

Grantee Information

ID	4602
Grantee Name	WTIP-FM
City	Grand Marais
State	MN
Licensee Type	Community

2019 LCSIR Section 6

6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2019. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

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Joint licensee Grantees that have filed a 2019 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WTIP North Shore Community Radio, located in Cook County, Minnesota, has continued to be the bridge and the connector between different aspects of our community. Cook County has the smallest population in Minnesota, just over 5,000 people. However, we do welcome over 50,000+ seasonal residents/tourists to our region annually. Through strong community support, involvement and feedback, WTIP has continually adapted our programming, outreach, and response to what our community needs. Continued Support comes from listeners members, both local and regional. The overall goal of WTIP North Shore Community Radio is to be a station for community members to share their stories of living in or visiting the North Shore region of Minnesota. WTIP accomplishes this by playing and hosting local musicians, reporting local news, providing a platform for storytelling, creating community events that center around radio and live music and encouraging people to stop by the station and share what is happening in the community with WTIP. We share information in a timely manner, both by broadcasting over the air and streaming around the world. Our award-winning web site and postings on social media allow us to reach a more diverse audience than those reached strictly across the airwaves. This is evidenced by analyzing web traffic data and social media posts/responses. WTIP has always played a major part in notifying our listeners about emergency situations as they occur in our area. From school closings, power outages, broadband, phone interruptions and more, we deliver the information on the air as well as posting it on our website. WTIP provides a place to create community conversation and explore ideas that are essential to fulfilling our mission. • WTIP produces 3 daily news and information programs Monday-Friday (Daybreak from 8 to 10 am, North Shore Morning from 8 to 10 am, and North Shore News Hour 12 to 1 pm and 5 pm, each day) and 3 hours on Saturday (North Shore Weekend from 7 to 10 am) that feature local, community voices and interviews and conversations with local leaders of organizations, elected officials, and governmental agencies, interspersed with produced features on the history, arts and culture of our region, as well as local events, meetings and a music calendar. •

WTIP makes many of these interviews and features available on our web site for on-demand listening and uploads them to PRX for statewide and national access from our partner public radio stations. • WTIP produces monthly hour-long program 'Community Conversations', in which local issues are discussed in-depth with local and regional stakeholders. The public is invited to interactively participate either online or by phone. This program reflects the various viewpoints that exist around important and complex local issues, giving community members the opportunity to learn what their neighbors are thinking and why. • WTIP produces a monthly, hour-long program 'Northern Gardening', which incorporates listeners' ideas and examines the unique concerns that flower and vegetable growers have regarding the challenging climate and soil conditions found along Lake Superior and Minnesota's North Shore. • WTIP continues to work with elementary and middle school students from 3 county schools to produce weekly segments of School News, a feature written and recorded by local students. • WTIP produces the monthly 'Boundary Waters Podcast' which is specifically about the people who visit the Boundary Waters Canoe Area Wilderness (BWCA). This one hour podcast is the place to experience stories from the people who visit the BWCA and serves as a venue to learn more about adventuring in this unique area of Minnesota. Short tracks of the podcast also air monthly. • WTIP broadcasts local sports, connecting listeners with play-by-play coverage of home and away football, volleyball and basketball games. Our reporters also provide regular coverage of ski meets, swimming, and other high school sports. • WTIP hosts a local music festival, connecting the local community (including many families) with area musicians. This annual event is attended by locals and visitors and has become one of Cook County's busiest weekends. • WTIP maintains a community garden on-site, partnering with the Local Food Project. The garden was created in direct response to community needs and was funded by the "Engaging Communities on the Economy" grant from the National Center for Media Engagement. • In WTIP's ongoing coverage, the monthly 'Lake Superior Project' that looks at the culture and history of the Lake Superior region and investigates issues such as the impacts of climate change, invasive species, development, and industry, as well as exploring how people come together to protect and preserve Lake Superior.

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2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

Key Initiatives in 2019 include: • WTIP is continually engaged with the Association of Minnesota Public Educational Radio Stations (AMPERS), an association of 18 independent community radio stations in Minnesota. We work with the members to ask and answer questions about running community radio stations and the day to day issues that arise. We also work with The National Federation of Community Broadcasters (NFCB) with 450+ members for the same with stations around the country. • WTIP continues to produce, broadcast and upload to our website, segments from local residents sharing their views of nature and/or life in Cook County. These include Fred Smith with 'WilderSmith on the Gunflint', Vicki Biggs-Anderson with 'Magnetic North', and Chel Anderson with 'Northwoods Naturalist'. • WTIP partnered with KTWB FM radio located in Two Harbors, Minnesota (75 miles southwest of WTIP in Lake County) sharing music shows and interviews about life on the North Shore. Each station has a different broadcast area and produces content to share about their county's information to benefit listeners of both stations. • The Station Manager helped create and is a member of the first Board of Directors for the County Creative Economy Collaborative (CEC). This organization's continuing directives are to develop and market the identity and brand of Cook County as well as to build and support public and private capacity and foster a commitment to common goals to grow the arts and culture sector of our region. Other entities involved are the Economic Development Agency, North House Folk School, Grand Marais Art Colony, Cook County Chamber of Commerce and more • WTIP was selected by the National Federation of Community Broadcasters (NFCB) in 2018 to take part in the Community Counts Initiative with roles for the Station Manager and Development Director. In 2019 WTIP continued to develop and implement the initiative to expand youth involvement and connection to their local radio station. This 18-month program, funded with a grant from CPB, ended in December of 2019. WTIP Broadcasted live from • The Gunflint Mail Run Sled Dog Race in January • The Grand Marais Arts Festival in downtown Grand Marais in August • The Gunflint Lodge during their Canoe Races, benefiting the Gunflint Fire Department, in July • The Minnesota State Fair's Education Building in August Since 1998, WTIP has worked to maintain and foster relationships with many organizations, and agencies in our region, welcoming these entities to present issues and information to our community via our community-based news programs and locally produced variety programming. We are the platform for non-profits to stay in touch with a broader audience by offering a more effective and thorough means of communication that is more reliable and far-reaching than word-of-mouth or paid advertising. We conduct regular on-air conversations and updates with our city and county government officials, the National Weather Service, local Economic Development Authority, Cook County Emergency Management board, the US Forest Service, Department of Natural Resources, Grand Portage Band of Lake Superior Anishinaabe, Cook County Chamber of Commerce, Cook County Visitors Bureau, all of our volunteer fire departments, the Sheriff's department, our elementary and high-school principals and school superintendent, Sawtooth Mountain Clinic, North House Folk School, North Shore Hospital, five area historical societies and museums, Grand Marais Art Colony, North Shore Music Association, Grand Marais Playhouse, Lake Superior Coastal Program, Violence Prevention Center, and Cook County Food Shelf to name a few. Many non-profit organizations in Cook County provide monthly and supplemental updates when needed, to inform our listeners about the services they offer, special events and news on what they are doing in, and for, the community.

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3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed

resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

• WTIP partnership with County Commissioners and City Council has increased the knowledge of our listeners to the ongoing issues that are directly related to them. • WTIP had a wonderful connection made for a kidney donation that was a result of an interview on our weekly two-hour show 'Road House'. We interviewed a musical guest who had written and played a song about a person donating a kidney to someone in need and a local listener, who heard the segment, was so moved by the song and its story, within months, donated one of his kidneys! A Selection of Listener comments: Maria, Lucy, Ellen & Flynn, GM: We love what you do! WTIP is the heartbeat of the North Shore! Elliot Ricciardelli: I am a long-time listener and supporter. Thank you for all you do—still the best community radio station in the country! Vi Nelson, Gunflint Lake: WTIP has changed my life on the Gunflint Trail, from the 99 Blowdown to Ham Lake Fire, to covering the canoe races and everything in-between. THANK YOU WTIP! Anonymous from Marine, MN: WTIP is what public radio is all about, a variety of genres of music, news, community events, and nature programs. Please keep up the great work! Keith Tillman, Rockford, IL: I love listening when I come for a vacation. Great station, great format. A delicious break from commercial station crap. Rab, Finland, MN: Appreciates personal touches and met them. Mark Johanson, Buffalo, MN: Great programming! Joni's 50 year look back on Boomer Jam is great! I am planning his 50-year reunion this summer and will use her playlists Sheila Wieben Thank you for reaching out to me about the FLDS on Pike Lake Road. Thus far we have only received comments of support and it has sparked plenty of conversation, which is exactly what I think you were hoping to do. While it is not ever easy to put yourself out there, you did a great job and it empowered me to be proactive and do something. So thank you for that. Brienne Moody, GM: Our children's commitment to WTIP is super educational—it is for home-schooled children. They get much more valuable information from local media! Cheri: Pledged in honor of granddaughters Eric and Eliza who believe our house in GM is named "Up North." WTIP keeps me connected to the North Shore wherever I am. Deb, Prior Lake, MN: We love this area and have since our first BWCAW trip 40+ years ago. I love tuning into WTIP to find out what is going on. Thank you for what you do.

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4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

At 8.7 % of the population, Native Americans are the predominant minority population in Cook County. The tribal lands of the Grand Portage Anishinaabe are included in our listening area and in cooperation with the Band, WTIP installed a transmitter to serve the Grand Portage Reservation in 2008. This essential piece of broadcasting equipment connects the reservation to WTIP's on-air broadcasts and helps to ensure the safety and well-being of the people, homes and businesses in Grand Portage, by increasing WTIP's capacity to relay emergency information in a timely way. The Grand Portage Band of Lake Superior Chippewa (Anishinaabe) engages in fisheries and wildlife research projects throughout the year, working with moose, wolves, fish, deer, grouse, and environmental issues. WTIP produces many programs and airs features that reflect the culture of Indigenous people including a weekly Native American music program, First Nations Time, that is hosted by John Morrin, a Grand Portage tribal member. WTIP also airs Anishinaabe Way, a feature produced by Staci Drouillard in 2012-2016, featuring conversations with Ojibwe people to learn more about the work they do, the art that they produce, and the impact that their culture has on their modern lives. In addition, WTIP purchases and airs National Native News, Undercurrents and Voices from the Circle from Native Voice One and carries Minnesota Native News, a regular feature produced by AMPERS.

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5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

As being named General Manager 18 months ago at WTIP North Shore Community Radio, I am continually grateful for how CPB funding (a recipient since 2007) continues to be an amazing resource for our employees and volunteers to produce, host and engineer radio shows in our studios in NE Minnesota. CPB funding allows them to reach and let their creative side come out and to be shared with their families, friends, co-workers, and neighbors. Having the resources to train volunteers of all ages to take on the responsibilities to bring live, local radio shows make WTIP an incredible resource for our listeners. We are reminded of this each time we receive comments from our listeners, many listed in question #3. CPB funds have helped our station blossom into an incredible resource for local residents as well as visitors, many of whom take us home with them, by listening online from home, in order to stay connected with Minnesota's North Shore even when they are far away. With our on-going CPB funding, WTIP is able to implement strategies and plans to increase our business underwriting as well as retain and grow our base of listener-members. Some examples are: • Choosing and purchasing quality national programming specifically selected to resonate with our listener-members. • The continued success of our award-winning news department by training community members to become weekly commentators/columnists. • Training our staff and volunteers to create high quality, professionally produced news, arts, culture and historical features specifically about our region. • Sustaining our locally created, interactive and community issue-driven Community Conversations program, which was created as a direct result of CPB's Community Engagement Initiative. • Continue to upgrade our broadcast infrastructure and studio equipment. WTIP continues to be an essential community asset that serves as a connector

within our unique community as well as to the widely diverse population of visitors and seasonal residents on the North Shore. WTIP works hard to empower our community members to be engaged and decisive citizens. We encourage them to share their voices and insights on important and critical issues with others, by being an active participant in local radio. WTIP believes that we help to make our community a better place to live, through education and engagement with our organizations and community leaders, talking through issues that affect all of us, and being committed to learning more about the history, arts, and culture of our region.

Comments

Question

Comment

No Comments for this section