

WYOMING PUBLIC MEDIA

General Manager's Newsletter | March 2022



A fan tells us, "I lived in WY for 16 years before a job change took me to NC. I still LOVE WPM and remain a sustaining member. I'm listening now online from my office, and a smile comes over my face as I hear the news and weather from the many towns I've known in WY." This excerpt comes from Brad Brown of Charlotte, NC, and was one of many warm testimonials we received during / Love WPR month. It seems that once you tasted Wyoming, it never quite leaves you. This testimonial highlights WPM's growing out-of-state audience. Some listeners happen to find our streaming service, while others, like Brad, are ex-pats. Thank you to everyone who shared their public radio experiences with us – they make us smile.

The media is riveted on Ukraine. Through NPR reporting, WPM offers a full palette of updated information with analysis of a difficult topic. We have supplemented coverage with two web links. The first provides updates from NPR; the other from the BBC with a European perspective. (See [BBC Ukraine](#) and [NPR State of Ukraine](#).) In addition, NPR created a [historical timeline](#) of how we got here that helps explain a complicated history.

Several programming additions aim at listeners who like their news in bite sizes. If this describes you, check out the *Daily Roundup*. Here you'll find a summation of daily news that drops into your inbox daily. If you're not a daily person, you can opt for our *Weekly Roundup*. ([Sign up here](#).) For your daily radio listening pleasure, we added *Around Wyoming* – a minute of state news stories that don't make it into our regularly scheduled newscasts. You'll hear them inserted throughout the day. These short news bites are produced by Ivy Engel, who recently joined our ranks as a producer, reporter and host.

In industry news, NPR reports another loss. Long-time reporter, field producer, and host of *It's Been A Minute* Sam Sanders is leaving public radio. You heard him reporting breaking news, politics, and covering presidential campaigns. Sam was also a frequent guest on Fresh Air with Terry Gross. In parting, Sam said, "*The public radio system taught me how to be a journalist, and then let me try my hardest to constantly challenge what that means.*"

"How the heck do I pronounce this!?" It's a daily question in newsrooms, and it came up at NPR as seen in this internal discussion. "On Jan. 24, NPR Managing Editor Terry Samuel sent an email to the newsroom with the directive to say "KEE- eev," the Ukrainian pronunciation of Kyiv, instead of the Russian pronunciation, "KEY-ev." Also, Samuel added, staff should, on occasion, note to listeners that NPR is using the Ukrainian pronunciation instead of the Russian one. He also included verbatim guidance from Martha Wexler, senior editor on NPR's International Desk:

*"KYIV is Ukrainian.
Kiev is Russian.
We should use Kyiv.
It's like KEE-eev.
But if you say KEEV that is fine."*

And another detail –NPR journalists never add a "the" in front of Ukraine, which is another holdover from the old Soviet Union days. All this resulted in "an epic email chain that was possibly the most NPR-perfect moment we've witnessed." Sam Sanders, host of *It's Been a Minute*, said "I couldn't be more proud to work with such sticklers for accuracy."

Fund drive is around the corner. We will again stick to the "sotto voce" approach, to borrow a term from musicians. You'll hear pitches leading up to the live on-air drive beginning April 16. We'll tone down for religious observances and then continue as quickly as possible to reach the goal. If you're a sustainer, you've already pledged and don't need to respond. Donors who renew annually, and those who are pledging for the first time, please do it as quickly as possible to help move the drive efficiently and stay out of the way of breaking news events. Our collective WPM appreciation goes out to you in advance, as well as the appreciation of thousands of listeners who rely on WPM. And yes, there will be Pet Wednesday!

We end with a heartwarming story. Recently we heard from a donor/listener from the Chicago area who was passing through Wyoming.

"Last month I had to put my dog Clarence to sleep after a five-month battle with bone cancer. He was my best friend and my constant companion, the brightest star in my universe, and my heart remains broken. I miss him every minute of every day.

As part of my grieving process, I thought it might help to drive out to Salem, Oregon to visit my brother and his wife and to see some relatives in Colorado along the way. It was a long and sometimes harrowing drive due to the weather conditions along the way. And all along the way, I listened to local NPR stations.

The enclosed gift is a small way for me to say thank you for keeping me company, for helping to save me from crying about Clarence every five minutes, and for providing the same level of objective reporting and quality programming I've come to expect from NPR stations.

The work you do and the service you provide are important, and I appreciate it. Thank you."

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

Thank you for your loyalty, support, and most of all – your enthusiasm. It's contagious!

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

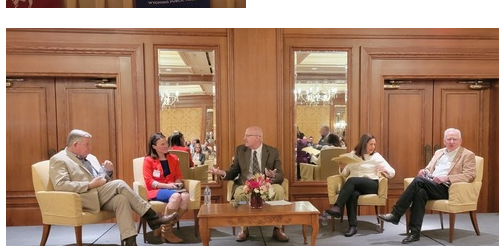


BEHIND THE SCENES



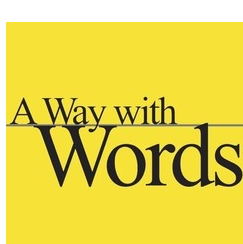
Wyoming Public Media Hosts Booth at Wyoming Hospitality/Tourism Conference

Ry Woody, WPM Director of Donor Relations, shares information about programming and podcasts at the Wyoming Office of Tourism's Governor's Hospitality and Tourism Conference in Cheyenne. WPM Corporate Development Manager, Dianne Bumer, spent a few days at the event getting reacquainted with industry leaders and taking in all the benefits the conference had to offer. *February 28, 2022.*



Wyoming Public Media's Bob Beck Moderates Tourism Panel

The conference's closing keynote panel discussion included panelists Governor Dave Freudenthal, JoAnn True, Kermit Brown, Brown and Hiser, LLC, and former legislator and 2014 -2016 majority leader, Rosie Berger. The conversation focused on how the hospitality and tourism industry can help move Wyoming forward in the coming years. *March 1, 2022.*



Lead On, Macduff! A Way With Words Airs Wyoming Listeners

From peaks to prairies, Jackson's Tenley and Cheyenne's Paula called in their questions for *A Way With Words*, "For rock climbers, skiers, and other outdoor enthusiasts, the word *send* has taken on a whole new meaning... Plus: a nostalgic trip to Willa Cather's Nebraska home inspires a reading from one of her classic books about life on the American prairie..." *March 5, 2022.*



Classical Wyoming Airs Metropolitan Opera Each Saturday and Special March 14

Classical Wyoming explores repertoires from pre-Baroque to today's contemporary composers. Listen to the weekly *Metropolitan Opera* broadcasts and daily news updates from BBC at the top of each hour. *Classical Wyoming* will broadcast the MET's *Concert for Ukraine*, a performance offering solidarity with the citizens of Ukraine, on Monday, March 14 at 6 pm EST. (4 pm MST). View [how to listen here](#).



NATIONAL STORIES



High school basketball players on Wyoming reservation are grateful for mask mandate

NPR's Morning Edition aired a story by Taylar Stagner about high school basketball players on the Wind River Reservation and their reactions to COVID-19 policies. *February 22, 2022 and posted on the NPR Health page: This reservation has Wyoming's strictest COVID-19 rules. Student athletes are glad* *February 23, 2022.*



MUST LISTEN



Wyoming Sounds Features the Whitmore Sisters

Hear music and conversation as Grady Kirkpatrick talks with Bonnie Whitmore about The Whitmore Sisters' new album "Ghost Stories". According to Bonnie Whitmore, it seemed a long time coming for her to make a record with her sister Eleanor. Both are accomplished instrumentalists, songwriters and vocalists.

They were spurred on by Bonnie's husband Chris Masterson of the Mastersons to produce the album *Ghost Stories*. [Listen to the February 23 interview here.](#)



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