

CPB 2017 SAS 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.

WTIP connects, reflects, and builds community on the North Shore of Lake Superior.

Cook County Community Radio exists:

To provide timely and accurate reports of local and state events, including weather, news, and community happenings;

To provide a forum open to all residents of the area for the discussion of public issues;

To provide music and entertainment for our audience;

To provide a diversity of programs designed to educate and inform;

To promote the general well-being of the area;

To train local residents to use the medium of radio to express their thoughts, feelings, and talents.

WTIP is a community supported radio station serving Minnesota's North Shore and is an essential service that, through its broadcast and non-broadcast activities, reflects the served audience, creates greater community involvement and has a positive impact on peoples' lives.

WTIP considers itself "more than a radio station" and does this by contributing to high quality, thoughtful programming, enabling successful utilization of new media platforms and continually strengthening its role as a community convener.

The values that guide the daily operations of WTIP are:

1. accuracy, timeliness, responsiveness
2. respect for staff, volunteers and listeners
3. inclusiveness, fairness, tolerance in all community dealings.

By producing and providing local news & information, music and entertainment, history and art of the region, a venue for civil discourse, WTIP helps people find a shared purpose for the community. By bringing people from all walks of life together because of shared aspirations for the future, WTIP plays a role in helping them move forward to create the community which they desire.

The staff at WTIP engages over 50 volunteers to work together to host news and music programming, produce features and interviews, identify community issues, produce an annual 3 day music festival.

Local officials, non profits, arts and cultural organizations, students, educators, businesses and their leaders all come together at WTIP to share their news, stories, public information in the name of creating a civil and productive community. WTIP's web site, www.wtip.org, is updated many times a day with new local written and audio features and stories as well as breaking news. WTIP also utilizes Facebook and Twitter for a larger reach.

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.

WTIP engages all aspects of life in the northland, and in particular this community at large, by providing a format for the dissemination of information of and from local governmental agencies, schools, non profits, elected officials, businesses in this tourist based community. A few examples include:

****Emergency Services –** WTIP director sits on the Cook County Emergency Management Committee, attending monthly meetings, helping to set policy and engaging with representatives from the county board, city leaders, Forest Service, DNR, Homeland Security, Border Patrol, tribal council representatives, hospital and clinic reps, sheriff, etc and plays a role in communication during regional communications emergencies.

****Local News Initiative –** WTIP has invested in and secured funding to increase our news department. We have increased our local news coverage via written stories, produced audio features and photos and video. We produce locally 4 hours a day of live news and community information programming. Our web site is updated through out the day with local news, features and stories of our community as well as interviews with local officials. Our local organizations, elected leaders, school board, clinics and hospital, sheriff, etc all rely upon and respect the safe space that WTIP has provided for them to provide news and information to our community. Example of collaboration - Our news team worked with KBJR and WDIO TV stations in Duluth on a criminal case involving former Cook County Director of Public Health and Human Services. Both media outlets contacted us for use of our photos and information we obtained through interviews and public records.

****Ham Lake Fire project -** worked with Forest Service, Volunteer Fire Departments, health and human service organizations, local church organizations and homeowners impacted by the 2007 fire to create an hour-long feature to commemorate the 10 year anniversary of the wild fire that devastated parts of our community.

****Thursday Community Conversation's –** WTIP continues to use this hour long weekly evening program to address local issues in our county/community and invites local and regional authorities to take part in studio or by phone to discuss issues and answer and interact with community members' questions and concerns on topics.

****Community Voices Project –** we engage, train and mentor community members to produce features, interviews and news based on their areas of interest. One example of this is "Bringing Out the Best of Ourselves". This four-part series, aired May to July 2017, focused on helping people discover ways to live more intentionally, learn new ideas about leadership and make a difference in their community. Produced and hosted by leadership and life coach Marcia Hyatt, the series featured conversations with some of the best minds in the country sharing practical tips and new ideas on topics such as happiness, mindfulness, leadership and community. As host of the series, Marcia brings extensive experience, having worked in leadership development for over 30 years. And, over the years, she has created and facilitated highly –rated, innovative leadership development programs for a number of Fortune 100 companies and other organizations. She is a master trainer of the Organization Workshop and certified professional coach. She is a regular leadership columnist for the Minnesota Women's Press.

**** Grand Marais Art Colony's North Shore Readers & Writers Festival,** WTIP's Jay Andersen moderated a panel discussion on writing about charged topics, at the Grand

Marais Public Library, November 2, 2017. About 80 people were in attendance at the library, and the panel was broadcast live on WTIP as part of our Thursday Community Conversations series. It is also available on our website for on demand listening. The panel included: Julie Landsman, author of “Basic Needs: A Year With Street Kids in a City School and A White Teacher Talks About Race.” William Green, author of “A Peculiar Imbalance, The Fall and Rise of Racial Equality in Minnesota, 1837–1869” and “Degrees of Freedom: The Origins of Civil Rights in Minnesota, 1865–1912.” Kao Kalia Yang, author of “The Latehomecomer: A Hmong Family Memoir,” and “The Song Poet.”

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.

** Emergency Services - WTIP produced a series of psa's with leaders of the various agencies to provide health and safety messages for the community and the over million visitors to this tourist based area. Quote from letter from Valerie Marasco, Director - Office of Emergency Management & Public Information “ One of the fundamental principles of emergency management, preparedness and effective emergency response is getting the right information, to the right people, at the right time to make the right decisions. WTIP North Shore Community Radio plays an integral role in the delivery of public safety and community awareness information and news coverage. WTIP has long been a strong and active partner working with the Office of Emergency Management & Public Information, the Sheriff’s Office and the Emergency Preparedness Committee and values it’s strong working relationship with WTIP as a conduit to the citizens it serves.”

**Local News Initiative- Comments from listeners:

I very much appreciate the enhanced news reporting, especially for local news. The noon news hour is a great addition to the morning and evening reports. It gives even more people the opportunity to hear what's going on. The reports from government, school, community, business, and "ordinary" people are all great. We surely are better informed than many, many other areas about local happenings -- or we are if we listen to WTIP!
Jane Flueckiger

I just wanted to say thanks for the story. The story on WTIP and the picture has had three people approach me who are jewish but not practicing who thought they were the only ones in GM. One had a mother who was a survivor of the camps during WW2. Hillary Freeman

As the 2017 broadcast year draws down, just thought I’d drop you a note congratulating the WTIP Board of Directors, yourself and the staff on another year of outstanding radio broadcasting! It goes without saying this community radio endeavor is a fantastic connecting link for people in Grand Marais and the Arrowhead. From your ever blossoming news department to the great variety of issues/pertinent topic programming and a great genre of musical entertainment offerings, WTIP has certainly become the glue binding this community/region together.

Since WTIP came on the air, going on nearly two decades ago, its’ been exciting to watch it grow under your leadership in the company of a dedicated staff and in concert with a far reaching, devoted band of volunteers. This is truly a management family of which we listeners can be proud!

It is my sincere hope there will always be people commitments matched with necessary resources to allow WTIP to grow not only upward, but also in a horizontal way to perpetuity. Keep on hangin' on with this splendid revival of communication from yesteryear! Fred Smith, Gunflint Lake

What a terrific conversation to have on one my favorite radio stations in one of my favorite coastal communities! Sea Grant faces budget cuts that could impact Cook County.

<https://soundcloud.com/wtip-community-radio/sea-grant-interview-full-version>

Deb: best of success in keeping your own doors open during these turbulent times. Know that I've written to our congressional leaders in support of public broadcasting/media. Fingers crossed for all of our sakes.

Keep up the great works!

Sharon Moen

Science Writer | Minnesota Sea Grant | seagrant.umn.edu

31 West College Street

Duluth, MN 55812

University of Minnesota

**Ham Lake Fire Project - Comments from listeners

"Joe's program on the Ham Lake fire was professional, fantastic, and very well done. Please send my congratulations to Joe. I predict that this program will win an award, which will frame the talent of Joe Friedrichs. Keep up the good work." Greg Fangel

"I want to thank you for a very good remembrance of the Ham Lake Fire tonight. I want to thank you again for all the updates that were broadcast during and after the fire. There is no doubt that WTIP is a vital and significant member of the Grand Marais and Gunflint Trail community. You, WTIP, are greatly appreciated. I owe my peace of mind 10 years ago to you."

Larry Wooding

"Joe, thank you so much for letting me know about the program. Steve's brother and I both listened and were extremely moved. The sense of community was powerful and inspiring. The personal commentaries made me understand more fully the physical and psychological extent of the fire. I had no idea how long it lasted or how severely the Gunflint Trail was affected. I am so glad you created the program." Jane Comings (the widow of the man accused of starting the fire, who committed suicide because of impending arson charges)

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

A special Thursday Community Conversation that aired live on WTIP in October 2017 about racism and racial harassment in the local schools has several measurable impacts, including the resignation of an administrator at the school, a Social Justice Conference that was held at the school district in March 2018, local Indivisible group marches, repeated reference and links to our program and news coverage on this topic on social media platforms and news coverage from Duluth TV stations that follow our original reports. The program also increased awareness about racism in the local schools, and that

silence is not a solution to addressing the concerns of parents, students, teachers and administrators.

(From the father of the female student who was a victim of racial harassment)
"Jody and I are grateful to WTIP and the amazing and courageous staff; Deb, Joe and Ann in particular, for their recent involvement in the situation with our daughter. I know that this was not an easy issue for any of us to bring out into the open, and I FIRMLY believe that without WTIP bringing the issue of racism in the community and the concurrent failure of leadership that occurred at ISD 166 (my opinion only, not necessarily shared by the majority); the conversation would have stayed in the offices of ISD 166. I believe that by Deb and Joe choosing to pursue the Community Conversation topic of October 5, it moved the issue out of the administrative offices of ISD 166 and into the public square. It would not have happened without the intentional choice made to address a challenging, and charged issue and air it to the Cook County community at-large. WTIP accomplishes what other media cannot, and without WTIP "doing what it does" so effectively, information does not get disseminated and the public misses out. The sensitivity shown to both Jody and me in the run up to the program, as well as after, was exemplary. I cannot say enough good about Joe as a person, but I must commend him as a journalist too. I felt valued, listened to and heard; there was no hidden agenda. Staff was not interested in putting us out there to be viewed; they were truly interested in how this affected our family. My gratitude and respect for both Joe and Deb is deeply felt. WTIP is an invaluable asset to Cook County and to Grand Marais. The product can only be as good as the people who are producing it, and that is what makes WTIP so special, and such a valued member of the community. My hope is that WTIP continues to effectively inform Cook County, and beyond, for many years to come."
Respectfully, Dave Nonnemacher

"I wish to applaud WTIP for taking on the topic of racism. The diverse experiences of your speakers tonight helped present several perspectives on the issue of racism not only in our school, but within our community and beyond. One call-in question sticks in my mind. It was a question about how media and individuals outside the school assume that they know what ISD166 is doing to respond to the issue (of racism). A further part of the question seemed to suggest that the caller confused diversity of people with a hierarchical stratification of people. Suggesting that the media (and) panel guests were setting themselves up as "better than" the school officials. Unfortunately, this hierarchical attitude is foundational to most types of bullying. The program was successful if the listeners gained nothing but the knowledge that community members CARE about the issue of racism. We want something done and we are willing to be a part of the solution."
Helen Muth

"I was very impressed by the thoroughness of the discussion of the third Thursday's racism conversation. The moderator, Joe, was calm and clear in his approach. Each of the participants reflected on racism with a different perspective. I felt these varied thoughtful approaches encouraged the listeners to better understand and follow along."
Tina Kraus

"Thank you so much Deb. Really appreciate the conversation, and everything you all do. Please extend my heartfelt thanks to everyone on the panel, and my heart to Mr. Nonemacher... I'm so sorry for what his family and daughters have gone through." Mila Horak

"I just wanted to extend some gratitude for hosting the community conversation on race/racism in Cook County last night. It was a timely and courageous thing to do. And the right thing to do. WTIP's decision to have this conversation proved that you are a leader in our community. I just wish the school representatives would have taken the opportunity show similar leadership by participating." Peace, Dan Shirley

Another WTIP initiative was to reach out to our temporary visa foreign workers who make up a large portion of our seasonal work force. Along with several news stories and interviews with business leaders, our program director and a volunteer broadcast host reached out to over 20 student workers to engage them in telling their story in short interviews and talk about the opportunity to work in Cook County, enabling our community and visitors to the area know more about and understand the reasons for the need for foreign workers.

WTIP is also producing a series with the Grand Portage Ojibwe band members on their CACHE project - a movement in Indian country that has been warmly embraced by the community of Grand Portage. The issue focuses on "food sovereignty" which is described as the inherent right to define our own food system within traditional, cultural and historical context. WTIP is producing a series of features on their work, gardens, elder program, etc that began in 2017 and will run thru 2018.

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?

CPB funding enables WTIP to retain 3-4 staff members that we would not be able to afford to keep if the funding was not available. We are also able to select programming, including native american produced programming, thru our restricted funds. WTIP installed a transmitter on the Grand Portage tribal lands to reach all band members and we consider CPB funding a huge part of us being able to serve the native american community.