

WYOMING PUBLIC MEDIA

General Manager's Newsletter | July 2021



And the Pulitzer goes to...NPR! It's the first one, at that. The podcast series *No Compromise* was awarded the Pulitzer Prize for audio reporting. The podcast takes audiences deep into the gun debate. It is especially significant that this work was a true network collaboration among public media journalists at NPR and at Member stations. NPR's reporting on the assassination of Iranian General Qasem Soleimani was a finalist in the same category.

WPM is proud to be a media sponsor for *WyoGives*, an initiative of the Wyoming Nonprofit Network bringing Wyoming together to raise money and awareness for Wyoming's nonprofits. This 24-hour day of online giving takes place on July 14, 2021. *WyoGives.org* provides an easy-to-use platform where individuals can search and donate to nonprofits across the state. WPM is a keen supporter of raising awareness for our nonprofit colleagues and conducts its own Giving Tuesday activity around Thanksgiving, where listeners can name their favorite nonprofits and have their names read over the air. *WyoGives* is yet another opportunity for WPM to give a shout-out to Wyoming's nonprofits and the critical service they provide to our communities. We encourage you to visit *WyoGives.org* on July 14 to join WPM in supporting Wyoming's nonprofits.

Saddle up for Frontier Days, which returns to Cheyenne after a COVID-imposed hiatus. WPM will broadcast live from the fair on July 29 and 30 during our Wyoming Sounds program. Hear us on-air, or drop by our location at the fairgrounds if you happen to be in Cheyenne.

Grand Challenges is a national initiative and focuses on ambitious but achievable goals that harness science, technology, the arts, and innovation to solve important national or global problems and that have the potential to capture the public's imagination. The University of Wyoming is embarking on five projects designed to address Wyoming's future. Topics range from rural health care access to developing live stream access to remote wildlife viewing. WPM will follow these projects as they develop. Bob Beck's *Open Spaces* broadcast featured this initiative, also described in the June 28 [UW press release](#).

Radio goes beyond words! Each year WPM sponsors a photograph contest for the photographers among us. Winners are chosen by public vote, and many of the photographs are incorporated into the cards we send to our listeners throughout the year as well as our annual calendar. It is a wonderful way to feature the photography of our listeners. More information about the WPM Annual Photo Contest will be coming your way.

Wyomingpublicmedia.org has been revamped in a national upgrade for all stations and networks that are part of the NPR technology backbone. The upgraded content management system makes it easier for stations, NPR and online users to interact. Many listeners access our content online, and with its rich array of national and local material, we think of it as our "5th Channel," in addition to Wyoming Public Radio, Classical Wyoming, Jazz Wyoming, and Wyoming Sounds. Kudos to our digital manager, Anna Rader, who oversaw this complicated changeover. [Let us know of your experience with the new format](#) – your feedback is the best way to catch any discrepancies or material lost in the transfer.

Looking into the technology crystal ball, the car continues to be a critical factor in radio's success. For decades, folks stuck in traffic during metro drive times have shaped the national ratings of programs like *All Things Considered* and *Morning Edition*. This is changing, as not all listeners are returning to drive time habits. And they slowly replace their Silverados and Subarus for new models where dashboards include smartphone technology that provides global reach. They can listen to a station from Paris, while the Parisian can tune in for a bit of the Wyoming western sound. So how do networks compete in a sea of options? The answer leads right back to our core – programming. WPM's programming must serve the Wyomingite AND be strong enough to attract the Parisian listeners seeking a western experience. It's an exciting and competitive new world, and we see an increase in donations from outside Wyoming every fund drive.

In the spirit of broadcasting beyond borders, I leave you with a quote that speaks to the value of having WPM anywhere and everywhere!

"Wyoming Public Radio is an important daily component of our lives. We value the range of perspectives essential in a democracy, in addition we can stay current on important Wyoming events both at home and by streaming WPR when we travel." Rollin Abernethy, Leadership Circle Member

Thank you for supporting WPM and for listening! As the summer progresses, we hope to see many of you at events and about the state.

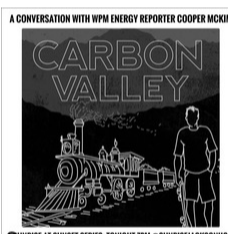
Please feel free to contact me with any questions or comments at ckuzmych@uwyo.edu.

Christina Kuzmych

WPM General Manager



BEHIND THE SCENES



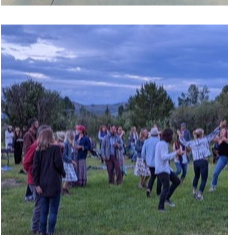
Carbon Valley Podcast Receives Acclaim From Online Listeners

"Carbon Valley is exceptional! The entire notion of a race to develop carbon-capture technologies in the context of revitalizing Wyoming coal country is kind of nuts, but Carbon Valley turns this nuttiness into an incredible story and intriguing listening!!" jasonkb via Apple Podcasts, United States of America -06/16/21



The Mountain West News Bureau Met For Their First Post-COVID Retreat

The group spent two days in Boise reflecting on what the collaboration has achieved since its start in 2018, and making plans for future coverage and projects. That included reporter-led sessions on topics like expanding digital coverage, tribal affairs reporting, and best practices for radio stories and investigative journalism. The group also met with the Corporation for Public Broadcasting.



Celebrating Summer in Northwest Wyoming

Wyoming Public Media Benefit Concert with Aaron Lee Tasjan and Benyaro drew crowds and sunshine at the Guesthouse in Wilson, Wyoming on Friday June 25, 2021. The event marked the official beginning of summer and the station's first post-COVID member appreciation celebration.



NATIONAL STORIES



Indoor Air Quality Gets A Second Look in Wyoming

WBUR's *Here and Now* aired a story by Maggie Mullen from the *Mountain West News Bureau* about how the pandemic has made many of us think about indoor air in a new way. The featured aired on May 28, 2021.



MUST LISTEN



Aaron Lee Tasjan Interviewed on Wyoming Sounds

Grady Kirkpatrick recently talked with Aaron Lee Tasjan about his new album *Tasjan, Tasjan, Tasjan* listed by Rolling Stone magazine as among the best of 2021 so far. Aaron also made a recent appearance on Elton John's *Rocket Hour*. Aaron Lee Tasjan performed during a Wyoming Public Media benefit concert in Wilson June 25 with [Benyaro, interviewed on Wyoming Sounds in 2020](#).



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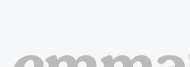
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