WYOMING PUBLIC MEDIA

General Manager's Newsletter | January 2025



Kudos to Wyoming's spirit of giving! Our year-end giving messages resounded with many listeners and helped ring in a bright new year. We also used our media to remind listeners of other charities and non-profits that benefit from holiday giving and generosity. Be it through short on-air messages or fully produced *Community Minutes*, public service organizations were front and center during the holiday season. Thanks, Wyoming!

On Sunday, December 29th the world learned that America's 39th President, Jimmy Carter, died at the age of 100. For a moment, media stopped to commemorate a President who led the nation in a time of wars, crises, and multiple upheavals reminiscent of today's. His achievements were on full display, as were his empathy, honesty, diligence, and humility. *NPR* will continue to cover this story in daily reports, and arrangements to cover the services on January 9th are still in the planning.

Looking ahead, we have the State of the Union Address (date TBD) with President-elect Donald Trump, as well as the State of the State Address with Wyoming Governor Mark Gordon coming up on January 15th. WPM will carry both as they become available.

With February right around the corner, the "*I Love Wyoming Public Radio*" campaign is coming up. This is a campaign of voices and community awareness for the value of public media. You're invited to add your voice to our archive of recorded and written listener testimonials. It's easy to do. Beginning in February, just go to our web page, click on the "*I Love Wyoming Public Radio*" link and follow the directions. Testimonials are heard throughout the year. It's a wonderful way to get to know your fellow listeners, and to let them hear from you. You don't have to be a trained speaker, and you can remain anonymous.

Who said state government is boring! Meet Jordan Uplinger, our new Digital Coordinator for the State Government Reporting Collaboration funded by the CPB. Jordan is familiar to listeners through his reporting heard every day on WPR and online. Now he will concentrate on state government issues and make them accessible to digital audiences through WPM and our partner station, *Jackson Hole Community Radio*. You can check out his first *Politics Quiz* and see how well you do. It's a fun way to test or build your knowledge of Wyoming issues. *The Road to Cheyenne*, a collaboration with *WyoFile*, is another good source of statehouse information and found on our homepage at wyomingpublicmedia.org.

We're keeping an eye on Brendan Carr, President-elect Trump's choice for Chair of the FCC, the agency that regulates communications by radio, television, wire, satellite, and cable in all 50 states. Carr's rhetoric thus far has indicated a willingness to discipline networks for a perceived anti-conservative bias. Broadcasters may find themselves in the crosshairs of dueling political perspectives. It's early yet, but our guard is up. (*Trump FCC chair wants to revoke broadcast licenses—the 1st Amendment might stop him - Ars Technica*)

Where do younger Americans get their news? From "influencers," based on a new *Pew Research Center* report which found that "nearly 40% of U.S. adults under 30 regularly get news from news influencers." Media

consumption leading up to the November 2024 elections fractured into hundreds of sources including unsubstantiated ones. See what you think about this trend. (*Two-thirds of news influencers are men — and most have never worked for a news organization - NiemanLab*)

The *"Best Of 2024"* results are in! This week *Wyoming Sounds* featured many of the top Americana songs from 2024 including Wyoming musicians. Here is the list of Wyoming releases in 2024 in alphabetical order: *Featured Wyoming Songs of 2024.* On the news side, *Wyoming Roundup* Reporter Ivy Engel provides a collection of top 2024 stories as experienced through the eyes of our reporters. Check it out. You might find stories that you remember or missed. *See Top Stories Roundup.*

Here's a reminder to members of our academic community who submit grants for funding. RFP's often allow for marketing costs intended to raise public awareness for projects. Consider public radio underwriting in your promotional mix. An underwriting message heard on WPM builds statewide awareness for a project while podcast and online tiles reach digital audiences beyond Wyoming. Public radio underwriting isn't only for businesses! Just witness the higher education institutions whose messages are heard on *Morning Edition* or *All Things Considered*. Find out more at wyomingpublicmedia.org/marketing-opportunities or email wpmcorporate@uwyo.edu.

The early bird gets the worm, or in this case, the cherished support for WPM. January is not too early to plan. Giving to charity and public service entities takes many forms, and in some cases, takes time, deliberation, and counsel from family and experts. January is not too early to start thinking, and in this spirit, below are just a few options to consider at various levels of giving. An expanded menu of options and how they can benefit you can be found at wyomingpublicmedia.org/tax-wise-options-for-investing-in-wyoming-public-media.

Donate your beloved vehicle to Wyoming Public Media. It deserves to be given to a good cause!

Include WPM in your Will or Trust – help secure WPM's future.

Donate Stock – certainly helps ease the tax burden.

Employer Matching Gift – does your employer have a matching program for non-profits?

Make a Memorial or Tribute Gift -- *dedicate a day of broadcasting* to a deserving person.

A friendly reminder to Cody/Powell listeners: You have a frequency change on your radios! The main *Wyoming Public Radio* signal is now KNWT 89.1. We moved *Wyoming Public Radio/NPR/BBC* programming from KUWP 90.1 to KNWT 89.1. In turn, KUWP 90.1 will now feature *Wyoming Sounds*. Listener messages over the holiday led us to believe that not everyone heard or read our announcements noting the change – something that happens often in these cases and is quite understandable. Please spread the word, and happy listening!

2025 is shaping up to be very active and challenging on all fronts. It's heartening to know that WPM listeners are excited, eager to learn, resilient, and supportive. We are truly grateful and humbled, and look forward to embracing our mission of informing, enlightening, and entertaining with confidence.

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 Announced New Signals in Cody and Powell Area



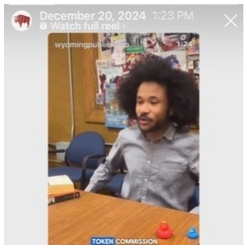
With our recent increase in coverage on KNWT 89.1, we will be moving our *Wyoming Public Radio/NPR/BBC* programming from KUWP 90.1 to KNWT 89.1. In turn, KUWP 90.1 will now feature *Wyoming Sounds*. This adjustment expands the availability of *NPR, BBC,* and *WPR* news programming, while continuing to bring great music to the region. *December 12, 2024.*



Wyoming Musician, Marlee Holdeman, interviewed on *Wyoming Sounds.*
Marlee Holdeman, from Gillette, won the *2024 Wyoming Singer Songwriter* competition. Marlee played songs for Wyoming Public Media's Virtual Holiday Concert and chatted with host, Dr. Robert. *Listen to the interview and concert here. December 13, 2024.*



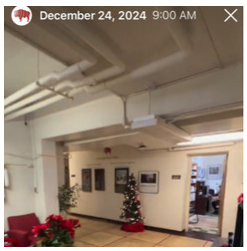
***Museum Minutes* - One Minute Audio Snapshots About the Art Museum Collection**
In this *Museum Minute,* the Whitney Western Art Museum Curator shares about a new bronze horse sculpture. Pictured: WPM reporter Olivia Weitz Hosting a *Museum Minute* from the *Buffalo Bill Center of the West. December 18, 2024.*



Wyoming State Government Reporting Videos by Jordan Uplinger
wyomingpublicradio. Wyoming is creating a digital token. Why, who's it for, and what even is blockchain? State Politics and Digital Reporter C. Jordan Uplinger has a break down of the Wyoming Stable Token Commission's latest meeting.
View Jordan's reel on Instagram. December 20, 2024.



Wyomingites Shared Holiday Recipes and the Memories that Come with Them
Wyoming Listeners' favorite recipes aired on Wyoming Public Radio and posted on social media. It's that time of year when you go digging through the back of your recipe box for those old traditional family favorites. A lot of times, those recipes come with great holiday stories to boot. Check out a few that Wyoming Public Radio's Melodie Edwards collected from our listeners. *December 21, 2024.*



Virtual Tour of Wyoming Public Radio Station
Rexanna Kelly walked our social media fans through the offices of Wyoming Public Media's headquarters, greeting the staff along the way. Take a peek on the *WPR YouTube Channel. December 24, 2024.*

BEYOND WYOMING

U.S. Department of Labor protects black lung fund as new administration approaches
A spot by Chris Clements about the black lung fund ran on the *NPR* newscast. *Listen to the story. December 11, 2024.*

Biden administration rule aims to better protect miners
A spot by Chris Clements about the black lung fund aired as a superspot on one of *NPR's Morning Edition*. *Listen to the story.* December 26, 2024.

Kelly Parcel sale to Grand Teton National Park complete

A spot by Chris Clements about the Kelly Parcel purchase adding land to Grand Teton National Park aired on *NPR.* *Listen to the story*. December 31, 2024.

MUST LISTEN



HumaNature **Celebrates Another** Podcast Season

Podcast host and producer, Megan Feighery, chatted with Leila Philip, author of the book "*Beaverland: How One Weird Rodent Made America*." Leila is so knowledgeable and passionate and gave Megan a whole new appreciation for nature's lumberjacks. But the book is so much more than that, it's a detailed history about how beavers played a pivotal role in shaping America and how they could play an important part in our future. She speaks to fur trappers, beaver enthusiasts and activists, conservationists, scientists, and engineers just to name a few. *Listen to the latest episode and 2024 seasons here.*

PHOTO OF THE MONTH

Jeff Robinson - Winter Beauty

2024 WPM Photo Contest Entry



DONATE





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