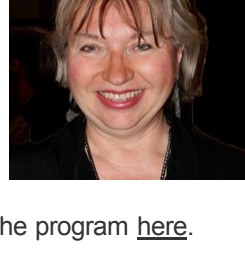


WYOMING PUBLIC MEDIA

General Manager's Newsletter | March 2023



We missed a listener opportunity! On February 17, we were packed and patiently waiting for highways to open to our reception location in Riverton. Alas, that didn't happen, and by noon we reluctantly canceled. A few hardy souls pored over the map of Wyoming looking for alternate routes, but the pragmatists prevailed. Fear not, we're regrouping. August is favored for a rematch and relatively safe from Wyoming's freak storms. Held in conjunction with Wyoming Humanities, this reception was to honor the launch of our Modern West latest season called *Mending the Hoop*. You can still enjoy the program [here](#).

A bit of Wyoming in Idaho! On March 23, you can hear Wyoming musicians performing at the *Treefort Music Festival* in Boise Idaho. *Wyoming Sounds* host Grady Kirkpatrick will host, and our engineering staff will make it possible for you to hear the Wyoming Showcase live on the *Wyoming Sounds* Channels around the state and streaming worldwide on the [Wyoming Sounds site](#). WPM is partnering with the Wyoming Arts Council to make this event rock!

This year's State of the Union Address was a little different. For the first time, NPR had parallel broadcasts for English speakers and bilingual Spanish speakers. *Morning Edition* host A Martínez led the bilingual [program](#), featuring two interpreters seamlessly taking turns covering President Joe Biden's speech. A bilingual analysis of the speech from several journalists followed. If this service is available next year, WPM will promote it to Wyoming's Spanish-speaking population.

Fiscal belt-tightening started at NPR a few weeks ago with freezes on projected positions and ancillary activities. There's another notch in that belt now. NPR will lay off 10% of its current staff spread across all departments. NPR joins a host of media and tech companies announcing cuts including *Washington Post*, *CNN*, *Vox Media*, Amazon, Google, Meta, and Microsoft, among others. This is not NPR's first cost-cutting rodeo; in 2008 a similar scenario played out. Some shows were shut down, staffs laid off, and salary increases and retirement contributions frozen. Advertising revenue drops precipitated both reductions. It should be noted that NPR rebounded after the 2008 dip and grew by about 50 percent since before that crisis. How will this affect WPM? We're noting repetition of stories during ME and ATC, elimination of host visits to stations, which impacted our own spring project with a UW department, loss of the intern program which feeds the system's newsrooms. Here at WPM we're watching nervously and pinching our pennies to ensure that our positions have stable funding – thanks to all of you and your generous contributions.

Belt-tightening can also produce interesting options. In the next weeks, *Open Spaces* will include select interviews from *Wyoming Chronicle*, Wyoming PBS's signature public affairs program. Our thanks go out to *Wyoming PBS*. Replaying the audio from these interviews allows our news staff to concentrate on covering news and creating new features. Thanks also goes to *WyoFile*, who partnered with WPM to bring *Cheyenne Roundup* to audiences with a focus on legislative activity. You can hear *Cheyenne Roundup* episodes [here](#).

A picture can be worth a thousand words – but is it always accurate? A recent post in the *NPR Editor* questioned the details of a photo the journalist attached. Underscoring the high price of gas at the pump, the journalist selected a photo that displayed \$6.17/gallon when the price had dropped to \$4.60/gallon. A reader noticed and asked why. You can read the deliberation [here](#) and see if you agree with the argumentation. With increased online journalism in radio, photos get scrutinized.

Are you addicted to Sunday *Weekend Edition*'s puzzle segment? Puzzlemaster Will Shortz was featured in a recent *New Yorker* article ([read here](#).) We know just how deep puzzle loyalty runs in our listener base. During Sunday morning fund drive, we suspend our on-air pledge messaging until after the puzzle ends! – Niernam 2.16.23

March is Women's History Month and brings well-deserved attention to Leadership Circle member Roz Schliske, whose ingenious use of the Day of Dedication introduces listeners to Wyoming women. Roz and her team of LC donors pool the Days of Dedication they receive as donors, and "spend" them all on on-air messages that highlight Wyoming women who made a difference to Wyoming. It puts our WPM's Day of Dedication program on steroids! You can find out more about this donor program and creative ways in which you can use it [here](#).

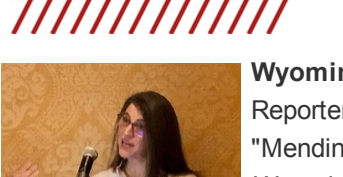
Continuing in the Women's History Month vein, we are eager to highlight the Lynne Simpson Women in Media program. This on-going program helps support the work of women at WPM who are acquiring skills that translate into jobs and professional success. Named after one of Wyoming's great women, educator and actor, Lynne Simpson, the program receives base funding from *The Edelweiss Fund* at the *Community Foundation of Jackson Hole*. During Women's History Month, we encourage businesses, corporations, foundations, and individuals to make an annual gift to this special fund. Recognition and underwriting opportunities are available. You can support this initiative directly by contacting WPM's Ry Woody at rywoody@uwyo.edu.

HumaNature, our award-winning podcast about humans, animals, and nature, is back with 6 new episodes airing weekly. You can hear about Reggie, the alligator who inhabited a neighborhood pond in Los Angeles to the delight of Angelinos, a grizzly encounter, and a beagle rescue – a story about dedicated rescuers who raced against the clock to save thousands of beagles from a breeding facility in Virginia. Wyoming's Kindness Ranch played a part of this national story which comes later in the series. *HumaNature* can be found [here](#). If you like a story, share it with your friends. This creates more downloads and boosts our metrics, which in turn, allows WPM to attract underwriters.

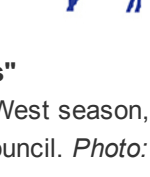
Your support is inspiring! It keeps our spirits up, and encourages staff to look for creative ways to solve challenging problems. With economic fluctuations, we need to keep our member numbers up. Take the opportunity to encourage public radio listeners in your circle of family and friends to become first-time members, if they're not already members of WPM. It's our 2023 "capital campaign" to gain 500 new members by December 31, 2023. And for those who are counting, we now stand at 22 new members, and 5212 members who consistently contribute.

Please feel free to contact me with any questions or comments at ckuzmych@uwyo.edu. And don't forget, fund drive is right around the corner, with online pledging already in full swing. A big thanks to our sustainers, annual donors, and all those who are planning to make their first donation!

Christina Kuzmych,
WPM General Manager



BEHIND THE SCENES



Wyoming Humanities @ThinkWY "Celebration of Native Narratives"

Reporter [Melodie Edwards](#) shared a few words about the new Modern West season, "Mending the Hoop", sponsored in part by the Wyoming Humanities Council. *Photo: Wyoming Humanities Council. February 8, 2023.*



Pinedale High School and the Sublette Board of Cooperative Education Services

Invited WPR Reporter to take part in their career fair. [Caitlin Tan](#) presented information about being a journalist and how one can enter the field. *February 15, 2023.*



Wyoming Governor's Arts Awards Celebration Gathering

UW A&S Dean Scott Turpen, Naoma Tate, Buffalo Bill Historical Center, UW Professor/Center for Global Studies Director, Caroline McCracken-Flesher, and Professor/American Heritage Center Director, Paul Flesher, with WPM's Ry Woody celebrate at Governor's Arts Awards dinner and awards ceremony. Photo: UW in Scotland Program. *February 24, 2023.*



Wyoming Historical Society Newsletter features Ivy Engel's Around Wyoming

"We decided to get the behind-the-scene story of the segments as a way to share this fun program with our members and to thank her for promoting awareness to the *Society*, statewide and beyond." *Around Wyoming* brings news from around the state, keeping you informed with brief updates of stories you may have missed. [Listen here](#).



BEYOND WYOMING

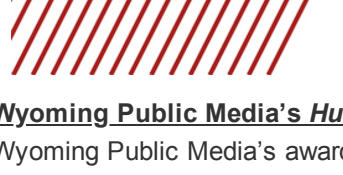


Grizzly bears may lose federal protections in parts of the Northern Rockies

NPR's Newscast aired a spot by Will Walkey about the possibility of grizzly bears being delisted federally. *February 3, 2023.*

If Wyoming bans abortion, hospitals may have an even harder time recruiting doctors

NPR's *All Things Considered* aired a story by Kamila Kudelska about current legislation causing physicians not to come back and practice in the state. *February 24, 2023.*



MUST LISTEN



Wyoming Public Media's HumaNature Podcast Announces New Host, New Season

Wyoming Public Media's award-winning podcast *HumaNature* is excited to announce the launch of a brand new season. *HumaNature* tells moving stories about human interaction with the natural world.

The season launched on March 1, 2023 with the story of an alligator that took Los Angeles, California by storm in the early 2000's and became a celebrity. His name is Reggie and his story is nothing short of remarkable. So we hope you join us as we recount Reggie's journey into stardom, his time on the lam, and where he is today.

New host, Megan Feighery offers, "I fell in love with podcasting, audio, public radio, and Wyoming. Hosting *HumaNature* seemed like a fantasy, but here I am. I'm really proud of this season, and I hope you like it." ([Listen here](#).)



HumaNature

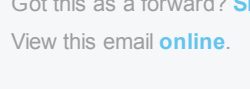
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