the board of Capitol News Connection. One concrete way in which leadership pays off is the ability of WPR to attract talent from around the nation, including three graduates of the Columbia School of Journalism as well as an NPR staffer.

Wyoming Public Radio Action Items				
Time Line	Action Item	Rationale	Link to CoF3	Link to OS Priorities
Short Term	THEME 1: Internet Effectiveness and Impact	Media usage by public shifting dramatically to internet mediated platforms offering rich & diverse content	Access, Depth	Access, Welcoming Change
	1. Expand content of development pages. 2. Develop a way to present recent newscasts that can be heard on-line. 3. Develop a way to forward promote and preview upcoming features on "Open Spaces" and our news site. 4. Increase interactivity on WPR website to build relationships and utilize listener & member knowledge and passion for music.			

	5. Develop national partnership with NPR for enhanced internet content, design and awareness.			
	Theme 2: Advanced Technology	Provide access to UW/WPM Content, replace aging infrastructure, enhance capabilities and productivity	Access, Leadership	Access
	1. New station builds in Rock Springs and Rawlins (\$25,000) 2. Enhance IP networking within WPR facility for audio and data (\$30,000) 3. Replace telephone based technology with IP based equipment for remote news reporting (\$15,000) 4. Equipment survey and updates. Discussions with engineers about modern field equipment. 5. Ability to record news content at desk stations 6. Lease or purchase music software for <i>Morning Music</i> programming. (~\$2,000)			
	Theme 3: Statewide News, Arts/Music, Audience	Content matters; we must strive to constantly improve our core news and music services via multiple means, methods and partnerships	Access, Leadership,	Partnerships & Synergisms, Access, Learning
	1. Shorter interviews in Open Spaces and enhancing production of existing pieces. Attempt some new tweaks to make the show stronger. How can these pieces more easily transferred be to M.E. 2. Enhanced local content in Morning Edition. This includes identifying and arranging guests for M.E. host to interview about breaking news events. Also, look at more wraps and super spots. 3. Continue to strive for variety in our coverage. More arts, people pieces, sound postcards 4. Strive to increase the emotional and uplifting value of music. 5. Recruit UW student intern or work-study to assist in organization of music library and production. 6. Add value to listening with high quality, in-studio performances and interviews. 7. Play and promote regional and Wyoming based artists/music. 8. Assess and research audience leveling off. Investigate causes 9. Assess and research competitive forces – satellite radio, personal audio devices, streaming reliability improvements, WiFi			

	Theme 4: Cohesive WPM Marketing & Donor Focusing	Moving from one content platform to many has fundamental implications for our identity, the public, & services	Depth	Learning, Partnerships & Synergisms, Welcoming Change
	1. Develop marketing master plan including HD Classical/Folk, KUWL, KUWY, pod casting, streaming, and web usage. 2. Create giving funds aligned with donor interests.			
Mid Term	Theme 1: Internet Effectiveness and Impact	Media usage by public shifting dramatically to internet mediated platforms offering rich & diverse content	Access & Depth	Access, Welcoming Change
	1. Incorporate interactive features on development pages. 2. An easier way for people to navigate and find past content and transcripts. 3. A quicker turnaround of features and interviews that listeners can hear on-line. 4. Easier way for news to add audio online, so that it is available to listeners more quickly. 5. Developing more interactivity on news stories. Discussions with listeners or a weekly on-line listener Q&A session. 6. Expand listener and membership base worldwide with online listeners. Strategize networking and promotion of WPM service.			
	Theme 2: Advanced Technology	Provide access to UW/WPM Content, replace aging infrastructure, enhance capabilities and productivity	Access, Excellence, Leadership	Access
	1. Replace WPR production & air studio consoles with IP based digital systems (\$40,000) 2. Upgrade capacity of WPR studio emergency power systems (\$45,000) 3. Redundancy for WPR satellite uplink system (\$25,000) 4. IP connections to transmitter sites for control and backup audio (\$30,000) 5. Cooling at transmitter sites with severe heat issues (\$30,000) (\$160,000 ENG requests) 6. Drop box technology from the road 7. An enhanced, high quality way to interview guests, do roundtables and record essay's from the field.			

	<p>8. Increase selection for airplay and store music on computer to save space. Add music playback option on-air via computer.</p> <p>9. Improve and keep up to date on all technology to improve performance of programming infrastructure: operations, traffic, automation, including software, staffing, and training.</p>			
	Theme 3: Statewide News, Arts/Music, Audience	Content matters; we must strive to constantly improve our core news and music services via multiple means, methods and partnerships	Access, Leadership,	Partnerships & Synergisms, Access, Learning
	<p>1. Find a reporter that works outside of Laramie.</p> <p>2. Utilize online music service to add titles to music library.</p> <p>3. Work with UW and venues around the state to help bring more top name artists for live performance in Wyoming.</p> <p>4. Assess life of current schedule. Research options for major or minor changes to respond to audience declines</p> <p>5. Develop technological (content delivery) response to competition</p> <p>6. Develop technological (content delivery) response to competition</p>			
	Theme 4: Cohesive WPM Marketing & Donor Focusing	Moving from one content platform to many has fundamental implications for our identity, the public, & services	Depth	Learning, Partnerships & Synergisms, Welcoming Change
	<p>1. Produce marketing materials flexible to growth and new services.</p> <p>2. Involve community members in fundraising efforts.</p>			
Long Term	Theme 1: Internet Effectiveness and Impact	Media usage by public shifting dramatically to internet mediated platforms offering rich & diverse content	Access & Depth	Access, Welcoming Change
	<p>1. Fully utilize web for interactive presentations - underwriting sales, major donor project discussions, annual reports, and membership education of new media services.</p> <p>2. Acquire blogging software and adding our own News blog along with other Wyoming bloggers on-line</p>			

	Theme 2: Advanced Technology	Provide access to UW/WPM Content, replace aging infrastructure, enhance capabilities and productivity	Access, Excellence Leadership	Access
	1. New station build in Lingle/Lusk (\$430,000) 2. Expand and enhance services available via HD (\$150,000) 3. Backup power systems at transmitter sites (\$120,000) 4. Replacement of KUWR and KUWZ transmitters with more reliable solid state transmitters (\$250,000) (Total \$950,000 ENG requests. \$520,000 non-legislative) 5. Production area in the news room: A simple area where stories can be voiced and on air interviews can be conducted 6. Add more content platforms 7. Improve and utilize all available possibilities of current infrastructure: website, streaming, individualized content on transmitters, additional HD content,			
	Theme 3: Statewide News, Arts/Music, Audience	Content matters; we must strive to constantly improve our core news and music services via multiple means, methods and partnerships	Access, Leadership,	Partnerships & Synergisms, Access, Learning
	1. News Coverage: Identify ways to find a Morning Edition and Open Spaces producer who might also serve as a spot news reporter. 2. Explore availability of a part time M.E. host. 3. Identify alternatives to the AP wire service.			
	Theme 4: Cohesive WPM Marketing & Donor Focusing 1. Marketing structure in place to educate the audience on future opportunities. 2. Utilize improved donor relations for advancing the mission.	Moving from one content platform to many has fundamental implications for our identity, the public, & services	Depth	Learning, Partnerships & Synergisms, Welcoming Change