

FYE 2018 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.

As we are nearing our twenty-first anniversary on the air, WTIP North Shore Community Radio, in Cook County, 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.

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 and 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 7 to 8 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 upload them 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 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 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 that 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* 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.

This project is funded in part by the Minnesota Arts and Cultural Heritage Fund. It was also funded in part by the Coastal Zone Management Act, by NOAA's Office of Ocean and Coastal Resource Management in cooperation with Minnesota's Lake Superior Coastal Program.

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 2018 include:

- Producing the five-part series *The Long-Term Rental Crunch*, which focused on the local workforce housing crunch facing Cook County. WTIP brought the housing issues to the forefront of the community by sharing anecdotes about the struggles people face when trying to find long-term rentals in the County, providing a comparison of our local market with other tourist destinations across the United States, and discussing possible solutions to finding a house to rent or own in Cook County.
- WTIP partnered with KTWH FM radio located in Two Harbors, Minnesota (75 miles southwest of WTIP) sharing music shows and interviews about life on the North Shore. As each station has a different broadcast area, this collaboration has expanded the reach of information to listeners of both stations.
- The Station Manager helped form and be a member of the first Board of Directors for the County Creative Economy Collaborative (CEC). This new organization's 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.
- WTIP was selected by the National Federation of Community Broadcasters (NFCB) to take part in the *Community Counts Initiative* with roles for the Station Manager and Development Director. Through web-based and in-person meetings, WTIP will develop and implement an initiative to expand youth involvement and connection to their local radio station. This 18-month program, funded with a grant from CPB, began in the fall of 2018 and ends in December of 2019.
- WTIP partnered with Kristin DeArruda Wharton, a Cook County resident, and current fellow with the Bush Foundation. In 2017, DeArruda Wharton approached WTIP with the idea of creating a series called *Conversations on Health and Well Being*, with content consisting of interviews focused on topics relevant to all people, including health professionals, and anyone who is facing issues related to their own health, and that of their loved ones. This series explores all aspects of health and well-being within the remote setting of Cook County, where, coupled with the region's small population, is a place that can present challenges when it comes to accessing health care options.

- WTIP partnered with Inger Andress and Anna Sorensen, survivors of relational trauma, to produce a series called *Trauma Unpacked*, to discuss the benefits of exploring the effects of trauma and encourage others to enter the beginning of healing through their awareness. ‘Trauma Unpacked’ is a five part radio series identifying the subtle life-robbing effects of unresolved relational trauma that we may or may not recognize in our lives.
- In WTIP's ongoing coverage, the monthly *Lake Superior Project* looks at the culture and history of the Lake Superior region and investigates complex issues such as the impacts of climate change on local fisheries, invasive species, development and industry, as well as exploring how people are coming together to protect and preserve the Lake Superior basin.

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- Broadcasted live from Gunflint Mail Run Sled Dog Race on January 6 with a temperature of -27 degrees at the start.
- Produced 100 copies of the WTIP Xmas CD, featuring performances by 10 local musical groups.
- WTIP staff held an Active Shooter Workshop with the Cook County Sheriff on January 27.
- WTIP reported on racism in Cook County schools and produced a Community Conversation with a panel that included:
 - ❖ Grand Marais City Councilor Anton Moody.
 - ❖ Grand Marais resident Dave Nonnemacher, father of two adopted daughters who are from Liberia, West Africa.
 - ❖ Professor Anton Treuer, a member of the Leech Lake Band of Ojibwe, a professor of Native American Studies at Bemidji State University and the author of 14 books, including *Everything you Wanted to Know about Indians but were Afraid to Ask*.

Since 1998, WTIP has developed, 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.

2. 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's News Director Joe Friedrichs won a 2018 Regional 4- Edward R. Murrow Award for the one-hour news documentary *Ham Lake Fire*, which told the story of the devastating wildfire that consumed the upper part of the Gunflint Trail in 2007. This documentary brought to light how much WTIP has done and continues to do to bring emergency information to our on-air listeners but also to seasonal home owners along the Gunflint Trail. This piece helped solidify our partnership with the Gunflint Trail and the Chik-Wauk Museum, who served as partners in the effort, as well as all of the fire and first responders located on the Trail. The Gunflint Trail Chamber has requested that we produce an hour-long show about "the Blowdown," a natural wind disaster which dramatically affected the area 20 years ago.

A Selection of Listener comments:

Congratulations, Joe, on the well-deserved Edward R. Murrow award. The Ham Lake Fire exhibit, including the audio, continues this summer at Chik-Wauk. It is a very popular exhibit. Thanks for your excellent coverage.
Sue Weber

Congratulations to WTIP and Joe Friedrichs for the recent Edward R. Murrow award. This award is well deserved and when I listened to the program originally, when it came out, my first thoughts were that "this is going to win an award". Great work WTIP and Joe. I love the station.

Greg Fangel
Tofte

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

*Hey Joe-- Kudos on the Ham Lake story, well done!
I think you captured the feeling perfectly. Thank you...See you in the woods.*

Nancy

- WTIP volunteer producer Marcia Hyatt was nominated for the 2018 Touchstone Award in the category of inclusivity, for her series *Bringing Out the Best of Ourselves*. Marcia's work on these four segments helped to inspire people to make a difference in other's lives and in their own, by being intentional, creative, and joyful with their words and actions. Touchstone Awards are given by the Duluth Superior Area Community Foundation who helped to fund the series. The recognition and partnerships created as a result of her radio work brought regional attention to WTIP during the awards ceremony. Several other stations have picked up the series on PRX.

Selected listener comments:

This was on the TV news last night. Woo hoo!

<https://www.wdio.com/news/touchstone-awards-wtip-radio-marcia-hyatt/5047234/?cat=10335>

Debbie

Wow!!!! Well-deserved congratulations to Marcia and WTIP. How impressive is that???

Bob

- WTIP is constantly producing local news stories as well as welcoming local commentators sharing their thoughts, ideas and adventures with our listeners. We also incorporate regular, live remotes throughout the area including sled dog and skijoring races, snowmobile races, the Grand Marais Art Fair and the Wooden Boat Show. We receive many listener comments by phone as well as via email. Here are a just a few:

Thanks for the great interview and audio visuals, Rhonda. I am so impressed by your professionalism and wizardry!

Cilla

We are thrilled with the interview!!!! Thank you so much for your skill and empathy and all else. We are so fortunate to have you in our lives.

Vicki

Just wanted to let you know how much my husband and I enjoy reading the articles by Vicki Biggs Anderson and Fred Smith. For a long time we read them in the Cook County News Herald but when they cancelled them I wrote them a letter explaining my disappointment in what they had done. For two people that are not full time residents but love the North Shore and Grand Marais reading their informative and funny weekly columns was a way to stay connected whenever we wanted to. We cancelled our subscription to the paper but I must say that their loss has been truly your gain. Thanks!

Mike and Nancy Blood

Isanti MN

Thank you again for covering the start of the sled dog race! We have gotten a ton of great feedback on your coverage and we can't thank you enough especially given the less than ideal temperatures! You are total pros so it's no big deal for you but it is for us. Thanks again and

LET'S DO IT AGAIN NEXT YEAR!

CQ

Hi Rhonda!

So good. I was particularly impressed with the interview you did with Todd Miller...you handled it really well, asked the difficult questions diplomatically and had good follow-ups.

Kudos!

Joan

- Producing the five-part series *The Long-Term Rental Crunch*, which focused on the local workforce housing crunch facing Cook County. WTIP brought the

housing issues to the forefront of the community by sharing anecdotes about the struggles people face when trying to find long-term rentals in the County, providing a comparison of our local market with other tourist destinations across the United States, and discussing possible solutions to finding a house to rent or own in Cook County. Here's what one listener shared:

I just got back from out of town and was so glad to hear the first installment of the housing story. Like lots of people I have also heard horror stories regarding rentals such as landlords freely walking into the rentals, summer cottages that are not meant for winter use being rented through the winter, leaky roofs, poor wiring resulting in fires, water backing up in showers and not draining properly - the list goes on. And people are very reluctant to say anything to their landlords because they are afraid they may lose their housing.

When we moved up - 16 years ago - the house had lots of mold and after we made lots of improvements to the house - with the owner's permission - they wanted to charge us for mold in the bathroom.

And on the flip side, there are some landlords who do give families a chance with semi-ok places and the families do not take care of the properties or do not make their payments.

I am sure you have a lot of this information already but I did want to touch base mostly to say thank you for highlighting the housing issue!

Grace

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

At 8.7 % of the population, Native Americans are the predominant minority population in NE Minnesota. 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 regularly interviews Dr. Seth Moore, who is a wildlife biologist at Grand Portage Trust Lands. In 2018, WTIP news reporters

interviewed Dr. Moore extensively about the planning and logistics of a project that will eventually bring an estimated six to eight wolves from Northern Minnesota and possibly Ontario, to Isle Royale National Park, a large island several miles off of the mainland on Lake Superior.

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.

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 the previous Program Director and new General Manager of WTIP North Shore Community Radio, I have been keenly aware of how our CPB funding (a recipient since 2007) has 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.