



# WyoFile

2025 Annual Report

# From the Editor

The American free press took a beating in 2025.

Spurious lawsuits muzzled once-stalwart watchdogs. Public media lost roughly \$1.1 billion in funding. Valuable reporting died in drawers and on cutting-room floors because sources feared legal, regulatory and political reprisal. Reporters were threatened, demonized, tear-gassed and jailed for doing their work. Essential observers were effectively barred from many halls of government. Journalism impersonators multiplied, and misinformation, disinformation, propaganda and lies overwhelmed the facts at alarming new rates. Newsrooms nationwide suffered closures and layoffs. Drove of journalists resigned in protest of controversial, profit-motivated corporate decisions. Here in Wyoming, roughly 20% of our community newspapers narrowly avoided being permanently shuttered.

Yet, despite the blistering headwinds, WyoFile continued to expand. We grew our team, our audience, our operating budget, our collaboration with and support for the broader Wyoming press corps, our public events, the volume and variety of our public-interest reporting and the impact of our work.

How? In a word: community. Amid the wealth of data to be found in this report, a handful of numbers make that crystal clear.

**63%** - WyoFile funding that came directly from readers

**75%** - WyoFile funding that came from readers and Wyoming institutions

**49%** - Growth in average daily visitors to WyoFile.com

**23%** - More members stepping up to fund our work

The arithmetic, and the lessons, are pretty simple. WyoFile exists to empower our neighbors, whether we agree with them or not, with the information they need to participate in the grand experiment that is our American republic. In 2025, those same neighbors, members like you, made that possible in unprecedented ways.

Together we can, and will, keep Wyoming informed.

**Matthew Copeland**  
chief executive and editor



# The WyoFile Team

In a year marked by continued turmoil in the journalism profession, WyoFile once again expanded the most experienced news team in the state. Three new hires hit the ground running in January to broaden the scope of our reporting and strengthen the community connections that power our work. We built on that momentum in December with the creation of a new production editor position focused on further innovating our approach to mission fulfillment into 2026.



**MATTHEW COPELAND**  
Chief executive and editor



**REBECCA HUNTINGTON**  
Collaborations editor



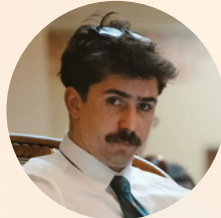
**TENNESSEE WATSON**  
Deputy managing editor



**JOSH WOLFSON**  
Managing editor



**DUSTIN BLEIZEFFER**  
Climate, energy reporter



**ANDREW GRAHAM**  
Criminal justice reporter



**KATIE KLINGSPORN**  
Health and education reporter



**MIKE KOSHMRL**  
Environmental reporter



**MAGGIE MULLEN**  
Politics reporter



**ANNA RADER**  
Engagement editor



**ANGUS THUERMER, JR.**  
Natural resources reporter



**DAN KENAH**  
Development director



**GABI KILKO-JACKSON**  
Membership manager



**GUY PADGETT**  
Operations director



**JARED STEINMAN**  
Advancement officer

# Growing Audience

WyoFile's years-long expansion has enabled our team to dig into more stories, collaborate with more local news partners, look more broadly at interrelated factors impacting our citizens and produce more reporting that empowers those citizens to be heard. In turn, more Wyomingites looked to WyoFile in 2025 than ever before — as daily newsletter subscribers, regular website visitors, mobile app users or social media followers — for the facts they need to participate effectively in civic life.

**3,670,952**

**Total website users in 2025**

**1,176**

**Stories published in 2025 — a 30% increase**

**7,729,625**

**Total pageviews on wyofile.com**

**2,866**

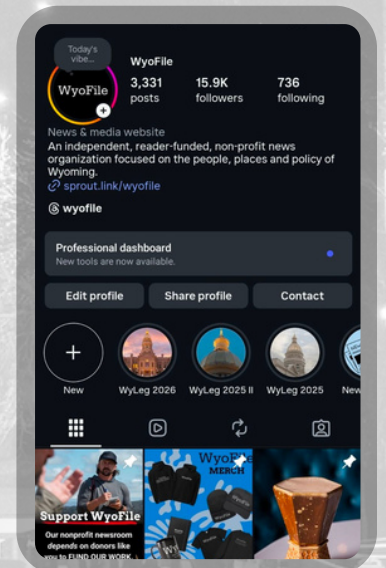
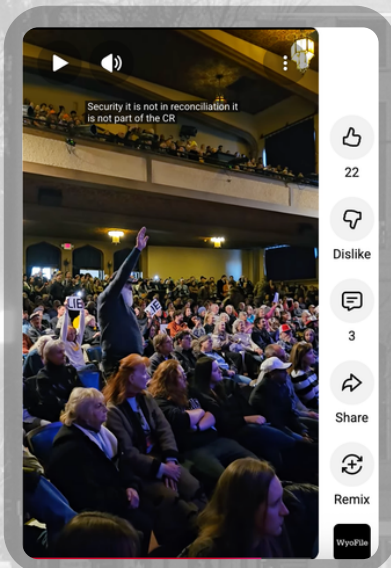
**21,009**

**Newsletter subscribers**

**Print republications of WyoFile stories in Wyoming's newspapers.**

**61,059**

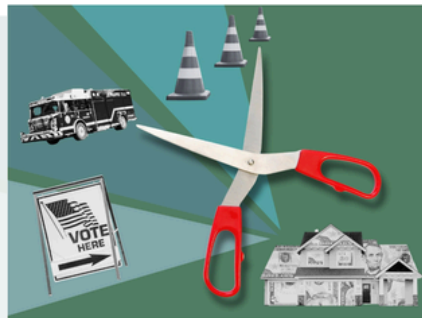
**Total social media followers in 2025 — a 79% increase from 2024**



# Collaboration

Collaboration has long been central to WyoFile's approach. We've always made our reporting free to read and free for our colleagues to republish — a service Wyoming newspapers took advantage of nearly 3,000 times in 2025 in their hard-copy editions alone. In recent years sharing stories has expanded into other novel forms of cooperation like coinvestigations, multi-newsroom enterprise stories, shared resources and coordinated coverage planning for big events like the legislative session.

In 2025 WyoFile made deliberate investments to expand and deepen our work with, and support for, the broader press corps with the addition of our first-ever collaborations editor. The role has allowed WyoFile to coordinate and expand access to legislative and state government coverage, broaden investigations with crucial local nuance, lend resources to partner newsrooms taking on critical breaking news, and highlight and broaden the reach of important stories that Wyoming's local papers and news sites produce. Ultimately this addition, like all of our work, is about fulfilling our mission — to inform and engage Wyoming with in-depth reporting in the public interest — by expanding the quantity, and improving the quality, of news available to Wyomingites, wherever they choose to get it.



## Wyoming's property tax relief cuts deep for some, but not all

By CJ Baker, Joseph Beaudet, Jasmine Hall, Katie Klingsporn, Susan Monaghan, Charley Sutherland, and Noah Zahn  
November 12, 2025

Multi-newsroom investigations highlighted issues with statewide relevance and local impact, and allocated support resources to local newsrooms taking on stories bigger than their capacities.

## Local Lookout

Local Lookout enables WyoFile to keep readers apprised of local news with statewide relevance from all corners of Wyoming, while elevating the essential community service being performed by partner newsrooms.

### WyoFile's Local Lookout

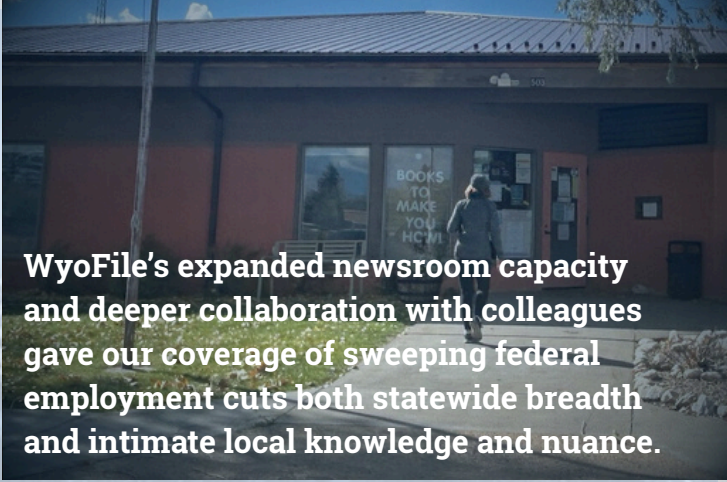
*A curated guide to daily news from around the Equality State.*



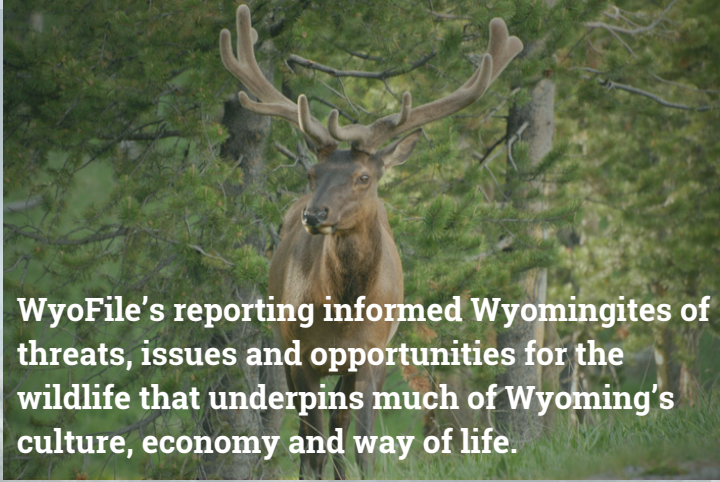
## Cheyenne Roundup

WyoFile coordinated coverage with much of the Capitol press corps to ensure we collectively deliver twice the reporting, instead of doing the same reporting twice. By working with Wyoming Public Media, we then brought that coverage to radio listeners as well as readers.

# Impact




**WyoFile's expanded newsroom capacity and deeper collaboration with colleagues gave our coverage of sweeping federal employment cuts both statewide breadth and intimate local knowledge and nuance.**



**WyoFile's reporting informed Wyomingites of threats, issues and opportunities for the wildlife that underpins much of Wyoming's culture, economy and way of life.**



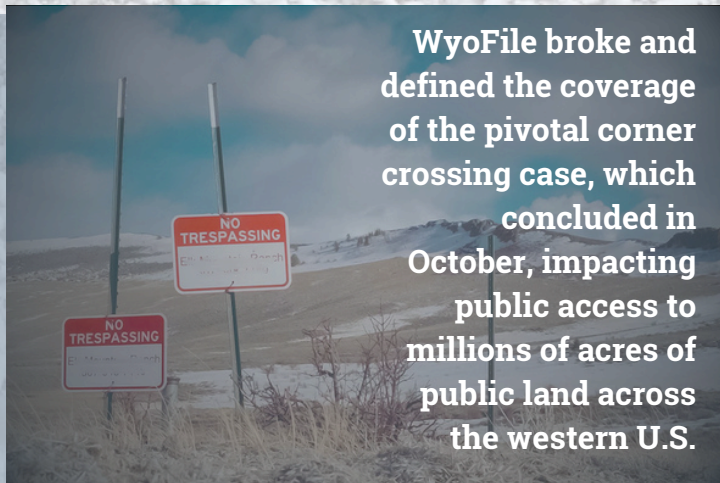
**WyoFile's coordination of four newsrooms' legislative session coverage maximized our shared capacities and brought a level of oversight not seen in Cheyenne in years.**



**For generations, Wyoming's natural resources have powered American prosperity. WyoFile's in-depth coverage shed light on industry evolution, market shifts and the lived experience for Wyoming's economy, families and communities.**



**Wyoming Women's Action Network said Katie Klingsporn's maternal health care coverage "almost singlehandedly changed the trajectory of the conversation on this issue and brought the crisis to the attention of people across Wyoming."**



**WyoFile broke and defined the coverage of the pivotal corner crossing case, which concluded in October, impacting public access to millions of acres of public land across the western U.S.**

# In our members' words...

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**“IT'S THE BEST WRITTEN JOURNALISM IN THE STATE AND DOES NOT SHY AWAY FROM COMPLICATED TOPICS AND ISSUES.”**

**-CHRISTOPHER B.**

**“YOUR FOCUS ON LOCAL NEWS IS CRITICAL TO KEEP WYOMINGITES INFORMED ON WHAT IS HAPPENING IN OUR STATE.”**

**-PATRICIA H.**

**“— FREE PRESS IS THE MOST IMPORTANT THING IN SUPPORTING FREEDOM!”**

**-RICHARD H.**

**“WYOFILE IS THE FAIREST, MOST BALANCED NEWS SOURCE IN WYOMING.”**

**-CAMERON W.**

**“ I BELIEVE YOU ARE FAIR, BALANCED BUT ESPECIALLY HONEST ABOUT THE SERIOUS ISSUES FACING US IN WYOMING AND AS A NATION. THANK YOU FOR YOUR DILIGENT WORK!**

**-CONNIE K.**

**”**

# By The Numbers

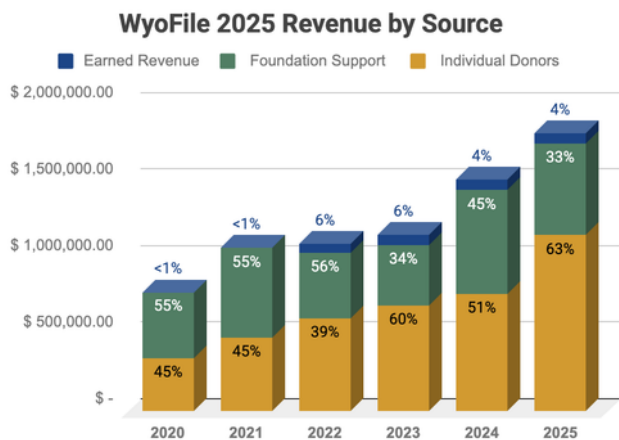
It's hard to overstate how much WyoFile's members stepped up this year. Revenue from individual donors grew 50% over the previous year and, once again, provided the majority of WyoFile's funding. With major institutional funders navigating a new landscape of need, contributions from charitable foundations remained flat in 2025. However, the individual revenue growth more than made up for the shortfall, leading to a slightly larger surplus than budgeted.

The vast majority of WyoFile's expenses remain the investments in its people. With three team members having started in late 2024, payroll and overall expenses rose roughly 20% from 2024.

## \$ 1,819,993

2025 TOTAL REVENUE

Individual readers have always provided the foundation and mandate for WyoFile's work. Readers met WyoFile's need with an expanded team and made up a record 63% of revenue.



## \$ 1,728,306

2025 TOTAL EXPENSES

Payroll remained WyoFile's primary expense in 2025, even with new investments in tools and process. Three new hires in late 2024 drove increased expenses of 19% in 2025.



# Membership

Incredible growth from our generous donor community once again fueled WyoFile’s ongoing expansion and mission fulfillment. In 2025, the number of individual donors making voluntary contributions to our work grew by 23%, contributing nearly 50% more revenue than 2024 and making up a record 63% of total revenue. For the first time in our history, individuals contributed over \$1 million – a distant dream to the founders and early board members who fostered WyoFile to its current strength.

<b>MEMBERS BY YEAR</b>		<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Fact checker</b>	\$1-99	751	851	884	859	<b>1,117</b>
<b>Investigator</b>	\$100-499	723	951	1,054	1,119	<b>1,305</b>
<b>Watchdog</b>	\$500-999	52	61	74	78	<b>102</b>
<b>Champion of the Free Press</b>	\$1,000-4,999	50	64	62	80	<b>104</b>
<b>Protector of the Free Press</b>	\$5,000-9,999	9	13	11	17	<b>27</b>
<b>Guarantor of the Free Press</b>	\$10,000+	9	8	14	14	<b>20</b>
<b>Total Members</b>		<b>1,594</b>	<b>1,948</b>	<b>2,099</b>	<b>2,167</b>	<b>2,675</b>



“ I LOVE STARTING MY MORNING WITH WELL-RESEARCHED REPORTING! IT’S GREAT WORK, AND IT’S TIME FOR ME TO START PAYING FOR IT.”  
-RHIANNON J.

# Publisher's Circle

While nonprofit news remains a somewhat novel cause for many in the philanthropy world, its demonstrated import and impact are proving hard to ignore. WyoFile's Publisher's Circle is a group of dedicated donors able to support the mission with larger contributions, accelerating newsroom expansion to meet Wyoming's ever-growing news needs. In 2025, revenue from this group grew an astounding 65%, making possible further investments in the foundation of our mission — our team.

## Guarantors of the Free Press

Larry and Jan Birenbaum  
Eugenie Copp and Ken Overfield  
Eva Crane  
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Nicole Korfanta  
Susan Lasher and Chris Pfister  
Jazmyn McDonald  
William McDowell  
Nick and Maggi Murdock  
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Ferrill and Belinda Roll  
Kristin Sebastian  
Steve Sharkey  
Shane and JoAnn Skeim-True Family  
Margot Snowdon and Yves Desgouttes  
James Speyer

**“SUPPORTING RIGOROUS  
LOCAL JOURNALISM IS A  
CIVIC DUTY IN A  
DEMOCRACY.”  
-WALT T.**

## Protectors of the Free Press

Rollin and Carolyn Abernethy  
Marjane Ambler  
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Michael Shonsey and Kathryn Jenkins  
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Peter Thieriot  
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Pete Williams  
Charles Woodman and Melody Lin

## Champions of the Free Press

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Joe Albright and Marcia Kunstel  
Peter and Charlotte Alexander  
Amy Andersen and Tim Wilson  
Mark and Nancy Anselmi  
Anne and Greg Avis  
Carol Bell  
Charlotte and Tim Belton  
Glenn Borkenhagen  
George and Linda Bryce  
John Buckley and Anna Bennett  
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Hampton O'Neill  
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Laurie and Thomas Pettinger  
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Story Clark and Bill Resor  
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Lisa and Stephen Robertson  
Grant Rogers  
Jim Roscoe and Sons  
Leon Rubis  
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David and Patty Schultz  
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Carson Stanwood and Monique Lai  
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Alan Winters and Sharon Felzer  
Lawrence and Jennifer Wolfe  
Cynthia Wuerslin  
Anne Young

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T.R. and Emily Shelby Charitable Fund  
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Black Tooth Brewing LLC  
Clay Paper Scissors Gallery & Studio  
NewsBank  
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Blue Cross Blue Shield of Wyoming  
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Jackson Hole Vintage Adventures  
Flat Creek Handyman  
Environmental Health Trust  
Blue Raven Brewery  
Roadhouse Brewing Co.  
Microsoft  
EcoTour Adventures, LLC  
Friends of Pathways  
Housel Law Firm LLC



**“Truth defends itself  
particularly poorly when there  
is not very much of it around.”**

**-Timothy Snyder**

# Support WyoFile

WyoFile is widely acknowledged as Wyoming's most competent and trusted news source. The individuals and institutions who value it as such, and donate to advance our mission, make this possible. You provide and reinforce our mandate to inform and engage Wyoming with in-depth reporting in the public interest.

## ENDOWMENT

The WyoFile endowment provides a critical foundation and the stability needed to sustain the organization into an uncertain future. Contributions can be made directly to the Wyoming Endowment Fund, and planned gifts can be bequeathed from estate plans to leave a lasting legacy for the free press. The dedicated donors who have named WyoFile in their estate plans are part of our **Fourth Estate Giving Society**.

Call or write today to learn how you can contribute to the future of independent journalism in Wyoming with a donation or estate gift today.

“

**FOR SO MUCH OF OUR LIVES WE NEVER FEARED OR COULD COMPREHEND THAT WELL RESEARCHED FACTUAL NEWS REPORTING WOULD COME UNDER FEROCIOUS ATTACK OR SHRINK IN AVAILABILITY. THIS NEW REALITY MAKES OUR LEGACY GIFT ONE HUGE PRIORITY OF CRITICAL IMPORTANCE. WE WISH TO ENSURE WYOFIL CAN CONTINUE THEIR EXCELLENT WORK AND REPORTING LONG INTO THE FUTURE.”**

**-LESLYE AND DAVID HARDIE,  
WYOFIL FOURTH ESTATE GIVING SOCIETY MEMBERS**

## SPONSOR WYOFIL

Wyomingites turn to WyoFile to empower themselves with the information they need to make their voices heard. Align your brand with an informed and engaged community, reach an audience of hundreds of thousands of monthly readers and help support an independent free press for Wyoming as a corporate sponsor today.

Contact WyoFile at [underwriting@wyofile.com](mailto:underwriting@wyofile.com) to learn more.

### DONOR DISCLOSURE:

WyoFile 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, WyoFile discloses all funding sources contributing a total of \$5,000 or more per year. WyoFile's editorial direction, decisions and oversight are in no way influenced by funding sources.

# Board of Directors

Special thanks to WyoFile's dedicated, all-volunteer board of directors – leaders in journalism, community engagement, business, law, philanthropy and government. Their vision, guidance and dedication to WyoFile's mission are critical components to the organization's success and sustainability.

**EMILENE OSTLIND, BOARD CHAIR**

**ANNA SALE, VICE CHAIR**

**CASEY SHEAHAN, SECRETARY**

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**LORING WOODMAN,  
DIRECTOR EMERITUS**

**“In a world where we see the ongoing erosion of public-interest journalism, WyoFile is rock solid. Nonprofit, nonpartisan, reader-supported, and award-winning – WyoFile offers the robust, thoughtful reporting we all depend on to understand and participate effectively in our communities and our state.”**

**–Emilene Ostlind, WyoFile board chair**

# 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.

**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.

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