

WYOMING PUBLIC MEDIA

General Manager's Newsletter | November 2020



Updates from Wyoming Public Media General Manager, Christina Kuzmych

Pets, Challengers, and Pledgers cinched the Fall Fund Drive! As always, pets took center stage, and drove the fund drive to a quick conclusion on Pet Wednesday. They received strong assistance from our Leadership Circle Challengers, who encouraged listeners to meet hourly goals with pledges. Sustaining members provided the steady support that all fundraising initiatives rely on these days. Our fall drive was the second try at a pandemic-motivated, scaled down drive. It built on short reminder messages over an extended period of time and led up to only three or four days of actual live pitching. Compared to the standard 10 – 14 full-day drive most networks produce, this may be a kinder, gentler version. We're reviewing the numbers from these test pledge drives to see how they can inform our future drives. If you want to share your thoughts on this topic, e-mail me at ckuzmych@uwyo.edu.

The program *Fresh Air* did quite well during the drive. We had asked for additional support during this program to help meet the steep \$28K (discounted!) annual cost. Stations often identify programs for intensive pitching in order to cover a program's purchase cost. We didn't quite reach the \$15K we were looking for, but we collected close to \$10K – a substantial increase over past drives. Thanks to all who made their pledge in support of *Fresh Air*. Undoubtedly Terry would be proud!

WPM Tribal reporting is reaching a new level with an expansion to a Tribal "desk" that builds on reporting from our entire news team. Savannah Maher will be moving near Albuquerque, where she will expand her reporting to include regional Tribal issues and stories and be a part of our Mountain West Bureau. This will give more weight to Tribal content at a time when underrepresented segments of our national population are receiving heightened media attention, and it will increase the number of stories fed to national media. We will also assign an on-site reporter to the Wind River Reservation area to continue our focus on the Tribes as well as central Wyoming. Tribal reporting is a priority of WPM, and funded by donors and foundations. Our supporters include: Report for America -- reporting on under-covered topics and communities, the Community Foundation of Jackson Hole Edelweiss Endowment, the Wyoming Cultural Trust Fund, a program of the Department of State Parks and Cultural Resources, Wyoming Humanities, Sara Jane Johnson, and James and Roberta Mathieu.

Giving Tuesday is right around the corner and we await it with great pleasure! This year it falls on December 1 and ushers in a month of giving. Unlike most organizations, WPM does not fundraise for itself during Giving Tuesday. Rather, we create an opportunity to honor other non-profits with on-air and online messages. This year giving in the holiday season will be all the more poignant, as we think of the organizations that kept us all going during the pandemic. If you have an organization in mind, look for the link for online submissions. It will be activated the week of Thanksgiving.

It isn't often that a Wyomingite gets knighted by the Queen of England! Grand Teton Music Festival director and WPM Leadership Circle member, Don Runnicles was indeed knighted on October 10. We are happy to have Sir Donald Runnicles as a member of our WPM Leadership Circle, and offer congratulations to the Runnicles family as well as the Grand Teton Music Festival.

Check out two of our stories that are generating favorable responses: [Wyoming's Black Pioneer Community that Disappeared](#), and [Reconstruction of Chinese History In Wyoming: A Work-In-Progress](#).

Thank you for supporting WPM!

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

As always, stay safe, be well, and take some time to enjoy the season.

Christina Kuzmych

WPM General Manager



BEHIND THE SCENES



Meet Wyoming Public Media News Intern CooxooEii Black

CooXooEii Black belongs to the Northern Arapaho tribe. He recently graduated from Colorado College, where he discovered his passion for writing. He graduated with a degree in English: Creative Writing and is currently attending The University of Memphis to receive his Master of Fine Art in poetry. His creative writing involves themes of cultural identity, cultural history, religion, and truth-telling. He thinks all art is connected somehow, and as a result, he is excited to try new modes of writing.



Cooper McKim Wins Environmental Journalism Award

The Society for Environmental Journalism awarded 11 new story projects selected via its Rapid Response story project grants. Cooper McKim was a recipient for "Carbon Valley," which follows one underdog competitor through an international carbon-capture competition underway in Wyoming. The series explores the long-term viability of carbon capture as both a solution to climate change and a means to keeping Wyoming's declining coal industry afloat.



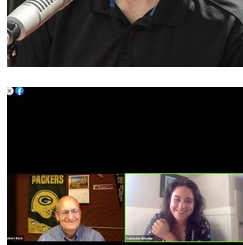
PBS Newshour-These Western States Have Endured A Relentless Wildfire Season

In the American West, there has been little relief from a record-breaking fire season that has burned more than 5 million acres. Maggie Mullen of the Mountain West News Bureau in Wyoming, Cassandra Profita of Oregon Public Broadcasting and Sharon McNary of Southern California Public Radio joined Judy Woodruff to discuss the remarkable destruction they have covered in their states. Watch a [video of the PBS Newshour](#) that aired on Thursday, October 29, 2020.



Voter Safety And Engagement The Subject Of AARP TeleTown Hall

Bob Beck, WPM News Director, hosted a TeleTown hall for AARP with Wyoming's Secretary of State about election safety on Tuesday, October 27. Buchanan discussed the voting process, and the safety of voting both physically and electronically in 2020. The TeleTown Halls are offered by AARP Wyoming to educate its members on a variety of topics, including voter education.



Wyoming Public Radio 2020 Election Coverage

Wyoming Public Radio News Director Bob Beck and WPR Northwest Wyoming Reporter Catherine Wheeler discussed local races in the **Wyoming 2020 Election**

Preview Facebook live event Tuesday, November 3. Visit the [WY Vote page](#) for local and national updates and election results. Follow Wyoming Public Radio reporters on Twitter and Facebook. Use the hashtag #wyvote.



NATIONAL STORIES



Wyoming Ranchers In Butchering Bind Are Selling Beef Directly To Consumers

Kamila Kudelska's feature story about ranchers selling their beef directly to consumers aired on *National Public Radio's All Things Considered* October 11, 2020.

Science Friday - Across The Country, A Spike In Coronavirus Cases

Science Friday interviewed Wyoming Public Radio News Director Bob Beck about how Wyoming communities are responding to the pandemic on October 16, 2020.

Wyoming Is Using Dark Money To Help Keep Coal Plants In Other States Open

Cooper McKim's story about Wyoming using dark money to help the coal industry was published by *National Public Radio's Environment And Energy Collaborative Series* on Wednesday, October 28, 2020.

Coronavirus Adds To Voting Challenges For Native American Community

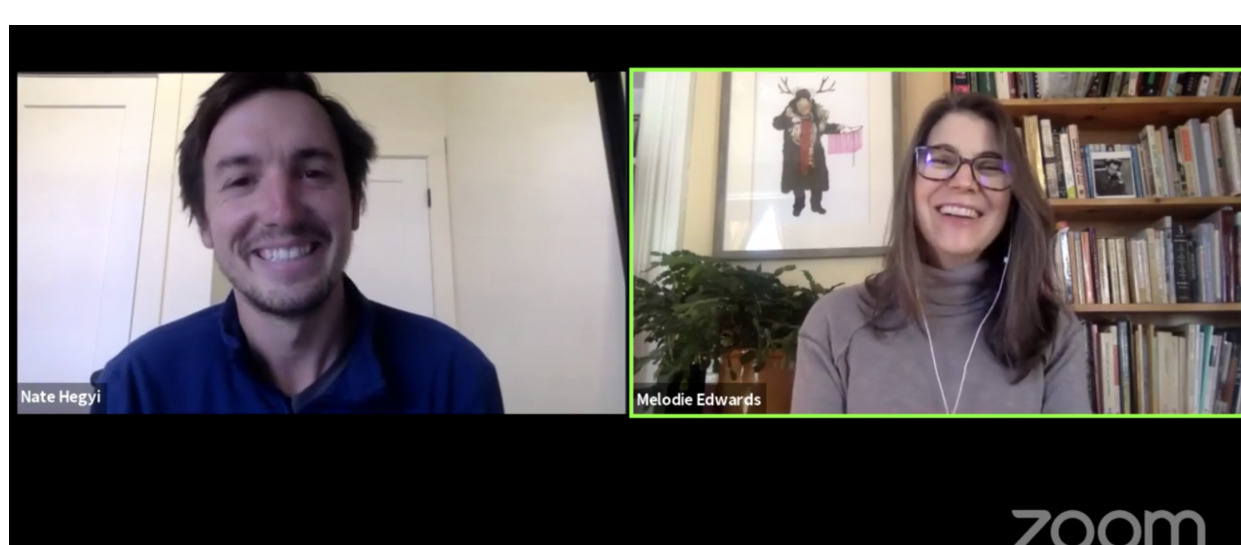
Savannah Maher's story about people on America's Indian reservations facing challenges voting due to the pandemic aired on *National Public Radio* October 29 & *Weekend Edition* November 1, 2020.



MUST LISTEN



Listen to the Q&A session with [The Modern West](#) podcast host Melodie Edwards and Mountain West News Bureau reporter and [Facing West](#) podcast host Nate Hegyi, answering questions about the state of the rural West and what people here are thinking about the upcoming election. [View the October 30 video here](#).



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