

FYE 2016 SAS – CPB report

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.

The overall goal of the station is to be an objective location for people to share their stories of living in or visiting the North Shore region. This is done through local music, local news, storytelling, events and as a physical location people can come and share what is happening in the community. We share local news in a timely manner, both on the air and on the web. The continued expansion of our web content, the development of a mobile friendly web site and postings on social media allow us to reach a younger, more diverse audience than what is reached strictly through the airwaves. This is proven by studying web traffic data and social media posts/responses.

Since we went on the air in April 1998, WTIP has continued to be the bridge and the connector between different aspects of our community. We are the largest county in Minnesota with the smallest population, just over 5,000 people. We do welcome over 50,000 visitors/tourists to our region annually. Through strong community support, involvement and feedback, WTIP has continually increased and adapted our programming, outreach and response to community needs

Providing a platform for the creation of conversation and the exploration of ideas is essential to our mission. By giving people in the area a voice, we help foster engagement, create dialogue, and encourage connections.

- WTIP produces 3 daily news and information programs Mon-Fri encompassing 5 hours daily and 3 hours on Saturday that feature local community voices with interviews and conversations with local leaders of organizations and elected officials, governmental agencies, interspersed with produced features on the history arts and culture of our region, as well as local events, meetings and arts and music happenings.
- Many of these interviews and features are available on our web site for on demand listening and are uploaded to PRX for statewide and national access from our partner public radio stations.
- WTIP produces a twice monthly hour long program “Community Conversations” in which a local issue is discussed in depth with local and regional stakeholders. The public has access to participate either online or by phone. This program reflects the various viewpoints around a local issue, enabling community members to have the opportunity to learn what their neighbors are thinking and why.
- WTIP continues its Youth Radio Project, which trains local high school students in writing for radio and audio production. Through this project, area youth are able to express their perspectives, thereby providing deeper insight into this aspect of our community. We also work with elementary and middle school students from area 4 county wide schools to produce weekly “School News” written and recorded by local students.

(Comments from a teacher –“Dear WTIP staff, Thank you so much for the wonderful tour and radio experience today! We thoroughly enjoyed our visit! We thank you for

your patience, guidance, and welcoming smiles while we were feeling nervous or shy being on the radio. We will hold this special experience in our memory throughout our lives! Thank you again for welcoming us at WTIP and providing such a fun experience!”

- WTIP broadcasts local sports, connecting listeners with play-by-play coverage of home and away games.
- WTIP hosts a local music festival, connecting the local community (including many families) with area musicians. This event is a much beloved annual event attended by locals and tourists.
- WTIP maintains a community garden on site at WTIP, partnering with Local food projects. The project 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.

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 2016 include:

- a. Producing a series on “Clean and Sustainable Waters” whose purpose was to raise awareness, education and engagement in the value of clean water in Lake Superior and its many tributaries with local and regional experts discussing current and future plans to maintain clean water along the North Shore and threats to the Lake Superior watershed. WTIP utilized partnerships with the Minnesota Department of Natural Resources, Minnesota Pollution Control Agency, US Forest Service, University of Minnesota Duluth, University of Minnesota School of Forestry, Large Lakes Observatory, Natural Resources Research Institute, Minnesota Trout Unlimited, the US Environmental Protection Agency to produce the series.
- b. The Grand Marais Public Library and WTIP Community Radio, in conjunction with the Grand Marais Art Colony, sponsored a community book read of Linda LeGarde Grover’s “The Road Back to Sweetgrass.” The program encouraged as many people in the community as possible to read the same book, and to explore it and its themes, and how they relate to our lives in Cook County. After reviewing many possible titles, representatives from the library and WTIP chose “The Road Back to Sweetgrass,” a novel by Linda LeGarde Grover, a member of the Bois Forte band of Ojibwe. “The Road Back to Sweetgrass” has been awarded the Native Writers Circle of the Americas First Book Award.
- c. Producing a year long bi-monthly series "Becoming the Best of Ourselves", focusing on living intentionally and building community. The programs explored various topics such as mindfulness, living with purpose, cultivating happiness, new ideas about leadership and making a difference in our community. Each program was an hour long and featured national, as well as local experts.

- d. Created a youth summer intern program which we called the “Youth Mentoring Project.” We hired, from our pool of former students from WTIP's "Youth Radio Project" currently pursuing related college studies, to mentor Cook County high school students as summer interns. Our project is designed to provide local youth with enhanced opportunities to learn valuable lessons and skills, including on-air broadcast skills, radio ethics, mass communication, feature production, radio software and hardware applications, and website maintenance, as well as FCC-mandated updates/reports.
- e. Deepened our local news initiative by seeking extra funding to expand our news and feature production and by hiring the newspaper editor of the only weekly newspaper in the area. This increased our listenership and reach to other segments of our population and enabled us to expand our local news and feature production.
- f. Station Manager became part of the local emergency management committee, made up of local authorities including law enforcement, county officials, health facilities managers, Grand Portage reservation leaders, and governmental leaders. It is an honor and a privilege to serve as a team member/partner in planning and facilitating emergency practices. Usually media is held at arm's length.

Generally speaking, WTIP has developed and maintained relationships with every organization and agency in our region. Most entities in our county present issues and information to our community via our community news programs. We conduct regular on air conversations and updates with city and county government officials, the National Weather Service, local Economic Development Authority, Cook County Emergency Management board, US Forest Service, Department of Natural Resources, Grand Portage Band of Lake Superior Ojibwe, Cook County Chamber of Commerce, Cook County Visitors Bureau, all volunteer fire departments, the sheriffs department, school principals and superintendant, Sawtooth Mountain Clinic, North Shore Hospital, 5 historical societies and museums, Grand Marais Art Colony, North Shore Music Association, Grand Marais Playhouse, Lake Superior Coastal Program, Violence Prevention Center, Cook County Food Shelf to name a few. We broadcast and post on web site regular features by local columnists who share the news of their areas of the county.

Many non-profits in Cook County provide monthly and supplemental updates when needed on what they are doing in and for the community. We are the platform used by area non-profits for staying in touch with a larger audience offering more effective communication than simple word-of-mouth or paid advertising.

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.

- a. Clean and Sustainable Water Series – a survey was conducted at the end of the series. Our survey results showed 83% of respondents accessed the series on the radio, 27% on our web site and 7% on our social media sites. Nearly 93% believed the series was very helpful while 7% thought it was somewhat helpful. Only 26% actually visited WTIP's Clean and Sustainable Water web page.

Feedback included: “I am an environmental chemist who works in the area of water quality issues. As such I did not learn so much rather I listened to see how accurate and in depth the issues were reported. I was very impressed on both accounts. The level of detail was excellent for the general public - while not being dumbed down to the point where topics are presented in a misleading manner. The presentation was also very fair and balanced - sticking with the science and avoiding bias. Kudos to WTIP for a difficult job well done!” More feedback- “How at-risk our waters are for impairment and to protect is much cheaper than restore” “I learned more about the effect of climate change and severe weather on Lake Superior watershed and consequently on Lake Superior.”

“Just got an email from WTIP, a gem of a community radio station on the North Shore of Minnesota with a link to a survey regarding a water series they did. I love how simple it is, how it pivots their news department outward, how it uses digital tools to engage their community about an important issue. [Debbie Lien Benedict](#) your leadership continues to inspire!” (from Ann Alquist, a leader in Community Radio)

b. Community Book Read - Steve Harsin, library director, estimated that we had about 130 people total at the various events, which he felt was excellent for a community of our size. He also sent me this email: “Just wanted to share that I feel our events were a huge success. Additionally, we seem to have made a significant impact on Bob Swanson, whom you may have met, from Grand Portage. He’s a poet and has taught Native American Literature for a career spanning the 1960s to current. He came in to tell me that he thought these events were a significant step in the right direction toward bridging the gap between Grand Marais and Grand Portage. He has also signed on to be one of our Wednesday presenters through the spring.”

c. “Best of Ourselves” series. This project is still being produced and broadcast.

d. Summer Youth Mentoring Project – the youth project was deemed a success as we hired 1 mentor and 3 students who worked for WTIP summer 2016. The students produced features that were broadcast and posted on our web site, as well as hosting programming. The outcome that had the most impact was the addition of 5 more student volunteers to our youth program as a result of the interest in working at WTIP thru the interview process.

e. News Initiative – since increasing our news staff and thus increasing gathering and production of local news and features, we have shown an increase of 30% of web stream visitors, 75% increased accesses to our web site news stories on local government issues and an 8.7% increase in membership income during 2016.

Feedback on our news initiative –from a county board member - “I have listened to the interview twice so far and am extremely impressed. This is an enormously complex subject and your questions were excellent, and the answers extraordinary as well. Perhaps in the future, we (the county) can be a little more proactive in getting this fabulous information out there, before truth & taxation, so that folks can feel better prepared? I am hoping that we as commissioners will hold a workshop or 2 on taxation before/during next year’s budget conversations. I learned so much and I know that I will feel better going into budget season next year having heard this interview. Can we get copies of the interview, I will try to pull it myself, but wondering if a. that is allowed? and b. if it is even possible? Thanks again for your competent and articulate interview shedding light on a volatile and complicated issue. It was very helpful to have all of you ‘brainiacs’ in a

room together creating a reasonable explanation of an extremely complex system. This is another fine example of how extraordinary Cook County is and how far we have come.” From a listener-member “It’s the voice and times of the Arrowhead and beyond for me when I’m in the WTIP broadcast area. I love the scope of reporting, from local interest to international, and the same goes for musical selections. Thanks, WTIP, for continuing the great traditions of radio.”

Working with the U.S. Forest Service and Minnesota Department of Natural Resources allowed us to communicate when controlled or prescribed fires were taking place in 2016. Without our sharing of this message, people likely would have been alarmed that a controlled burn was a wildfire. We received thanks from both agencies for sharing this message. Also, when a large storm moved through the region in June 2016, several campers were injured and one was killed by falling trees. We were able to give accurate and timely information regarding safety and traveling conditions. Again, both the Forest Service and DNR responded with thanks for our timely reporting of facts.

WTIP also won 11 awards in the Associated Press regional news contest announced in 2016.

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast

The predominant minority population in NE Minnesota is American Indian at 8.7%. The tribal lands of Grand Portage are in our listening area and in cooperation with the band, WTIP installed a transmitter in Grand Portage in 2008 to enable the community to have access to our broadcasts and to ensure the safety and well being of the community thru emergency broadcasts.

Engagement and Partnership in a community Book read with Grand Marais Public library - The Grand Marais Public Library and WTIP Community Radio, in conjunction with the Grand Marais Art Colony, sponsored a community book read of Linda LeGarde Grover’s “The Road Back to Sweetgrass.” The program encouraged as many people in the community as possible to read the same book, and to explore it and its themes, and how they relate to our lives in Cook County. After reviewing many possible titles, representatives from the library and WTIP chose “The Road Back to Sweetgrass,” a novel by Linda LeGarde Grover, a member of the Bois Forte band of Ojibwe. “The Road Back to Sweetgrass” has been awarded the Native Writers Circle of the Americas First Book Award. “The Road Back to Sweetgrass” is set in northern Minnesota on the fictional Mozhay Point reservation, and follows a trio of American Indian women, from the 1970s to the present, observing their coming of age and the intersection of their lives as they navigate love, economic hardship, loss, and changing family dynamics. The story moves between past and present, Native and non-Native culture, history and myth, and tradition and survival. The community book read aimed to unify the community by bringing together people of all ages and backgrounds through reading one book and promoting thought and discussion, as well as providing a variety of events that were free and open to the public and related to the book’s topics. Following is a list of events that

took place during the week. All were held at the Grand Marais Public Library unless otherwise noted.

*Carol Miller, American Indian Women Writers. Thursday, Nov. 3, 6 p.m.

* Author Linda LeGarde Grover, "The Story Behind the Road Back to Sweetgrass," an in-depth look at Indian policies in effect at the time of the story, with emphasis on the termination policies in effect from the 1950s through the 1980s. Friday, Nov. 4, 6 p.m.

* Felicia Schneiderhan: Memoir writing workshop, Saturday, Nov. 5, 9:30 a.m., Johnson Heritage Post.

* Author Linda LeGarde Grover, "Modern Anishinaabe Women - Links to Tradition and History" a look at continuity and adaptation as experienced by women illustrated by the characters in the book. Saturday, Nov. 5, 2:30 p.m.

* Marcie McIntire: Ojibway beadwork in historical context: a personal story, Saturday, Nov. 5, 5 p.m.

Multiple copies were available for checkout at the library.

WTIP also contributed the following publicity:

Public service announcement about launch of project, where/how to get book, on air and web

North Shore Morning interview with library director Steve Harsin about launch of project

Roadhouse interview with Felicia Schneiderhan, memoir workshop instructor

Public service announcements about events, class starting three weeks before events, on air and web

Roadhouse interview with author Linda LeGarde Grover

Results:

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“Just wanted to share that I feel our events were a huge success. Additionally, we seem to have made a significant impact on Bob Swanson, whom you may have met, from Grand Portage. He's a poet and has taught Native American Literature for a career spanning the 1960s to current. He came in to tell me that he thought these events were a significant step in the right direction toward bridging the gap between Grand Marais and Grand Portage. He has also signed on to be one of our Wednesday presenters through the spring.”

We work regularly with the wildlife officials from the Grand Portage Band of Lake Superior Ojibwe. In the fall of 2016, the Band exercised its tribal right to hunt moose outside of tribal lands in northeastern Minnesota. There was an initial backlash in the community, but Dr. Seth Moore, biologist with Grand Portage, spoke with us at WTIP about the specifics of why the hunt was done, including specifics on moose biology and tribal rights. Sharing this information was key to providing a safe, accurate and efficient means of communication from the Grand Portage Band to the public.

WTIP also partnered with our statewide radio network, Ampers, Association of Public and Educational Radio Stations, to sponsor and produce the 2nd Annual Bemijigamaag Pow Wow weekend, an all inclusive pow wow for Midwest tribes, state and local government officials and all those who wish to attend. Educational features about pow wows were produced and broadcast in the month prior to the event. The first annual

event, in 2015, was historic and created a huge connection between diverse groups of people and state officials.

Ongoing - WTIP produces many programs and features that reflect the culture of the Ojibwe people including a weekly Native American music program that is hosted by one of the tribal board members. "Anishinaabe Way" a monthly feature produced by Staci Drouillard, features interviews with Ojibwe people, the work they do and the impact of their culture on their modern lives.

WTIP purchases "National Native News", "Undercurrents" and "Voices from the Circle" from Native Voice One and carries "Minnesota Native News" produced by AMPERS.. WTIP board vice president is a member of the band of Lake Superior Ojibwe in Grand Portage.

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?

The answer below is the same one I have used for 2 years but it remains true. WTIP would not be where it is today, a key communicator of this region, if it were not for CPB funding. WTIP has received funding from CPB since 2007. Our total station revenue, including business underwriting and membership, continues to grow every year due to practices we were able to put in place because of CPB funding, including:

- * Purchasing quality national programming specifically selected for our community
- * Deepening the strength of a small news department by training community members to become weekly commentators/columnists
- * Training our staff and volunteers to create highly produced news, arts, culture and historical features for our region
- * Sustaining our locally created interactive community issues "conversations" program, which was a direct result of CPB's Community Engagement Initiative.
- * Upgrading our aging broadcast infrastructure and studio equipment

WTIP is an essential community asset that has become a connector for our community and visitors to our region. We work to help empower community members to become engaged and decisive in their community and its issues through education and exposure to community leaders, issues, history, arts & culture, and organizations within our community.