

WYOMING PUBLIC MEDIA

General Manager's Newsletter | May 2023



Spring fund drive gave us a scare. We were heading for the finish, when the satellite dish located atop Knight Hall in Laramie malfunctioned, affecting roughly a third of Wyoming. With two days of fund drive remaining, listeners were encouraged to stream on their computers at wyomingpublicmedia.org or use their app. Fortunately, Pet Wednesday, our most active fundraising day, was spared! Kudos to our engineers who got us back on air by that Sunday afternoon

Welcome to 89 new members who joined our WPM family during the fund drive. We now stand at 134 in our 2023 New Member Campaign. The magic number is 500 by December 31, and our work is cut out for us! We will return in June to finish off the fiscal year and add more new members toward that magic number. Granted, Wyoming has only 570K people as compared to our neighbors with populations of several million potential members. Still, we should not discount the Wyoming spirit to win!

NPR dropped Twitter, taking a number of stations and networks with it (see [NPR story by Nieman David Folkenflik](#).) At heart was the “state-affiliated” label Twitter applied to NPR, one reserved for media that is indeed state-affiliated or controlled, such as some entities in Russia and China. Pushback at many NPR-affiliated stations was swift and varied. Some managers dropped Twitter outright, others took the wait-and-see position. WPM issued a corrective for the label, but did not remove Twitter from the website because Twitter spokespeople were changing labels almost daily. We also refrained from penalizing users for decisions beyond their control. WPM has over 8,200 Twitter followers. At the time of this writing, the saga continues. Stay tuned.

Reporter burnout has become a serious threat in local and national newsrooms like NPR. No station or network is immune either from burnout or low candidate pool for open positions. Underlying issues were explained in a recent article in [UNC's Hussman School Report](#). (NiemanLab 5.2.23). Societal changes and inadequate salaries are often cited, among other reasons. At WPM uncompetitive salaries affect both hiring and retention.

WPM was honored to be selected to a panel of station/network leaders charged with reviewing the Corporation for Public Broadcasting Community Service Grants. CPB distributes more than \$337 million in funds to 549 public television and radio recipients in 2023. The Public Broadcasting Act requires CPB to periodically review formulas and eligibility criteria used to calculate Community Service Grants in consultation with system representatives. The reviews ensure that the CSG program is responsive to current media and economic environments and funding is aligned with the systems' needs. For example, WPM benefited from prior reviews that led to additional CPB funding to rural stations to help offset the costs of delivering service to low-population areas. For WPM, it's a triple whammy – sparse population, mountainous terrain, and road closures that impede the ability to reach destinations.

You may hear a slightly different weekend ATC beginning May 6. The signature ATC theme music heard weekdays will return to the top of the hour and some segments will change as well. These modifications were made to unify production processes and save resources across seven days. See what you think.

Congratulations to WPM's Will Walkey and Charles Fournier! Both won awards for content produced outside of WPM but airing in our programming schedule. Will won first place at the *Society of Professional Journalists Top of the Rockies* contest for his story about the Treefort Music Festival. It was one of 8 awards won by KHOL, which contributes content to Wyoming Public Media's daily and weekly broadcasts. (See [Will's story](#).) Charles Fournier's podcast [Those Who Can't Teach Anymore](#), which aired on *Mountain Time Podcast Hour*, took 1st place in the Medium Newsroom Podcast Category.

[Around Wyoming](#), WPM's short segment that airs weekdays, provides a welcome respite to hard news. Recently we learned that Wyoming was ranked the best state in the country for camping, Albin Elementary School was awarded the 2022 National Elementary and Secondary Education Distinguished School Award, a Cody family became one of the most successful wrestling families in the state's history, Vera Brown in Gillette celebrated her 108th birthday, and with help from Animal Control in Green River, Greta, the chihuahua, has been reunited with her family in Texas after being missing for seven years.

Again, thank you for being a valued part of Wyoming Public Media. Your support makes it possible to connect Wyoming and highlight the qualities that make our state a truly unique place to live.

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

Christina Kuzmych,
WPM General Manager



BEHIND THE SCENES



Wyoming Public Radio [Member Thank you Gift](#) Makes its Way to California

Listener reaches out to Program Director, Grady Kirkpatrick:
"Good morning, Grady! Returned from Waikiki Beach, Honolulu this week just in time for more snow! Never know where you'll find a Wyoming NPR beach bag...."
Lee Ann Stephenson. *April 3, 2023.*



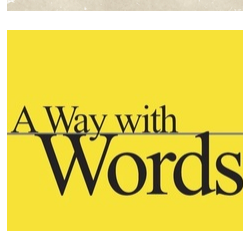
Laramie International Food Ambassador Represents Ukraine

"My strongest link to culinary tradition has always been Borscht. In its most common form, Borsht is a soup that can be eaten or sipped. Typically, it has meat or bone stock, vegetables, and of course, beets – which give it its distinctive color. In my family, Borsht was served on the eve of December 24, as part of the traditional Christmas Eve dinner."
Christina Kuzmych. April 4-8, 2023.



[The Modern West Podcast Season: The Great Individualist Wins Award](#)

The Society of Professional Journalists awarded the series 3rd place in the podcast category. "The cowboy roaming horseback across the American West is nearly inextricable from what it means to be American. But now a new generation of ranchers is working to reinvent this iconic way of life to fit a modern world." [Listen to The Great Individualist](#). *April 26, 2023.*



[“A Way With Words” Shout Out to the Wyoming Historical Society](#)

According to WHS newsletter, *A Way with Words* host Grant Barrett told Jackson caller, Anthony, that there is "a great description of 'won by a landslide' on the Wyoming Historical Society website." The newsletter mentions that WWW airs on Wyoming Public Radio Sundays at 3 pm. Listen to [A Landslide here](#). *Wyoming History News. April 2023*



BEYOND WYOMING



[Wyoming school is training students for a new energy future](#)

Caitlin Tan's feature on how Western Wyoming Community College is adapting to a changing energy landscape aired on *Marketplace*. [Listen here](#). *April 4, 2023.*

[Resort towns in Wyoming are selling at record-breaking real estate prices](#)

Will Walkey's story about Jackson home prices aired on WBUR's *Here and Now*. [Listen here](#). *April 10, 2023.*

[Wellspring Access is Wyoming's Only Clinic to Provide Surgical Abortions](#)

Kamila's story about an abortion clinic in Wyoming aired on NPR's *Morning Edition*. [Listen here](#). *April 25, 2023.*



MUST LISTEN



[Denver based duo Volores Live Broadcast on Wyoming Sounds](#)

Volores with Nathan and Shelby Maxwell visited with Grady Kirkpatrick and played a few of their mountain goth songs live for a Wyoming Sounds Studio Session. [Watch the Video here](#).



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