

WYOMING PUBLIC MEDIA

General Manager's Newsletter | January 2023



Thank you! We had a welcome year-end bump in our individual giving, as donors captured the spirit of the last-minute gift opportunity. Many noted that they donated a little extra knowing that the economy has dampened the giving spirit for many. How like our public radio listeners to pull together in tough times!

Listeners choose radio for many reasons. Content and personalities are always strong contenders for their vote, but companionship rates almost as highly. Nearly half (45%) of respondents to the Techsurvey 2022 survey chose companionship as the main reason for tuning in to their radio station. "Radio keeps me company," still rings true. The companionship connection is one that we monitor closely, as it helps define our listeners and their loyalty to a service they value.

Digital migration is often described as a "divide" or an "opportunity." In 2017 national radio to digital usage was 77 to 21. In 2022 radio to digital usage was 66 to 32. Tim Davie, BBC director general, didn't surprise many when he revealed a commitment to turn BBC's traditional television and radio broadcasts into an online-only service over the next decade. NPR has also invested in digital. At WPM, we embrace an "all of the above" position, knowing that many Wyomingites like their radio, while many are also liking digital services like streaming. Still others are digital-only consumers. Being independent, Wyomingites will decide for themselves, thank you!

An interesting bit of information came from a recent national survey of "trustworthiness" in media. Partisan consumers were predictably polarized in their choice of media. The general American public rated NPR in the middle, PBS a bit above, and BBC above both NPR and PBS. And who's the most trustworthy? -- *The Weather Channel!*

Changes in the industry include [Sami Yenigun](#), who has been appointed the new Executive Producer of *All Things Considered* and *Consider This*. Sami has been an integral part of the ATC team and served as Acting Executive Producer. He began his career at NPR twelve years ago as an intern. PBS watchers will miss Judy Woodruff as the anchor of *PBS NewsHour*. Her last night was Dec. 30. She plans to stay on as senior correspondent and host a new segment for *PBS NewsHour*, "Judy Woodruff Presents: America at a Crossroads." On a sad note, NPR is suspending its Summer Internship program as part of cost-cutting. This educational program was a strong feeder of talent into NPR and provided junior reporters who local stations often hired. WPM introduced several young reporters into our newsroom directly from the NPR Summer Internship program. This program will be missed.

The war in Ukraine continues and is expected to be with us into 2023. But amidst the tragedy and cruelty, moments of humor emerge. The *Kyiv Independent* collected some popular memes Ukrainians have created since the start of Russia's full-scale invasion on Feb. 24. They have become a part of modern folklore -- tools of relief and much needed laughter, however brief. ([Link to article](#))

Many stations and networks hold capital campaigns for new buildings, equipment, and major initiatives. WPM is about to launch a 2023 campaign for something more pragmatic. We're looking for new members to join our established family of donors. Shortened fund drives reduced the time available to talk about the benefits of membership to public radio and to sell the value to listeners. We're hoping to add 500 new WPM members over the entire year. You can help by encouraging your friends and acquaintances to support public radio. If only we could count as new members the pets who join the pledge on Pet Wednesdays! Our task would be accomplished within a day.

If you listen sporadically, you may easily miss a story or feature. Now you can catch up. Stories and features are now promoted both before and after they air and available online at the [Must Listen link](#). Here you'll find a compilation of our popular recent stories. If you missed our holiday traditions feature, check out the [December 23rd edition of Open Spaces](#). It's never too early to start planning the next holiday.

The votes are cast and the verdict is in! *Wyoming Sounds* listeners selected their favorite songs from 2022, as well as favorite albums from Wyoming artists. And the winners were... (Visit the [Wyoming Sounds Top 20 site](#).)

And not to be outdone by the music fans, *WPM Roundup* Reporter Ivy Engle compiled a list of the most popular stories listeners selected. See if you agree. You can find them in the Behind the Scenes section below. While you're at it, be sure to sign up for our Newsletters. There are three -- the monthly GM letter which you're reading now, as well as the Daily and Weekly Roundups. They provide an opportunity to catch up on the news from WPM as well as major stories from NPR. [Sign up here](#).

Looking ahead, we have the State of the Union as well as the State of the State coming up Wednesday, January 11. Don't forget to join Wyoming Public Media and *WyoFile* reporters for the *Cheyenne Roundup*, a weekly look at what's happening in the Wyoming state house. Every Monday of the session -- starting January 9th -- we'll preview the legislative week ahead, what bills have died and what's still kickin'. Produced by Wyoming Public Media and *WyoFile*.

With February right around the corner, the "*I Love Wyoming Public Radio*" campaign is coming up. You're invited to add your voice to our archive of listener support expressed in recorded testimonials. Stay tuned for more information.

Thank you for supporting WPM!

Please feel free to contact me with any questions or comments at ckuzmych@uwyo.edu.

As always, stay safe, be well, and take some time to enjoy the new year. It will start aging very quickly!

Christina Kuzmych,
WPM General Manager

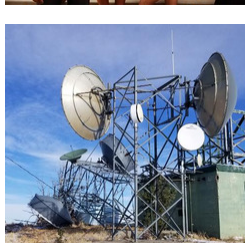


BEHIND THE SCENES



[Ten Cent Stranger Studio Session Aired on Wyoming Sounds](#)

Laramie seven-piece band *Ten Cent Stranger* played during Wyoming Public Media's Virtual Holiday Open House. Listen to their music and conversation with Grady Kirkpatrick on [Wyoming Sounds here](#). *December 9, 2022.*



[Toppling Tower Terminates Signal for a Few Days in Northern Wyoming](#)

WPM relay damaged on tower that blew over. For updates, check out the [WPM "Transmission & Streaming Disruptions" site](#). This page offers a log of disruptions with Wyoming Public Media's over-the-air and streaming signals. WY PBS engineers were able to set up a temporary link until spring. *December 19, 2022.*



[Ana Castro Documents Wyoming History in Photos](#)

The Modern West podcast photographer Ana Castro was photographed during a photo stop on the Wind River Reservation for an upcoming season retracing the history of the Plains Indian Wars and how they continue to affect tribes to this day. *Friday, December 20, 2022.*



[Wyoming Public Media Student Employee, Eric Vigil, to Visit England](#)

Eric Vigil, Wyoming Public Media Production Assistant, is going to London to participate in a political science faculty-led semester abroad. He will be living in a home stay and commuting into the city. Eric's research will be through a program called AIFS (American Institute for Foreign Study).



BEYOND WYOMING



[Western Watersheds Project intends to sue over protection of the Mojave Desert Tortoise](#)

Caitlin Tan's story about the Mojave Desert Tortoise aired on NPR. *December 4th and 5th, 2022.*

[How the Spanish vaquero gave way to the American cowboy](#)

Melodie Edward's story about the American Cowboy aired on WBUR's *Here & Now* [Listen to the story](#). *November 22, 2022.*



MUST LISTEN



[2022 Top Wyoming Public Radio Stories](#)

Thanks for being with us this year through many changes and a lot of growth. Wyoming Public Radio's news team has been happy to keep you up to date with what's happening in our state and our region. Here are the most popular stories of the year. ([View and listen to 2022's top stories here](#).)

We look forward to bringing you news you can trust in the upcoming year.

A very happy New Year to you!

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