

## WYOMING PUBLIC MEDIA

### General Manager's Newsletter | January 2022



Aging has advantages, and the markets are noticing. The over 70 market is the fastest growing population segment in the U.S. At 40 million now, this group is growing by 1.5 million annually, and uses media across both traditional and digital devices. Radio and print remain the prevalent choice, yet this group is boldly embracing internet, social media, and smartphones, and it has the attention of broadcasters. WPM is strongly invested in “new media,” knowing at some critical point in the future it will match and eventually overtake traditional media.

Speaking of new media, WPM's award-winning podcasts are coming to WPR Fridays at 6 p.m. in a program called *Mountain Time Podcasts*. This rich throw of stories deserves to be heard by audiences unfamiliar with podcasts. You can find yourself in the middle of a challenging hike, or in a small dying western town that once teemed with human activity. The storytelling is exceptional and comes from Wyoming Public Media's vast archive of *HumaNature* and *Modern West* podcasts, produced by our own WPM talent. This is a strong example of what local radio/media can do, and how it can go beyond informational stories and into the realm of real human experiences. WPM's podcasts garner strong national attention and are often cited at the top of industry “must listen to” lists.

More changes are coming at NPR. Audie Cornish, long admired *All Things Considered* host, celebrated her last broadcast this past Friday. She will serve as anchor and correspondent for CNN+, a forthcoming streaming subscription service. NPR/WBUR *Here & Now* host Tonya Mosley will leave her job at the end of the month, though she will contribute stories until August. At *Morning Edition*, Leila Fadel will begin hosting in February. Leila is a national correspondent for NPR based in Los Angeles, covering race and identity. Previously, she was NPR's international correspondent based in Cairo, covering the wave of revolts in the Middle East and their aftermath in Libya, Tunisia, Egypt, and beyond. Two new NPR VP appointments address services across web, mobile, voice, and emerging digital platforms, engaging audiences and meeting changing listener habits. If you're noticing a high turnover at NPR, it's not unique, and part of a national shift in behavior, work environments, personal dreams and ambitions, higher salaries, diversity issues, among many other factors.

We have our own wistful news at WPM. Kathleen Eberhart, who many of you know as the voice you hear when you call WPM for membership questions, has left WPM for a new chapter in her life. Kathleen served as Membership Associate for five years during which she handled 10 fund drives, hundreds of calls, thousands of donor data entries, countless e-mails, and several thousand thank you gifts. We will miss her can-do spirit and loyalty to WPM and wish her well in her next chapter.

January may be too early to think of spring cleaning, but it may not be too early to take a peek into your garage. Is there a forlorn car, boat, or other vehicle longing for a new chapter in its life? Like so many other non-profits, WPM accepts vehicle donations through an organization that repurposes these lovable clunkers and provides a possible tax deduction to the donor. Be sure to check this out at the [WPM Vehicle Donation Program site](#). And if not WPM, then consider donating to another equally worthy non-profit.

January is not too early to think of love – like in I Love Wyoming Public Radio. Every February, WPM honors Valentine's day with a call for testimonials from our loyal listeners. It's easy to do. Just go to our web page and follow the directions: [I Love WPR](#). Many of these testimonials are heard during fund drives and throughout the year. And you're not limited to just one love – you may sing the praises of all our channels including Wyoming Public Radio, [Classical Wyoming](#), [Jazz Wyoming](#), [Wyoming Sounds](#), or our website itself: [www.wyomingpublicmedia.org](http://www.wyomingpublicmedia.org). You can mention specific programs or topics – there is no limit, and no recriminations. You can start planning your messages now.

Check out the third *Modern West* season, Cowboy Up. It's a [three-part](#) look, with reporter [Tennessee Watson](#), at how children are raised in the region. Tennessee has covered education and child wellbeing for years and has thought a lot about what shapes Western attitudes towards struggling kids. [You can listen to the new season here](#).

Many of you have connections to northern Colorado, and the Marshall Fire area. NPR compiled a number of stories for national audiences, most of them from our Colorado colleagues. NPR says, “Compiling the [latest updates](#), [where to seek and donate help](#), and providing [climate change-related reports](#) and [information](#) to the public is vital and important work.” Our staff of animal enthusiasts was particularly moved by the story of Jedi, the dog.

And a sheepish admission: I opened our December newsletter with a lament for the lack of snow. Once SEND was pressed, it started snowing in Laramie, and then in most of Wyoming. And yes, WPM is taking credit for the long-awaited for white stuff, and sharing it with all of you who read that opener and engaged in positive group think. We did it!

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

Thank you for being a part of the WPM family and taking this journey with us into an unpredictable 2022.

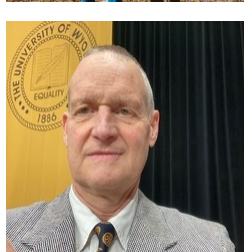
Wishing you all the best--  
Christina Kuzmych,  
WPM General Manager



## BEHIND THE SCENES

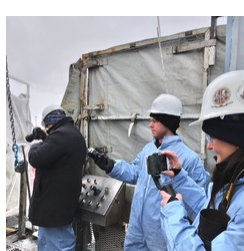


**WPM Reporter and Podcast Producer Melodie Edwards interviewed father and son ranchers** from the Rardin Ranch who are practicing regenerative ranching in the Laramie Valley. Cattle graze in bunches and are moved from pasture to pasture frequently to help the soil become more carbon absorbent and the native grasses to grow more abundant. This will be part of *Modern West's* upcoming ranching series.



### Wyoming Public Media Host MC at UW Graduation Ceremony

Wyoming Public Media Host Pat Gabriel was the MC at University of Wyoming's Graduation Ceremony on December 11, 2021. Close to four hundred graduates walked across the stage as the semester came to a close.



### Wyoming Public Media Northeast Reporter Hugh Cook Tours Power Plant

Hugh Cook visits the CarbonSAFE Media Day events at the Dry Fork Station power plant north of Gillette. Shown here on the rig for a test well that aims to deposit CO2 deep underground captured from burning coal. Visitors were asked to wear blue suits to tour the well as well as hardhats. The temperature when the picture was taken was about -10F, which was around the high for that day. *January 5, 2022* ([Listen to story.](#))



## NATIONAL STORIES



### The best local podcasts from all 50 states and D.C. : NPR Special Series

"With so many amazing stories and shows out there, it's easy to miss terrific listens made right in your community... Wyoming: Dig into [The Modern West](#). Looking for something new to binge? Try [Carbon Valley](#)." *December 28, 2021*



## MUST LISTEN



### Poll Results: Listeners Pick The Best Music Of 2021

We asked listeners to vote from two lists, the top songs of 2021 and the top Wyoming albums of 2021, and we received an abundance of votes! Thanks to everyone who voted and thank you for listening to Wyoming Sounds. Here are their [picks for the best music of 2021](#):



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