

Happy February and Happy Valentine's Day!

February is here already! At Wyoming Public Media, that means the I Love Wyoming Public Radio week is coming up. It's an opportunity for us to record your thoughts about public radio and add them to our collection of testimonials.

Testimonials can be recorded in a variety of ways. We can record you in-person, over the phone, or you can self-record as well. If you're a visual person, you may want to attach your photo.

If you're wondering "What am I supposed to say?", just check out examples found on our [website](#). Here you will also find easy tips on how to create a testimonial.

So, why do we do this? For one, it's a great way to gather your thoughts and share them with our staff and other WPM listeners. It's also a great way to connect us all through a common activity. I always marvel how well Wyoming lends itself to this type of activity. We're all spread out through huge spaces, yet there are very few of us. Connecting with others is important! Besides, in Wyoming, just about everyone knows everyone else, is related to them, or has heard of them. In some respects, a testimonial is a friendly "hello!"

Another reason is to air your testimonials throughout the year and during our fund drives, with permission, of course. This way you lend your voice to our endeavors to support WPM. Often *your* voice is the one that moves someone else to renew a pledge or become a new member. In many ways, you're our greatest advocate for public radio.

Another very important reason is to let our federal legislators hear the public's voice on the value of public radio in their location. In Wyoming, public radio is critical, particularly if you're in the car driving through our vast distances. I can proudly tell you that our Wyoming delegation is aware of this value – in fact – Senators Enzi and Barrasso recorded their own testimonials, as have their spouses. You can find them in the link below, and next time you see them, thank them for their strong messages of support.

We're very proud of the [I Love WPR site](#), as you should be too. It has received strong national attention as a prototype for other stations to replicate for their own community efforts. And finally, the testimonials are available nationally, and cited often when it comes time to support our federal funding in congress.

What we can all do together is often the most powerful way to raise awareness for our cherished public broadcasting stations. So please don't hold back. You don't have to have a great voice, or a smooth execution style. With our editing equipment, we'll make you sound fabulous. And remember, kids are also welcome to make testimonials. We'd include your pets if we could, but alas, that presents a language barrier.

Thanks for your loyalty and love for public broadcasting!

Sincerely,

Christina Kuzmych
WPM General Manager



**WYOMING PUBLIC RADIO
CLASSICAL WYOMING
WYOMING SOUNDS
JAZZ WYOMING**
wyomingpublicmedia.org