

# WyoFile

2023 Annual Report

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# From the Editor

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Not all that counts can be counted, but when looking back on WyoFile's 2023, the numbers do tell a pretty compelling story:

- 2** - Journalists added to the team
- 13%** - Revenue growth
- 25%** - More subscribers to WyoFile's free newsletters
- 58%** - More users of WyoFile.com
- 529** - New members
- 1,835** - WyoFile stories reprinted by Wyoming newspapers

At a glance, the figures tell the tale of a thriving organization: an outfit that's grown for the seventh consecutive year, invested in mission-critical capacities and delivered more impact for its stakeholders than ever before — even as the broader news industry's long-running decline accelerates.

And all of that is true. But I read in the numbers another distinct narrative. One of a community stepping up and standing together to provide for itself.

Wyoming has always prided itself on its self sufficiency, can-do attitude and get-it-done cowboy ethos. So it's no surprise that, when faced with the realities of a post-fact world — oversimplified sound-bite-centric public discourse, paralyzing us-vs-them politics and neighbors who are unable to agree on demonstrable facts, much less work together to address shared challenges — Wyomingites pitched in to help build a homegrown solution.

In 2023, more than 2,000 WyoFile members combined efforts to ensure that decisions affecting the public are made transparently and the individuals and institutions that direct government, public life and the economy are held accountable for those decisions. Because our members understand that when leaders expect their actions to be reported for the record and scrutinized by the public, it increases responsiveness, democratizes influence and decreases corruption and the concentration of power.

Just as, according to the ancient Greeks, "A society grows great when old men plant trees whose shade they know they shall never sit in," so too does a state grow strong when its citizens voluntarily invest in free, universal access to the facts.

I am ever so grateful to each of you for doing so.

Onward!

**Matthew Copeland**  
chief executive and editor



# A Broader Reach

WyoFile's award-winning reporting held powerful institutions and individuals to account, set the record for the issues facing Wyoming and delivered the stories that matter to Wyomingites. New additions to the newsroom, including a new managing editor and the creation of an engagement editor role, gave staff the capacity to take on new multi-part revelatory investigations from juvenile justice and maternal health care deserts to fentanyl overdose and death data gaps, while continuing our definitive coverage of developing stories on public lands access, wildlife, state politics and so much more.

With the launch of our new mobile app, continued subscription growth, further investment in diverse distribution channels and an explosion of website visitors, WyoFile reached more people who care about Wyoming, in more places, than ever before.

# 17,592

**NEWSLETTER  
SUBSCRIBERS**

14,074 in 2022

11,924 in 2021

8,708 in 2020

6,124 in 2019

5,625 in 2018



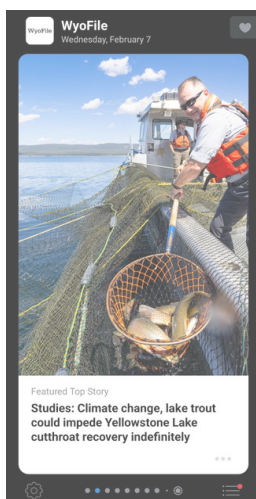
# 1,835

**TIMES WYOFIL  
STORIES  
RAN IN 41 WYOMING  
NEWSPAPERS**



# 58%

**INCREASE IN  
VISITORS TO  
WYOFIL.COM**



**The WyoFile app  
launched in June to  
give mobile readers  
a more streamlined  
experience!**



# 662

**STORIES  
PUBLISHED ON  
WYOFIL.COM**



# The Bottom Line

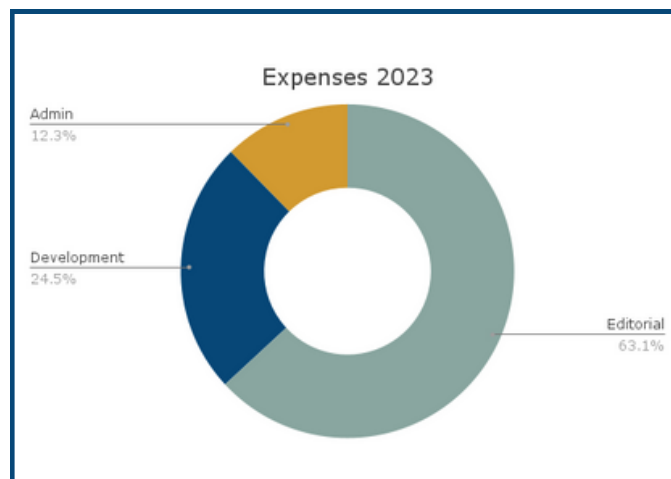
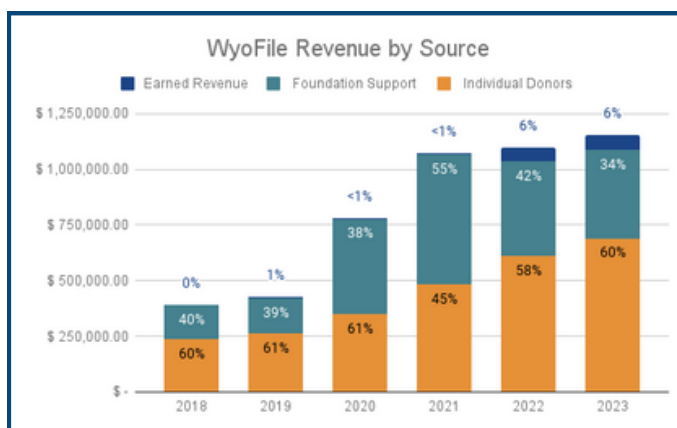
Membership revenue — voluntary contributions from readers — led the way once again, growing by more than 11% and accounting for 60% of WyoFile’s total 2023 income. That robust community support inspired increased commitments from the charitable foundation sector as well. Taken together, WyoFile’s total revenue line grew by 13%, despite a general softening seen elsewhere in the field.

WyoFile continued to invest those resources in growing its team of dedicated professionals, with personnel costs making up roughly 81% of the organization’s budget. Two strategic additions to the newsroom drove a 28% increase in overall expenses.

## \$ 1,154,622

### 2023 TOTAL REVENUE

Individual revenue slowed across the nonprofit space in 2023. WyoFile continued to lead among our peers with 13% revenue growth.

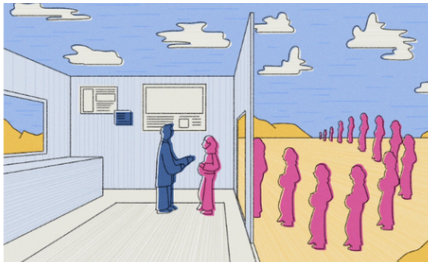


## \$ 1,268,547

### 2023 TOTAL EXPENSES

Payroll continues to be the primary driver of WyoFile’s expenses. Two key hires drove higher expenses in 2023.

# Reporting for Wyoming



## Investigation | Rural Wyoming is losing OBs. Those who remain are spread thin.

by Katie Klingsporn

A dearth of maternal health resources doesn't just affect expecting families. Part two of Delivery Desert looks at how it also lands hard on providers. Doctors, nurses and midwives risk burnout trying to keep up with demand. The resulting negative feedback loop exacerbates the problem.



## Feature | From decline to boom, a Wyoming community struggles to transition

by Dustin Bleizeffer

The \$4B Natrium nuclear power project is supposed to be a boon for the neighboring towns of Kemmerer and Diamondville. But years of economic decline have set the communities on their heels, leaving some to question whether locals will benefit or get steamrolled by the project.



## News | Voter ID requirements, crossover voting return to Legislature

by Maggie Mullen

Lawmakers are considering several bills to refine and restrict how residents can cast their ballots. This comes after record voter turnout in Wyoming's 2022 election during which several candidates ran — and won — on the premise that Wyoming's elections lacked integrity.



## WyoProfile | Judge Melissa Owens, arbiter of Wyoming's abortion ban suit

by Madelyn Beck

Tarred as an activist by the Freedom Caucus, Owens' colleagues and friends describe instead a strong, smart, independent jurist who's well-suited to Wyoming's biggest case in years. "I think it's easy for some folks to miss how incredibly intelligent she is," said one admirer.



## News | 'Path of the Pronghorn' bottleneck leased for development at \$19/acre

by Mike Koshmrl

The state of Wyoming has auctioned oil and gas development rights to irreplaceable antelope migration habitat near the New Fork River. The controversial lease sale has renewed calls for the state to designate the embattled Sublette Pronghorn Herd's migration corridor.



## News | Court victories give limited but uncertain protection to corner crossers

by Angus M. Thuermer Jr.

Despite winning two court fights against penalties for corner crossing, hunters are not certain they can step with immunity through private airspace to reach public property. Several lawyers explained what the decisions mean for the public wayfarer while one case is appealed.

# Members

Member support provides both the financial foundation and the public mandate that underpins our mission. WyoFile is grateful to the member community that makes our work possible. In a year marked by inflation and market volatility, many nonprofits saw individual membership counts fall. However, 2023 saw more than 8% growth in WyoFile’s member ranks, boosting the total over 2,000 donor households for the first time ever!

**“Professional journalism is a cornerstone of democracy.  
We must have facts, not opinions.”  
-Arin Waddell, Sheridan**

(Madelyn Beck/WyoFile)

MEMBERS BY YEAR		2019	2020	2021	2022	2023
Fact checker	\$1-99	369	518	751	851	884
Investigator	\$100-499	329	430	723	951	1054
Watchdog	\$500-999	45	43	52	61	74
Champion of the Free Press	\$,1000-4,999	26	35	50	64	62
Protector of the Free Press	\$5,000-9,999	12	4	9	13	11
Guarantor of the Free Press	\$10,000+	5	7	9	8	14
Total Members		786	1037	1594	1948	2099



# Publisher's Circle

WyoFile's award-winning work is free for all readers thanks to the member community that supports it as a public resource. Some members are able to support the mission with larger contributions, giving WyoFile the resources to further invest in our team, our coverage, and the health of our state's information ecosystem.

## Guarantors of the Free Press

Susan Lasher and Chris Pfister  
Paul Klingenstein and Kathleen Bole  
Capt. Bob Morris  
Jazmyn McDonald  
Eugenie Copp and Ken Overfield  
Kent Nelson  
William McDowell  
Steve Sharkey  
Henry Oliver and Barbara Roastingear  
Margot Snowden and Yves Desgouttes  
Shane and JoAnn Skeim-True Family  
Eva Crane  
James Speyer  
Edwin Thomas

## Protectors of the Free Press

Annette and Noah Osnos  
Pete Williams  
Michael Sellett  
Larry and Jan Birenbaum  
Emilene Ostlind and Andrew Parsekian  
Myrna and Stephen Greenberg  
Richard and Carmel Kail  
Jim Scott  
Ferrill and Belinda Roll  
Laurie and Thomas Pettinger

## Champions of the Free Press

Joe Albright and Marcia Kunstel  
Charles Woodman and Melody Lin  
Brad and Katherine Mead  
Marjane Ambler  
Emerson Scott  
Dan Grace  
David and Becky Evans  
Barbara and Roger Gose  
Clay and Jillian Moorhead  
Arin Waddell and John Heyneman  
Kathleen McCarragher  
Anne Pendergast  
Sarah Mentock  
Jean Townsend  
Jessica Kellett and Drew Zepernick  
Jessica Case  
Amy Andersen and Tim Wilson  
Charlotte and Tim Belton  
Story Clark and Bill Resor  
Meredith and Tory Taylor  
Ralph and Louise Haberfeld  
Jennifer and Charlie Wilson  
Theresa and J.R. Twiford  
Bill and Gloria Stuble  
Kathy Firchow and Thomas Laurion  
Karen Terra  
Zach Hall  
Bill Watson  
Leslye and David Hardie

Susan Samuelson  
John Buckley and Anna Bennett  
Kenneth Lay  
Lynn Simons  
Anne Young  
David and Catherine Loevner  
Pete and Jean Jorgensen  
Carson Stanwood and Monique Lai  
Thomas Tisthammer  
Merle Crandall  
C.J. and Laurie Box  
Bernard McHugh and Frances Clark  
Alissa Ehrenkranz  
Kristine and Paul O'Brien  
Larry Rocke  
Kim Cannon  
Jean Anderson  
Berthe Ladd  
Jack and Donna Glode  
E. Michael and Cean Weber  
Alice and Tom Hogarty  
Gary and Mary Scott  
Doug Gouge  
Blake and Sara Swift  
Deborah Reguera  
Michelle Sullivan and Brian Kuehl  
Ronn and Linda Smith  
Andrew Seessel

(Maggie Mullen/WyoFile)

WyoFile has partnered with the Wyoming Community Foundation and the Community Foundation of Jackson Hole to establish the **WyoFile Endowment Fund** — a critical facet of WyoFile's long-term financial sustainability, and an opportunity for supporters concerned with Wyoming's long-term access to information to leave legacy gifts, ensuring Wyoming enjoys rigorous watchdog journalism forever.

Contact WyoFile at [donate@wyofile.com](mailto:donate@wyofile.com) to discuss how you can join us.

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# Support WyoFile

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Our work is made possible by you, our readers. Your investment in the facts for all of Wyoming supports an informed and engaged citizenry, an accountable and responsive government, and broader public understanding of needs and solutions for the issues that we face.

## Underwrite WyoFile

Reach established, highly educated community leaders shaping the future of Wyoming. Affiliate your brand with nonpartisan, in-depth, public interest reporting. Access to the facts is a critical community service, and just like firefighters, food banks, social workers and librarians, WyoFile journalists rely on community support. **Your sponsorship is an investment in a stronger Wyoming that communicates your commitment to our community.** Contact WyoFile at [underwriting@wyofile.com](mailto:underwriting@wyofile.com) to learn more.

### Institutional Supporters

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WYOFIL IS A 501(C)3 NONPROFIT ORGANIZATION THAT DEPENDS UPON DONOR AND FOUNDATION SUPPORT TO PROVIDE IN-DEPTH REPORTING ABOUT THE PEOPLE, PLACES AND POLICY OF WYOMING. WE ARE COMMITTED TO TRANSPARENCY IN THE FUNDING OF OUR ORGANIZATION. IN ACCORDANCE WITH OUR STANDARDS OF JOURNALISTIC INDEPENDENCE, AND GUIDELINES MAINTAINED BY THE INSTITUTE FOR NONPROFIT NEWS, WYOFIL DISCLOSES ALL FUNDING SOURCES CONTRIBUTING A TOTAL OF \$5,000 OR MORE PER YEAR. WYOFIL'S EDITORIAL DIRECTION, DECISIONS AND OVERSIGHT ARE IN NO WAY INFLUENCED BY FUNDING SOURCES.



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# The WyoFile Team

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Three new hires in 2023 brought the WyoFile team to 13, including two new editorial roles. The added newsroom capacity was immediately evident as WyoFile published 10% more stories than in 2022, took on new multi-part revelatory investigations while continuing our definitive coverage of developing issues and expanded our reach online and in print, further cementing WyoFile as Wyoming's primary news source.

**MADELYN BECK**

Health / public safety reporter

**JOSH WOLFSON**

Managing editor

**ANGUS THUERMER, JR.**

Natural resources reporter

**DUSTIN BLEIZEFFER**

Energy and climate reporter

**TENNESSEE WATSON**

Deputy managing editor

**KATIE KLINGSPORN**

Outdoor rec/public lands reporter

**MIKE KOSHMRL**

Wildlife / natural resources reporter

**MAGGIE MULLEN**

State gov / politics reporter

**DAN KENAH**

Development director

**ANNA GOFORTH**

Membership manager

**GUY PADGETT**

Operations director

**ANNA RADER**

Engagement editor

**MATTHEW COPELAND**

Chief executive and editor

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# Board of Directors

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WyoFile owes an immense debt of gratitude to its volunteer board of directors. They bring journalism, business, law, philanthropy, community and government expertise to bear upon the WyoFile mission. Their contributions advance our work and role model how we can all support a shared foundation of facts in public discourse.

**DAVID EVANS, BOARD CHAIR**

**GEOFF O'GARA, DIRECTOR**

**CHARLOTTE BELTON, VICE CHAIR**

**ANNA SALE, DIRECTOR**

**KAREN HERTEL, TREASURER**

**EMILENE OSTLIND, DIRECTOR**

**EUGENIE COPP, SECRETARY**

**PETE WILLIAMS, DIRECTOR**

**LORING WOODMAN, DIRECTOR EMERITUS**

**"The mission health of WyoFile in the five years I've been on the board has been rather amazing. WyoFile is better funded, has a greater number of staff and journalists, increased readership, and increased diversity on the board, in its coverage and its opinion pages. Whether you agree or disagree with a story or the opinion page, please know that WyoFile truly provides quality free press in Wyoming. Most importantly, the staff, journalists, and board are good people working hard for Wyoming."**

**- David Evans, WyoFile board chair 2021-2023**



# About WyoFile

WyoFile is an independent, member-supported, public-interest news service reporting on the people, places and policy of Wyoming. The organization incorporated in 2009 as a Wyoming 501(c)3 nonprofit, and is a member of the Institute for Nonprofit News.

**WyoFile's mission is to inform and engage Wyoming through in-depth reporting in the public interest.**

WyoFile aims to reestablish the primacy of facts in Wyoming's public discourse – to ensure that residents, community leaders, business leaders, politicians, agency personnel and policy makers all have access to, and faith in, the information they need to participate effectively in civic life and self governance.

We believe that healthy democracies, resilient communities and effective governments all depend on a robust, independent, watchdog press – the first three simply can't exist without the latter. Rigorous, factual journalism that holds individuals and institutions to account is a critical public service.

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**Wyoming deserves the facts and a sustainable means of maintaining everyone's access to them. WyoFile exists to provide both.**

As an independent, nonprofit member-supported organization, WyoFile relies upon our community to support our work. You can contribute directly to our public-interest reporting with a donation today.

WyoFile is led by chief executive and editor Matthew Copeland and advised by a team of volunteers serving on the board of directors. The board of directors is authorized to hire and fire the chief executive and editor but have no authority to direct news coverage or news content.

## **IDEAS? QUESTIONS? NEEDS?**

**CONTACT US**  
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**MEMBERSHIP@WYOFILE.COM**





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