

WYOMING PUBLIC MEDIA

General Manager's Newsletter | April 2023



"Where's the happy news?" many listeners ask. These days overall media coverage skews negative, often drowning out positive and uplifting stories. NPR addressed this topic in a recent *NPR Public Editor* edition: "[A playful approach](#)" and "[Balancing out bad and good news](#)". WPM also covers heavy topics. As an antidote, we developed *Around Wyoming*, a fast-paced minute that focuses on successes, interesting news tidbits from around Wyoming, and occasionally a touch of quirkiness. *Around Wyoming* receives strong anecdotal support from listeners. It airs at 6:06 and 8:06 weekday mornings, and 1:30 and 4:48 weekday afternoons. You can also find it [here](#).

Let us know what you think of this program.

Fund drive is around the corner and presents an opportunity to take our case for support to our listeners. Why should people support public radio? You know why, because every year you donate either as a sustainer or a one-time annual donor. How do we sell the value of public radio to the person who listens but never contributes? Listener behavior data tells us that a pledge message airs at least 10 times before a listener acts on it and makes the pledge. We'd love to cut that in half! If you have any ideas, please share. Our 2023 new member campaign has now yielded 33 new members to add to our 5,149 ongoing members. Thank you!

Congratulations to Scott Simon, host of Saturday's *Weekend Edition* for receiving the [2022 W.M. Kiplinger Award](#) for distinguished contributions to journalism. The award has recognized "many giants of American journalism," said Knight Kiplinger, editor emeritus of *Kiplinger Publications*. In accepting the award, Simon noted journalism's role in society — to report news that people need to know, even when it challenges their worldviews, and to bridge divides between people who think they have nothing in common. Congratulations to *All Things Considered* host Ari Shapiro for his new book, *The Best Strangers in the World: Stories from a Life Spent Listening*, focusing on optimism and hope. And we offer a bittersweet goodbye to an NPR icon whose musical-sounding name delighted listeners for decades as much as her international reporting. After 41 years, [Sylvia Poggioli is leaving her position on NPR's International Desk](#), and it's definitely a voice we will miss.

TikTok dominates the news these days at state, federal, and global levels. Yet TikTok and other similar social media apps are often the easiest ways to reach younger audiences who don't use radio. Public radio has tested it, and WPM experimented with TikTok as well as other platforms with modest success. But the questions linger -- will these devices provide viable options, and under what circumstances can they be harnessed to deliver public radio content to younger audiences? *Deutsche Welle* has some insights, as seen in this interview by Francesco Zaffarano, from his newsletter, [Mapping Journalism on Social Platforms](#). (Nieman 3.14.23)

The boxes have arrived! These are about 2 by 12 by 8 inches, and when installed at a remote site, allow our engineers to monitor the signal and often fix problems from Laramie. Over the summer 17 boxes will be installed statewide. Still, there are sites where we do not have the internet connectivity required for the boxes to work. Here, we often depend on listeners to let us know that the signal is down. Thanks to all our WPM "human monitors" who alert us by phone or via e-mail at WPMTech@uwyo.edu. We try to keep up with signal problems as best we can, but given 48 sites and wild Wyoming weather with many road closures, this can become very dicey very fast. During the week, signal problems are posted [online](#). We try to post as best we can over weekends. If you find your radio signal down, you can stream WPM online or on your smartphone (see [WPM's How to Listen](#) page).

The beagles have arrived! The plight of 4,000 beagles in a Virginia breeding facility captivated national media for almost a year. Many rescue groups raced against time to get the doomed pups out of the facility to safety. Wyoming's *Kindness Ranch* played a big part in this rescue, bringing 150 beagles to their center in Hartville. This story was captured in a [HumaNature](#) podcast titled *All Beagles Great and Small*, produced by WPM's Megan Feighery. It had one of the highest download rates of our 2023 podcasts.

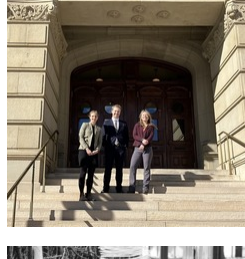
I'll end with a happy thought -- a pack of beagles yelping, barking, and jumping around vying for attention. It also reminds us of Pet Wednesday, coming up during our spring drive and encouraging pet parents to honor their furry family members. Again, thank you for your support for Wyoming Public Media. Without your support, all the stories we tell and all the sites we service would not be possible.

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

Christina Kuzmych,
WPM General Manager

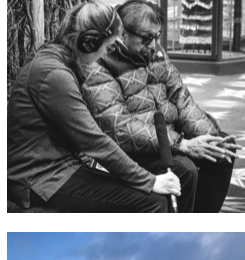


BEHIND THE SCENES



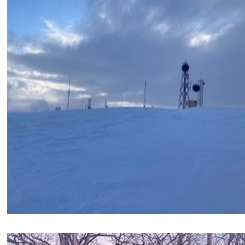
Wyoming Public Media News Reporters Covered Capitol Conversations

In the final episode of the Cheyenne Roundup for the 67th legislative session, Wyoming Public Radio reporters covered different subjects -- whether a bill or a political dynamic - - that each reporter watched closely, aka their 'session obsession'. They answered questions from listeners about cross-over voting and staffing issues within the Wyoming Department of Transportation and Highway Patrol. [Listen here](#). *January-February 2023*.



Praise for *The Modern West* Podcast Season: *Mending the Hoop*

"Amazing, great voice telling the story, lovely interviews, sooooo sad. Amazing journalism and storytelling!!! You created a record of history, a legacy." A Listener. *Shown: WPM's Melodie Edwards, Northern Arapaho Tribal Preservation Officer Ben Ridgely. Photo Credit: Ana Castro. [Listen here](#). March 14, 2023.*



Wyoming Public Media Engineer, Alec Schaffer, Pulls Out His Skis

Due to heavy snows and large drifts Quaking Aspen Mountain became impossible to access by car, and with the WPM track vehicle out of commission, a 5 mile ski up to the site was required to restore broadcast signals to the Rock Springs and Green River area. *March 2023*.



Treefort Music Fest Wyoming Showcase Broadcast on Wyoming Sounds

WPM and the *Wyoming Arts Council* partnered for a live broadcast on *Wyoming Sounds* from *The Treefort Music Fest*. The *Wyoming Showcase* featured six Wyoming musicians. Grady Kirkpatrick hosted along with sound engineers Ben Slater and Cody Hume. The event was part of the Arts Council's *Wyoming Independent Music Initiative* (WIMI) to help artists perform out of state, building their audiences. *Wyoming Sounds* will broadcast the *Wyoming Music Showcase* in late May. *March 23, 2023*.



BEYOND WYOMING



The rise of the "outdoorsy" real estate craze

WPR's Will Walkey aired a story on NPR's *Market Place* about Wyoming's skyrocketing housing prices following an influx of wealthy landowners in northwestern Wyoming. [Listen here](#). *March 6, 2023*.

The U.S. Supreme Court is considering a challenge to the Indian Child Welfare Act known as ICWA

A story by Wyoming Public Radio reporter Will Walkey aired on *National Native News* about the Indian Child Welfare Act. [Listen here](#). *March 10, 2023*.

Wyoming officials prioritize avalanche education as more snow attracts backcountry users

WBUR's *Here & Now* aired WPR's reporter Caitlin Tan's story about avalanches. [Listen here](#). *March 14, 2023*.

Federal Officials will Spend \$25 Million on to Restore and Conserve Bison Herds on Tribal Lands

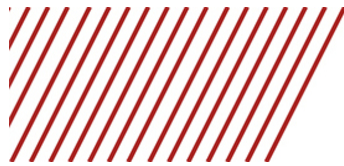
A story by Wyoming Public Radio reporter Will Walkey aired on *National Native News* about bison restoration on tribal lands. [Listen here](#). *March 17, 2023*.

Wyoming Governor Gordon signs a bill into law outlawing medication abortions

A spot by Wyoming Public Radio reporter Caitlin Tan ran on NPR's *Newsweek* on breaking news about bills banning abortion. *March 18-19, 2023*.

Wyoming becomes first state to ban abortion pills

An interview with Wyoming Public Radio reporter Will Walkey, talking about the current abortion laws in the state, aired live on *Here and Now*. [Listen here](#). *March 21, 2023*.



MUST LISTEN



Wind, snow, cold and wolves: This year's 103-mile endurance in the Wind Rivers was extra 'brutal'

One of the hardest endurance adventure races in the lower 48 is right here in Wyoming, in the Wind River Mountains. Due to an extreme winter storm, this year was the hardest version of the race to date. It is called 'The Drift.' People have 48 hours to complete the 103-mile course, either running, skiing or fat biking on snow. "The joke you always hear is people say, 'Well, I don't even like to drive that far,'" said Darren Hull, the race co-founder. ([Listen to the story here](#).) *Photo: Racer Ginny Robbins - The Drift*



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