

# WYOMING PUBLIC MEDIA

## General Manager's Newsletter | May 2022



WPM listeners, members, volunteers, and pets are awesome! Spring fund drive reached goal, though a tad more sluggishly than in previous years thanks in part to a bumpy political climate. We're keeping a close watch on the last quarter of our fiscal year and plan a mini-June pledge opportunity to meet our annual goals. The spring drive was particularly heartwarming. Many listeners who stepped up to give are dealing with high inflationary times that leave less discretionary money to share with non-profits. This makes every dollar all the more meaningful to us. We're also heartened by the number of people who increased their gift with the expressed intent to help out during trying fiscal times. Our Leadership Circle members were magnanimous, as they again

provided strong incentives through their challenges. Consider making a challenge gift during a future pledge drive. We will use your gift on-air to "challenge" listeners to match your donation. These challenges are by far the most effective tool we have in getting folks to call in and pledge – which will double (or more!) the impact of your gift. And we mustn't forget Pet Wednesday which continually to turns out the highest yielding pledge day in our fund drives. Behind every great donor, there's a great pet!

Do you find yourself wondering if you heard a particular story before? Miranda Kennedy, supervising senior editor for Morning Edition, says, "the managing editors ask desk editors to pick pieces worth encoring both for quality and durability." This is particularly helpful when staff size is small and the news cycle is slow, and when there is a high staff turnover as there is now in the post-pandemic environment. Broadcasters are sometimes spread thin and return to those excellent stories. You will find similar processes happening at WPM. Sometimes we're spread thin, but then there are those times when a story is so compelling it deserves repetition. Here's one example: [Artwork of sunflowers flood local Lander bakery to support Ukraine.](#)

An interesting story happened while we were all riveted by news of war, inflation, immigration, political debates, and so on. It seems that we may not be as old as we think, but then, maybe we are. An *Open Spaces* feature by Natural Resources/Energy reporter Cailin Tan reveals that anthropologists are not quite sure how long-ago humans arrived in North America. Featuring the work of University of Wyoming researchers Todd Surrovell and Sarah Allaun, it's a fascinating look into the world of sites, ice fields, artifacts, and pesky gophers, squirrels, and prairie dogs. You can find it here: [University of Wyoming-led research questions the timing of early human arrival in the Americas.](#)

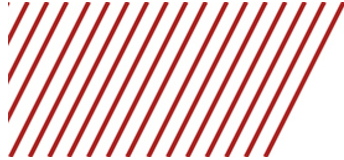
WPM summer events are here. If you're in the Laramie area on May 6 at 4:30 and into the evening, drop into the old Railroad Depot and help launch our latest *Modern West* Podcast Season with a series focusing on ranching. *The Modern West: The Great Individualist* talks about how the ever-changing identity of the American West is evolving. If you're in the Cheyenne area July 18-29 during Frontier Days, drop by the Botanic Gardens and take a selfie with the *StoryCorps* Airstream trailer. It will be parked at the gardens during *StoryCorps Military Voices* recordings in Cheyenne. More information forthcoming.

Media is not all equal. Research by the [Yuri Levada Analytical Center](#), a Moscow-based independent survey organization, provides a glimpse into Russian media. It shows that television is a [fading force in Russia](#). While 88% of Russians used TV as their primary news source in 2013, this dropped to 62% in 2021, according to the Center. During the same time period, the percentage of Russians using social media as their primary source for news rose from 14% to 37%. The difference across generations is stark: While 86% of Russians aged 55 or older were turning to television for news in 2021, only 44% of those aged 18-24 were doing the same. The war in Ukraine has again highlighted the tight grip government has over the media. News content is purely authoritarian. [Focus groups in Russia](#) show that people — especially older viewers — often seek reassurance and patriotism, rather than objective information, from TV. Those who seek more factual information are likely to go online. All of which reminds us of our journalistic freedoms here at home. As one listener characterized our press, "we argue crazily at times, but we're free to argue."

At these often unbelievable times in national and global history, it's all the more important for WPM to thank you for your loyalty and support!

Please feel free to contact me with any questions or comments at [ckuzmych@uwyo.edu](mailto:ckuzmych@uwyo.edu).

Christina Kuzmych,  
WPM General Manager



## BEHIND THE SCENES



### **Sheridan Based Acoustic Quartet *The Two Tracks* Live on Wyoming Sounds**

*Two Tracks* joined Wyoming Public Media Program Director, Grady Kirkpatrick, ahead of their show at the Gryphon Theatre. Pictured from left to right: Taylor Phillips-bass, Fernando Serna-drums, Grady Kirkpatrick-Wyoming Sounds, Julie Huebner-guitar, vocals, Dave Huebner-cello, guitar, vocals from *The Two Tracks*. [Listen to interview.](#) April 8, 2022.



### **Kelly Trujillo Hosts New "Acoustic Sunrise" Series on Wyoming Sounds**

*Acoustic Sunrise* puts the focus on Americana, Folk, Celtic, and other acoustic music. Host Kelli Trujillo draws on her experience playing and listening to acoustic music to craft a soundscape for your Sunday morning, 7:00 to 10:00 am on *Wyoming Sounds*. Listen on [WyomingSounds.org](http://WyomingSounds.org).



### **Archives on the Air Takes Listeners Into Archives of UW American Heritage Center**

The AHC collects and preserves primary sources and rare books from Wyoming, the Rocky Mountain Region, and select aspects of the American and global past. Voiced by the AHC's Birgit Burke (previously by Molly Marcuse), each new episode of *Archives on the Air* reveals a fascinating tidbit from the AHC's vast collection. [Listen here.](#)



### **Grady Kirkpatrick Hosted *Wolves in Cheap Clothing* on Wyoming Sounds**

Laramie Band *Wolves in Cheap Clothing* offered a live broadcast on Wyoming Sounds, playing songs and talking about their new roots/Americana album. (Pictured left to right- Jascha Herdt, guitarist and WY Sounds volunteer host, Dr Robert and Grady Kirkpatrick, WY Sounds hosts, Dan Tinker-guitarist, Marco Barberis-drums, Mark Zieres-bass). April 29, 2022.



## BEYOND WYOMING



### **HumaNature Podcast aired on Kansas Public Radio Station**

HumaNature is the award-winning podcast that tells real stories about human experiences in the natural world. Real stories where humans and our habitat meet. Among the many reviews: "Really incredible stories about humans in nature...one of the most moving podcast episodes I've ever heard." —Between Two Earbuds "Must-listen."—WIRED. [Listen here.](#)



## MUST LISTEN



### **Listen to the New Podcast Season of *The Modern West: The Great Individualist*.**

The cowboy roaming horseback across the American West is nearly inextricable from what it means to be American. But in reality, most beef is raised out East where there's more grass, and only a tiny fraction of the economy in the West comes from cattle. Now a new generation of ranchers is working to reinvent this iconic way of life to fit a modern world. [Listen here.](#)



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