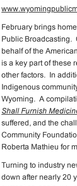
WYOMING PUBLIC MEDIA

General Manager's Newsletter | February 2022



It's February, and all eyes and ears are on Wyoming's Legislature. News Director Bob Beck will be our guide, and you can expect daily reports, analysis and features. This year brings a new element – a replay of Wyoming PBS *Capital Outlook*, which will air on Wyoming Public Radio Mondays at 6 p.m. Bob will host, moving beyond the comfort of just the microphone and into the camera, which reveals all! You can catch *Capital Outlook* on Wyoming PBS on Friday at 7:30 pm and Sunday at noon. On Wyoming Public Radio, you can catch it Mondays at 6 p.m. If you prefer to listen on your own time, you can find it on the *Capitol Outlook* site.

If you missed Governor Gordon's State of the State Address February 14, you can find it on the WPM Wyoming Legislative Coverage site. President Biden's State of the Union Address is scheduled for March 1, and WPM will carry it live on Wyoming Public Radio, as well as via stream at www.wyomingpublicmedia.org.

February brings homework to public radio managers in the form of community service reports to the Corporation for Public Broadcasting. CPB, in turn, shares this information with Congress to evidence public broadcasting's work on behalf of the American public and justify the federal dollars we receive. Reporting on underrepresented communities is a key part of these reports, with emphasis on gender, race, ethnicity, sexual orientation, economic disparity, among other factors. In addition, WPM places special emphasis on Indigenous communities in Wyoming. Though our state's Indigenous community is a fraction the overall population, its history, culture and societal impacts are core to Wyoming. A compilation of our Indigenous reporting can be found on the WPM Tribal News page. Also, check out *Shalil Furnish Medicine*, a three-part podcast that poignantly chronicles the difficulties Indigenous communities suffered, and the challenges that remain, in trying to obtain medicine from the government. We thank our donors, the Community Foundation of Jackson Hole Edelweiss Endowment, as well as Sara Jane Johnson, and James and Roberta Mathieu for making this reporting possible. If you would like to join them, let us know.

Turning to industry news, Jad Abumrad, host and creator of the public radio show and podcast *Radiolab*, is stepping down after nearly 20 years. Abumrad's final episode will be released February 18. Latif Nasser and Lulu Milles, current co-hosts, will continue as hosts. At NPR, a new Chief Operating Officer will join the ranks in early March. Will Lee served as SVP/Head of Digital, Entertainment Group at Meredith Corporation, and excels at transforming legacy media to increase new audience and grow revenue. "NPR is a media force and a news institution like no other in the world. Its journalistic mission is more essential and critical to the American public than ever before," Lee says.

Radio is not immune from global supply chain shortages like those impacting everything from computer chips to food staples. Nielsen, the audience tracking service, informed clients that future shipments of the PPM (Portable People Meter) will stall, affecting the number of new PPM panelists Nielsen is able to recruit for its ratings reports. A PPM is worn like a pager, detecting hidden audio tones within a network's audio stream. A log is created, thus imparting listening habit information used by network programmers and salespeople. It's an interesting dilemma, but worry not, Wyoming won't be affected. Our small populations don't rise to the level of sophisticated PPM equipment, and we stick to old fashioned paper diaries Nielsen randomly sends to homes accompanied by two crisp dollar bills as inducement. If you fill out the survey, Nielsen promises an additional $5. It may be time to adjust these inducements for inflation!

This year *Weekend Edition Sunday* celebrates 35 years of broadcasting. The first show aired January 18, 1987, as the Iran-Contra scandal was the top story and *Fatal Attraction* was the must-see movie. Susan Stamberg was the original host, and soon arts and music were added to the mix. Then came Will Shortz, the Puzzlemaster, creating a generation of public radio puzzle junkies. The other historic moment for *Weekend Edition Sunday* was bringing brothers Tom and Ray Magliozzi to a national radio audience. If you were listening, you may have heard Susan Stamberg introduce them as Frick and Frack, as opposed to Click and Clack. How time flies! Will Shortz will be 70 years old this year, and sadly, the Brothers's show is no longer with us.

In Wyoming, 35 years ago, Wyoming Public Media was still called Wyoming Public Radio (or just KUWR) serving just the greater Laramie diaspora. There was no internet, music was spun on LP's, which had the infuriating habit of sticking and warping, and CDs were just emerging. View Wyoming Public Radio's timeline and hear alumni stories here.

Black History Month is a February tradition as public radio celebrates the African American Heritage. I hope you're enjoying the rich array of content NPR, American Public Media, BBC, and National Native News are presenting throughout the month, along with our own in-house programming. The list of programs can be found on our Black History Month Program Schedule. A number of these programs can be accessed on demand on their national websites.

I leave you with a *60 Minutes* interview that hit a chord with public radio audiences. It featured *StoryCorps* founder David Isay, in his quest to bring civility to our conversations amidst a world of fractured communication. He does this through the *One Small Step* project, in which two people of opposite political and often social backgrounds talk *to* each other rather than *at* each other. It's a civil exploration of differences, something that WPM is also in search of with programs such as *The Munk Debates*, which air Wednesdays at 7 p.m. on Wyoming Public Radio. We need more of this type of programming—it's too rare these days.

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

Thank you for being a part of the WPM family and sharing in the public radio companionship that makes Wyoming special. We can feel you out there!

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

BEHIND THE SCENES

I Love Wyoming Public Radio Month
Join fellow listeners, community leaders, elected officials, and all friends of Wyoming Public Radio by providing YOUR testimonial, recorded or written, reflecting on the benefits of Wyoming Public Radio to you! Listen to I Love WPR testimonials and recollections from across the state.



Governor's Arts Awards Recipients Celebrated at Wyoming Arts Council Event
The Wyoming Governor's 2022 Arts Award dinner was well attended as two of Wyoming Public Media staff members, General Manager and Director of Donor Relations, joined the table of friends from the Buffalo Bill Center of the Arts. Congratulations to the Awardees from 2021 and 2022! *February 4, 2022.*



WPM Welcomes Taylar Stagner, New Tribal/Rural Bureau Manager
Taylar Dawn Stagner is a central Wyoming rural and tribal reporter for Wyoming Public Radio. She has degrees in American Studies, a discipline that interrogates the history and culture of America. She was a Native American Journalist Association Fellow in 2019, and won an Edward R. Murrow Award for her *Modern West* podcast episode about drag queens in rural spaces in 2021. Stagner is Arapaho and Shoshone.



WPM Engineer, Alec Schaffer, Scales Mountain Outside Sheridan
"It was a nice day but the roads where too bad to drive all the way up, so I had to hike in the last bit. Thank you to Sheridan County Sheriff's office for allowing me to drive up despite the roads being closed and for just being very helpful." Listen to Wyoming Public Radio in the Sheridan area on 91.3 or online at wyomingpublicmedia.org.

NATIONAL STORIES

Podnews with Riverside* Reviews *Modern West* Podcast Series *Cowboy Up
"States in the American West have some of the highest teen suicide and juvenile incarceration rates in the nation. For decades, Wyoming has been among the worst on both fronts. How can a place that seems so idyllic for kids also be such a harsh and unforgiving place to grow up? The Modern West looks into how children are raised in the American West in a new three-part series, from Wyoming Public Media and PRX." *Podnews. January 10, 2021.*

MUST LISTEN

A tribute to legendary bassist and long-time Wyoming musician Bill Plummer
Former Jackson Hole and Laramie resident Bill Plummer, a master of the upright bass passed away in Gold Canyon, Arizona on January 18, 2022, at the age of 83. Bill Plummer had a legendary career performing with an incredible range of artists including The Rolling Stones, Miles Davis, Nancy Wilson, Tony Bennett, Willie Nelson, Ry Cooder, and many Wyoming musicians.
In his nearly 60 years of professional playing, he performed as a classical and jazz musician, Americana bluegrass, and rock and roll artist. He also played the sitar and studied under Ravi Shankar and Herman Reinshagen. Grady Kirkpatrick produced an hour-long tribute to Bill Plummer with music and remembrances from Aaron Davis, John Kidwell and Peter Queal. Listen to the Bill Plummer tribute here.



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