

## WYOMING PUBLIC MEDIA

### General Manager's Newsletter | July 2023



Never a dull moment at WPM! A last-minute UW water shut-off necessitated portable solutions during the busiest day of our Summer Fund Drive – Pet Wednesday. Then, our Jackson listeners were affected due to malfunctioning units interrupting the Jackson signals. We are working on this fix now. Still, listeners reached the \$100K needed to help cover this year's reduced individual donor activity, and it yielded additional new members. The 2023 New Member Campaign continues until December 31. Encourage your friends and colleagues to become members!

Welcome to Hanna Habermann, WPM Tribal/Rural Journalist. Hanna brings an impressive portfolio of journalistic work and is very much at ease in today's multi-platform news environment. She has worked on the Wind River Reservation, in Lander, and in the Jackson area. The Tribal/Rural Journalist position is supported by the Community Foundation of Jackson Hole Edelweiss Endowment, as well as by Sara Jane Johnson, and James and Roberta Mathieu. Indigenous reporting brings rich stories to Wyoming listeners and to national audiences, and has produced award-winning content. The Tribal/Rural Journalist position was created through the passion of individuals and institutions interested in reporting on native and rural topics. We welcome new investors with a passion for this area of reporting.

Welcome to Erik Zafft, a University of Wyoming senior, majoring in environment and natural resources, journalism, and sustainability. Erik joined our team as a Broadcast Associate/Office Aide and works in daily operations. In addition, he joined WPM's Public Advisory Council as a student representative and is already fast at work teaching senior managers how to bridge generation gaps and attract younger audiences.

Listeners like positive stories. A recent study again points to the value of positive news stories, and how they act as a counterbalance to the harsh news cycles prevalent in today's media. "News fatigue" and negative stories have been cited in a number of studies as factors that contribute to lowered interest in news among the American public. It's a trend we monitor carefully at WPM and look for programming that helps lower the current news negativity. Read *"Buffering the effects of bad news: Exposure to others' kindness alleviates the aversive effects of viewing others' acts of immorality."*

Would you trust news selected by AI? Reporting generated by Artificial Intelligence is beginning to enter journalism. A recent study, though, indicates that consumers are skeptical of all news editing, be it by humans or by algorithms. See *"Smart Ways Journalists Can Exploit Artificial Intelligence."*

Check out the new WPM coverage and travel brochure. For years our WPM foldout guided listeners through Wyoming identifying our frequencies as they follow Wyoming Public Radio through most of the state. Now, with increasingly more people finding us via streaming or their apps, the brochure was expanded to include digital listening options and some basic instructions. You can find a [downloadable version of the brochure here](#). A hard copy can be obtained by calling 307-766-4240.

With our 2023 fiscal year fund drives over, we take this opportunity to highlight fundraising that benefits our colleague non-profit organizations throughout Wyoming. The WyoGives event takes place July 12, 2023, and provides a forum for organizations to invite donations to their critical causes and programs. And while we're on the topic of promoting other non-profits, I remind you of the Day of Dedication opportunity WPM offers to its donors. This is a wonderful way to honor your favorite non-profit and help spread the word about their existence and services. It can also provide an incredible learning opportunity, as witnessed by the many DOD messages we have aired focusing on Wyoming women's history. Thanks for leadership Circle donor Roz Schliske and her team of enthusiasts! Here's a brief write-up about the project from our November 2021 Newsletter:

*As a longtime listener and Leadership Circle member of KUWR, I had literally heard the Days of Dedication and then found myself really looking forward to the informational quality of the American Heritage Center's minutes when they first started. Suddenly, it occurred to me I might be able to combine the concepts of the two. So, I was walking in Lions Park in Cheyenne with fellow Cheyenne League of Women Voters' member and Leadership Circle member Mary Guthrie and told her about my idea. We also knew LWV Marguerite Herman was a Leadership Circle member. After all agreed I could use their Days, I had enough for one monthly Cheyenne League Day of Dedication for a year.*

*At first, I wrote the copy about the "usual suspects" in Wyoming suffrage history. Then in the summer during a visit with Bev Holmes, a Wyoming Historical Society member and the driving force in the creation of the Wyoming National Guard Historical Society, I discovered that for years she has been keeping a notebook of published stories about women "firsts" in Wyoming. Now I use this four-inch binder as the gold mine for my source material and am also less hung up on the Day of Dedication being the actual date.*

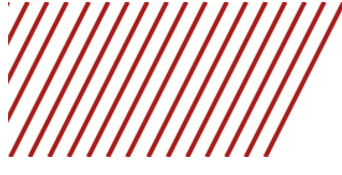
*As we began the project, we publicized our Days of Dedication within the Cheyenne LWV, and it was fun to read the email thread as members wrote in real time that they had heard the dedication at 8 a.m. or 10 a.m. or 1 p.m. So, when Cheyenne LWV member Joan Anderson increased her KWUR giving to the Leadership Circle level, she asked whether she could contribute to our cause. I dove back into the binder for more copy inspiration. Our only hiccup was the recent maintenance work on the tower powering 91.9. When members lamented they hadn't heard the Day of Dedication because of static or low power, I knew everyone was as hooked as I was on listening for our Day.*

*In the end, I love the synergy of two nonprofits—Cheyenne League of Women Voters and KUWR—working together.*

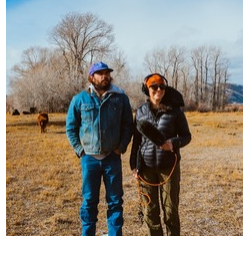
Again, thank you for your loyalty and support for WPM. There are tough times for many listeners. It makes your involvement and willingness to donate all the more valued.

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

Christina Kuzmych,  
WPM General Manager



## BEHIND THE SCENES



**Melodie Edwards, WPR Reporter, Wins PMJA Award for Podcast**  
*Cows=Civilization* won 1st place in its category. "I think buffalo give us a lot of hope for our future," Eastern Shoshone member and National Wildlife Federation Buffalo Coordinator Jason Baldes says. "The way that cows represent the oppression, buffalo represent the opposite." The Public Media Journalists Association represents public media journalists across the US, supporting, empowering, and advocating for journalists working in public media. Listen to the [award-winning podcast here](#).



**The Highway 287 Ramble can now be heard on Wyoming Public Radio**  
Dr. Robert will be broadcasting the first hour of *The Ramble*, replacing *E-Town*, on the main channel with the best in Americana music from musicians up and down the famed route, and beyond. *E-Town* will still be broadcast on *Wyoming Sounds*, Sundays from 3-4pm and followed by the full three hours of *The Ramble* from 4-7pm.

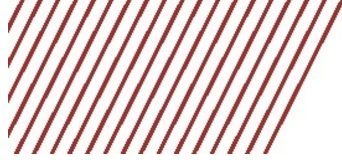


**News Team Welcomes New Interns**  
Wyoming Public Media reporters rendezvous during the summer drive and welcome two new interns, Suraj Singareddy (left) and Jordan Uplinger (right). Pictured here with WPM reporters Caitlin Tan, Ivy Engel, and Melodie Edwards. Visit the [Wyoming Public Media intern page](#) for more information. June 26, 2023.



**Special Summer Fundraiser!**  
Thanks to all the Wyoming Public Media listeners for reaching our \$100,000 goal! A special thank you to all the volunteers for helping.

Our Pet Wednesday water shut-off was saved by the University of Wyoming Operations' quick action. June 29, 2023.



## BEYOND WYOMING



**Wyoming judge blocks first-of-its-kind chemical abortion ban**  
Wyoming Public Radio/Mountain West reporter Will Walkey's story about an abortion ban aired on NPR. [Listen here](#). June 22, 2023.

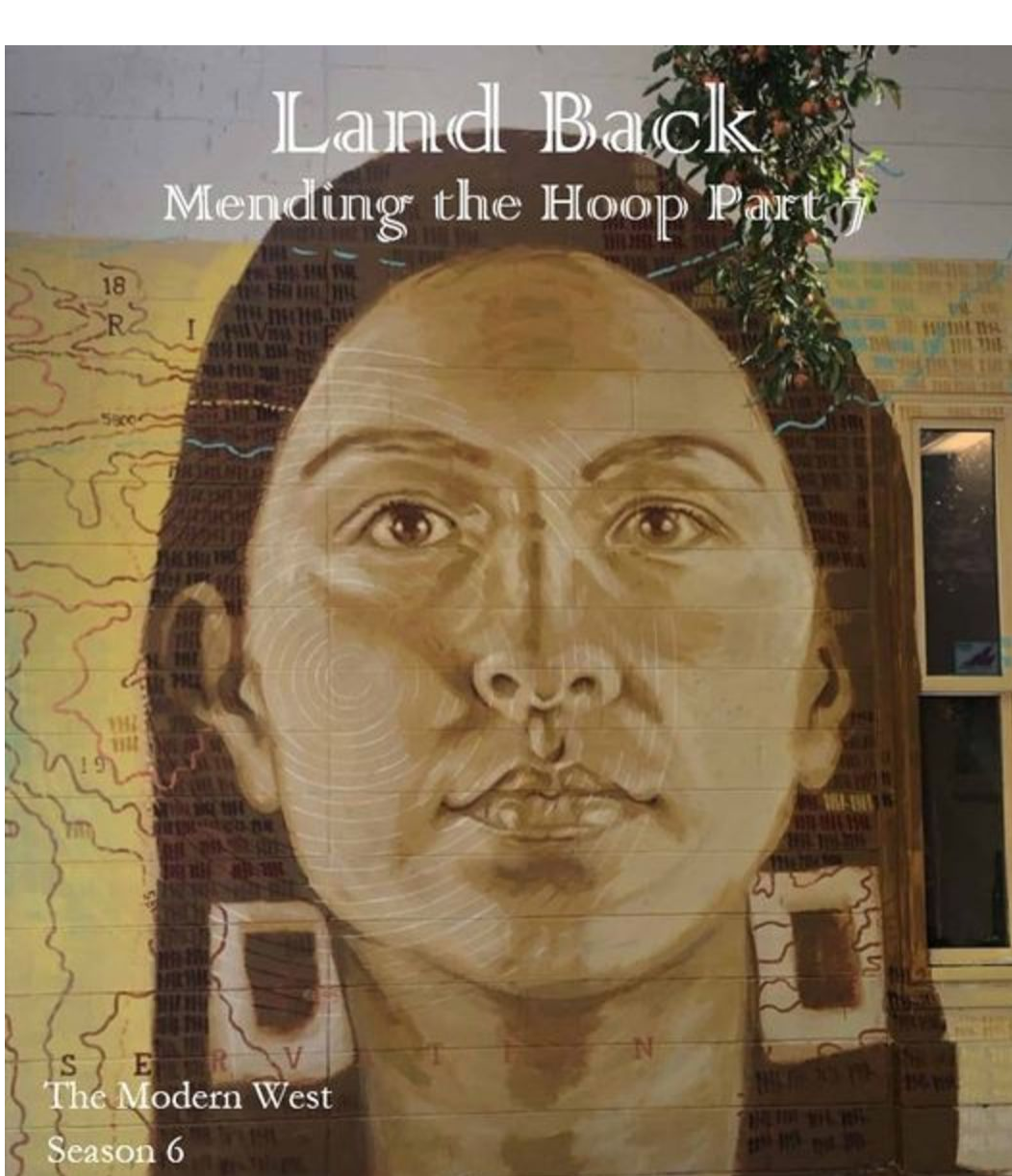
**Southeast Wyoming could be the new hot spot for rare earth mineral mining in the U.S.**  
Wyoming Public Radio/Mountain West reporter Will Walkey's story about rare earth minerals discovered in Wyoming aired on WBUR's *Here & Now*. [Listen here](#). June 30, 2023.



## MUST LISTEN



**Wyoming Public Media's Modern West Podcast - Mending the Hoop - Part 7 "Land Back"**  
It's popular these days to read a land acknowledgment at public events, but Indigenous leaders and thinkers say that should only be the beginning — "a commitment that should be followed by action." Listen to [Part 7 of Mending the Hoop here](#).



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