

WYOMING PUBLIC MEDIA

General Manager's Newsletter | November 2022



If you enjoy legal reporting from NPR's Nina Totenberg, you might enjoy her new book *Dinners with Ruth*. It's a memoir of her life and career, and her life's joys and sorrows. Though the Supreme Court and Justice Ruth Bader Ginsburg play a role in the book, Nina Totenberg also reflects on her radio colleagues, Linda Wertheimer, and the late Cokie Roberts – women who helped launch NPR's news reporting.

Wyoming is again represented on the Corporation for Public Broadcasting Board of Directors. Ruby Calvert, retired Wyoming PBS General Manager and WPM colleague, was renominated by President Biden for a second six-year term. The Board sets policy and establishes funding priorities for the public broadcasting system. Having Wyoming represented is truly an honor and helpful. Being the smallest populated state in the public broadcasting diaspora, we need all the attention we can get. Well done, Ruby!

And closer to home, WPM was honored with two Women of Influence 2022 awards given by the Wyoming Business Report. I was honored to receive the award in the Media & Journalism category, and share it with all our listeners who make it possible for women to thrive in media. Our own Public Advisory Council member, Mary Guthrie, was honored with the prestigious Lifetime Achievement award. It was a great day for women, and recalled women who worked at WPM through the decades – names that are heard on radio stations through the country and right here in Wyoming. Promoting women in media is a mission dear to our hearts. At this point in time we're hearing Ivy, Kamila, Melodie, Caitlin, Taylar daily on air and online. Some of their work is supported by the Lynne Simpson Women in Media program, funded through the Community Foundation of Jackson Hole Edelweiss Fund.

Gentlemen are also honored – as we all heard during fund drive when Governor Gordon surprised retiring News Director Bob Beck, with a live on-air Proclamation. It was an honor, and a historic moment in WPM's continuing story of service to Wyoming. We appreciate and enjoy the support of Mark and Jennie Gordon, longtime Leadership Circle members, and were happy to host the Governor.

The fall fund drive ended on a happy note and a sigh of relief. We made goal, but did not surpass it as we usually do. Still, making goal during economic upheaval coupled with changing listener habits is a strong sign of support. Nationally, many GM's reported lower fund drive results. Many people contributed to this success – from staff to donors and listeners. We're delighted with folks who joined us for the first time. We're also delighted with the number of people who are choosing the sustainer option. From a business standpoint, this is a real plus -- we know what money is coming in and when. From a member perspective, it's a convenience. You select an automatic monthly withdrawal from your credit card and forget it. More and more non-profits have adopted this model. Since the overhead for fundraising diminishes, contributions stretch further – like covering a few minutes of reports from our newsroom.

Start thinking about all the non-profits you admire and support. WPM's Giving Tuesday starts right after Thanksgiving, and it's a great opportunity to remind listeners of all the exceptional public service organizations in Wyoming, sponsored in part by the Wyoming Community Foundation. You can call in the names of your favorite organizations on November 29th, or enter them online on the [WPM Giving Tuesday site](#). The submission link will be activated on Wednesday, November 23rd. Then sit back and listen on Giving Tuesday, November 29th, as our announcers read off the names of Wyoming's vibrant and well-deserving public service community.

On a sad note, a public radio icon passed away in early October. You never heard his name, but you hear his work each day through the reporters and stories that air on WPM. Ken Barcus was NPR's mid-America regional editor, a position that coaches local reporters like ours, and helps edit their stories for airing on NPR. He transformed many a fledgling reporter into a consummate storyteller. I had the pleasure to work with Ken in Indiana, and will never forget the time he coached a newly hired student reporter through the writing process for an NPR story about a local campus shooting to air on ATC that very evening. It was moving to watch, and I wish I had recorded the sessions. Ken was a giant in journalism, impeccably balanced, a perfectionist, and a strict but benevolent coach. They rarely make them like that anymore. (See [NPR article](#).)

Change is coming to our ranks, and also an opportunity. Our outstanding Corporate Director, Dianne Bitzes, is leaving after 5 years of solid business-WPM association building. The portfolio she carries supports 6 WPM positions and is critical to our success. Dianne did it all brilliantly and now passes this mantle on to a new Corporate Director. If you know anyone who loves public broadcasting, loves to communicate with Wyoming's businesses, and loves the challenge of an underwriting sale, send them our way. A transition team is in place headed by Ry Woody, WPM Donor Relations Director, who served as Corporate Director for 10 years before moving to individual giving. Tina McGee, our current sales associate, rounds out the transition team. Information about the open Corporate Director position is available [here](#).

And then there's Thanksgiving – a time of reflection and gratitude. In public radio, our listeners come to mind, particularly those who through their support help share the gift of public radio with everyone in the state. We honor their loyalty, and their generous spirit, and wish all a peaceful holiday.

As always, please feel free to contact me with any questions or comments at ckuzmych@uwyo.edu.

Christina Kuzmych,
WPM General Manager

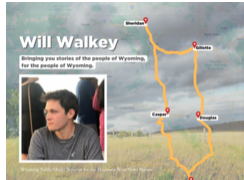


BEHIND THE SCENES



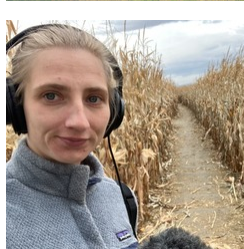
WPM News Director Bob Beck Entertains a Guest on Last Day

Wyoming Governor Mark Gordon joined Bob Beck in hosting Wyoming Public Radio's Morning Edition during Bob Beck's last shift on the air. The Governor also offered a surprise proclamation during the broadcast. *October 14, 2022.*



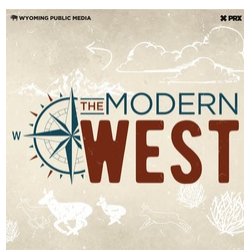
Will Walkey Tours Eastern Wyoming

Reporter Will Walkey set out to interview people around Wyoming. He was in Casper, Sheridan, Gillette, and Douglas. Click on photo. *October 2022.*



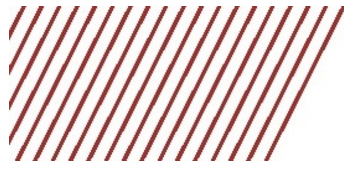
Kamila Kudelska Reports on Local News and Wyoming Elections

Wyoming Public Radio News Editor, Kamila Kudelska, went to Clark, WY to visit a corn maze built by a ranching family. The month-long activity keeps the family afloat during the winter, so they don't have to pick up random jobs. Kamila also served as a panelist for the Wyoming PBS House and Governor debates in Riverton on October 13th.



Kudos for The Modern West Podcast

"I recently found your podcast. Thank you - it's wonderful. I think you've expertly leveraged your credibility to provide a fair and deep review of a complex lifestyle and industry. As someone with agricultural ties and a modern outlook - I appreciate your POVs." *October 23, 2022.*



BEYOND WYOMING



Food banks struggle to keep up as demand increases amid inflation

Mountain West News Bureau reporter Will Walkey's recent feature on food banks in Wyoming facing short supply and high demand aired on NPR's *Here & Now*. [Listen to the story here.](#) *October 20, 2022.*

Grizzly Attacks In Wyoming

Mountain West News Bureau reporter Will Walkey spot on recent grizzly attacks in Wyoming aired on NPR's national newscast. *October 23, 2022.*

Mountain West unions voice concern over Kroger-Albertsons merger

NPR's national newscast aired a spot by Mountain West News Bureau reporter Will Walkey on the union response to the potential Kroger-Albertsons merger. [Listen to the story here.](#) *October 25, 2022.*



MUST LISTEN



Producer Carl Gustafson interviewed on Wyoming Sounds

Laramie native and MOJA producer Carl Gustafson on Wyoming Sounds. Grady Kirkpatrick talks with project producer Carl Gustafson from Laramie about MOJA: A Music Saga. It's the story of African-influenced music through seven generations. [Listen to the interview here.](#)



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