

# WTIP Cook County Community Radio Annual Report 2019-20



Director Matthew Brown with members of WTIP's Youth Community Advisory Board

**Youth Community Advisory Board:**  
 Eero Moody  
 Hiver Moody  
 Naomi Tracy Hegg  
 Natalie Poliquin  
 AnnaBelle Silence  
 Olya Wright



The future is bright!  
 Just ask this young WTIP radio fan.

## You built this!

As we recap WTIP's work in 2019-20, the most important thing to tell you is that the radio station built by our founders, volunteers, community partners, and WTIP staff is here for you, through good times and bad times. As I write this from my home office, *Sidetracks* with Will Moore is on the air, a show that has not missed a day, in spite of the community's shift to stay at home to slow the spread of COVID-19. And while it's definitely not "business as usual," WTIP will always find a way!

As a WTIP listener-member or as one of our community partners, please know that your support has made it possible for local radio to grow and evolve to meet the needs of our community today, and in the future.

Staci Drouillard, development director

Thank you for all that you do.

**Radio fact:** It requires the work of 30 to 40 volunteers each week to keep WTIP on the air—including Dale Klobuchar, known as DK to fans of *Small Change* trivia.



## 2019-20 Notables

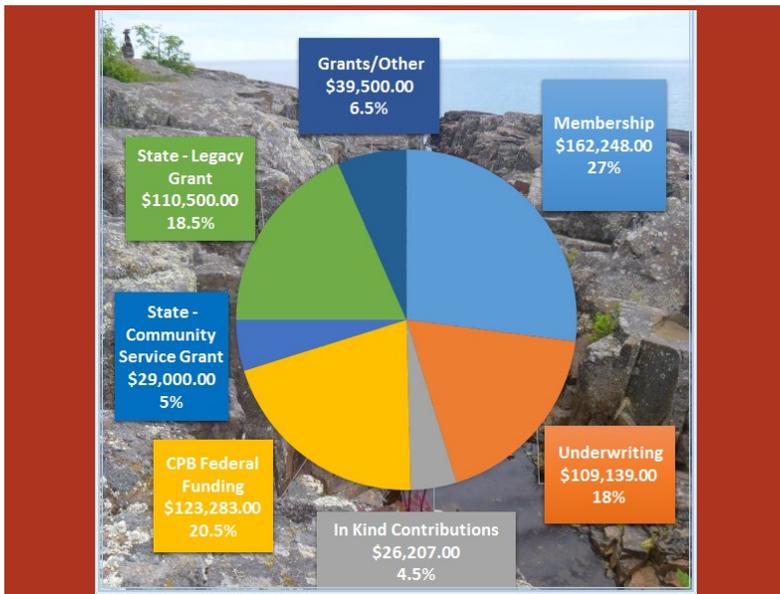
- 1,268 Active Members
- 298 Sustaining Members
- 137 Business & Organizational Partners
- 150 Volunteers
- 4 Podcasts
- 600+ News Stories Produced
- 1 Smoked Trout Feast Consumed





Volunteer host Carl Solander and Development Assistant Jana Berka bring a Leap Day Luau to the Winter Member Drive, February 2020

## WTIP Funding and Support in 2019



## Report from Mike Reeves

**“The purpose of the WTIP Board of Directors is to ensure the long term viability of this valued community asset”** . . . one of those responsibilities is “Strong Financial Oversight.” As Board Treasurer, I am honored to represent our board of directors and the WTIP staff in delivering the Treasurer’s Report for 2019.

Financial performance in 2019 was strong. Net Income was +\$23,389, compared to +\$1,280 in 2018. This was driven by a 6% increase in total income and 2% increase in total expenses. Key revenue gains came from memberships and total grants. Total assets increased by 2.9%, primarily due to investments in equipment. Value of retained earnings was stable throughout the year.

In 2019, the board identified “Key Financial Metrics” for the organization, which are reviewed each month. The metrics represent the key revenue and expense categories that drive the financial performance of the station. Like many of our North Shore neighbors, cash flow (timing of revenue received) is an ongoing challenge, as is growing revenue while managing expenses.

The board acknowledges and thanks the entire WTIP staff for their financial and operational stewardship of the station. We also want to thank the north shore community and beyond for your continued support. These challenging times continue to reinforce why WTIP exists.

## Letter from Executive Director Matthew Brown

April 15, 2020—Twenty two years ago, the idea of building a small station was a good one, and we are now reaping the benefits of all the hard work that began even before the first voice was heard on the air. A heartfelt thanks to all of our founders, for your vision, time and effort!

This experience has made it possible for WTIP to respond to our community in a strong and positive way, and we are committed to serve during both good and bad times. The solid support from our community demonstrates the need for and importance of live and local radio.

With the COVID-19 pandemic, WTIP had to scramble, just like our underwriters, volunteers and members. From moving three of our staff to working at home, to shuffling schedules to reduce the amount of people in the station, our staff has done an amazing job to keep information and music flowing to our listeners.

The ability to adapt and evolve keeps us current, and our news department continues to report essential and relevant information regarding our county and region of Minnesota, while our volunteer music hosts create much-needed shows from their makeshift, at-home studios, providing a welcome diversion from the onslaught of challenging news reports.

Thank you so much to the WTIP staff, volunteers, members and underwriters for making WTIP North Shore Radio a shining star during these difficult times. You are always welcome to contact me at the station or email: [matthew@wtip.org](mailto:matthew@wtip.org)

*Matthew*



Matthew Brown with Roadhouse Producer Annie Possis



WTIP was on the ferry along with the Grand Portage Tribal Council when Isle Royale received status as Traditional Cultural Property of the band, July 2019



Thursday Community Conversations guests: Debbie Benedict and Rita Plourde



News reporter Rhonda Silence and North Shore Morning Producer and Daybreak co-host, CJ Heithoff, broadcasting live from the 2019 Gunflint Trail Canoe Races



Above: Trout ready for the smoker, Winter Member Drive, 2020

Left: Reporting on local news about COVID-19. Bob Pranis makes medical face shields on his 3D printer.

Below: News Director Joe Friedrichs

## Update from News Director Joe Friedrichs

News happens fast these days, including our local coverage here on WTIP. The coronavirus has reshaped everything from our long-term planning for coverage to how we report on breaking news day to day. With that in mind, much of what we've built in recent years in the WTIP News Department is serving as the foundation for our current means of keeping the community and our WTIP listeners informed during this challenging time.

2019 was a perfect example of the news department continuing to expand in both content and capabilities. We covered important community issues ranging from short-term rental tax classification to increases for local taxpayers from the hospital levy. A known member of a controversial polygamous church purchased property in Cook County recently; and our reporting was shared across the state of Minnesota on this challenging news item.

We also continued production of our WTIP Boundary Waters Podcast in 2019 and added a new host, Chelsea Lloyd, to the podcast team. In more outdoor news, a successful and well-received series reflecting on the Blowdown Storm from 1999 was also completed and is under consideration for an Edward R. Murrow Award.

WTIP and the news department were prepared for the COVID-19 situation because we've worked so hard in recent years to be a collective voice for the community and a source people from near and far feel comfortable being involved with. 2020 is off to a roaring start, and we're up to the challenge.





Will's *Sidetracks* tribute to the late John Prine, April 2020



When COVID-19 forced the station to change from in-studio broadcasting to pre-recording music shows from home, our volunteers



stepped up! Thanks to all of you, for your flexibility and for sharing your time and talents with WTIP!

Cathy Quinn and Phil Oswald record music shows from their home studios, March & April, 2020

## An Update from Music Director Will Moore

We here at WTIP have been doing our best to keep you informed about everything that's rapidly changing in these uncertain times, but radio often has another purpose too, in that it can provide an escape from what's happening by being a constant source of great entertainment.

I'd like to give appreciation to all our volunteers who have been bearing with us. We're profoundly lucky to have so many talented on-air voices with great musical tastes, and WTIP will be bursting at the seams with amazing programming again soon. Also, deep thanks to those who have been learning new technologies and spending precious time producing music shows at home for us to share.

With a lack of live shows most anywhere, staying tuned to local radio can still give you great music with a hometown and regional focus. WTIP is going to stay committed to giving exposure to Northland musicians near and far even as live music evaporates, and look for new, creative ways to engage audiences with our beloved Cook County musicians over the airwaves. And with a plentitude of virtual concerts online, I encourage listener-members to not forget about the artists that make our community thrive.

### WTIP VOLUNTEERS

#### 2019-20

Mark Abrahamson  
Jane Alexander  
Jay Andersen  
Chel Anderson  
Eric Anderson  
Fred Anderson  
Richard Anderson  
Paulette Anholm  
Matthew Baxley  
Andrew Beavers  
Ann Belleman  
Tracy Benson  
Vicki Biggs Anderson  
Diane Booth  
Barbara and John Bottger  
Bill and Joan Burkhardt  
Pat Campanaro  
Mike Carlson  
Julie Carlson  
Bob Carter  
Tom Christiansen  
Sue Davies  
Jenny Delfs  
Anne Deneen and  
Premium Ethel  
Linda Dobosenski  
Dick Dorr  
Pam Dorris

#### Community Advisory Board:

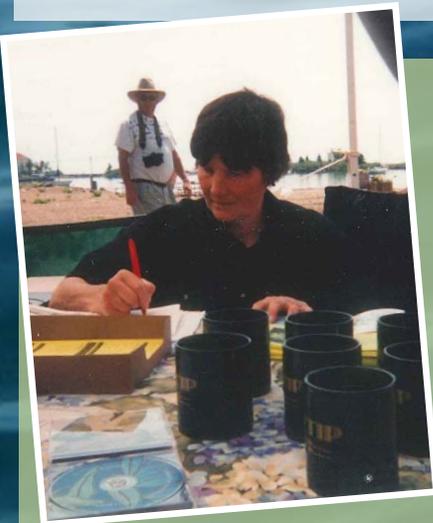
Jim Boyd  
Bill Hansen  
Amber Pfeil  
Mike Schelmeske  
Jennifer Schulz  
Dave Seaton

Sally Dunn  
Joan Farnam  
Dean Farnum  
Debby Friedrichs  
Nancy Frischmann  
Evan Gates  
Diane Greeley  
Jean Grover  
Sue Hakes  
Don Hammer  
Barb Heideman  
Tyler J. Howell  
Trevor Huggins  
Nora Huxtable  
Marcia Hyatt  
Mary and Peter Igoe  
Ada Igoe  
Cindy Imsdahl-Ceo

## The Legacy of Molly Hoffman

Many WTIP listeners know *Field Notes*, a feature by longtime volunteer Molly Hoffman. Recorded in the fields and woods of the boreal forest, Molly brings listeners along on guided birding adventures with her husband Ken and dogs Rocky and Jessie. Molly's bird lessons and song identification have made birders out of many residents and visitors since *Field Notes* first appeared on WTIP in the spring of 2004. Segments are still heard on *North Shore Morning*. Though Molly is

no longer with us, her voice lives on through *Field Notes* and her three *Bird Songs* compilations. Find *Field Notes* under *Community and Culture* at [wtip.org](http://wtip.org)



# THANK YOU VOLUNTEERS!



Hiver Moody, Bob Carter and Craig Peterson call Pickleball, July 2019



Small Change co-host and phone helper Diane Greeley and Jana Berka, WTIP development assistant

## VOLUNTEERS CONTINUED

Holly Johnson  
Ken and Jane Johnson  
Kent Jones  
Dennis Kaleta  
Pete Kavanaugh  
Connie Kirvida-Lehr Dale and  
Anna Klobuchar  
Tom Knutson  
Karen Kobey  
Mike Kwasniewicz  
Bob LaMettry  
Barbara LaMotte  
Cheryl Larsen  
Gary Latz  
Ardie Lien  
Jerry Lilja  
Maxene and  
Roger Linehan  
Chelsea Lloyd  
Donna Lunke  
Christina MacGillivray  
Dave MacLean  
Susan Majjala  
Chuck and  
Kathy Manning  
Martha Marnocha  
Bob Martin  
Caleb Mattison  
Mary Maurice  
Anne McKinsey  
Marnie McMillan  
Norman and  
Printha Moe  
Rita Moore  
John Moos  
John Morrin

BJ Muus  
Hyla Napadensky  
Brian Neil  
Matt Nesheim  
Greg Nichols  
Beth Olson  
Phil and Lorrie Oswald  
Bob and  
Ginny Padzieski  
Graeme Parish  
Renette Pearse  
Joni Peterson  
Craig and  
Dianne Peterson  
Michael Peterson  
Bob Pranis  
John Praxmarer  
Cathy Quinn  
Steve Ramberg  
Becky Rayman  
Mike Raymond  
Kurt Redborg  
Mike and  
Kathy Reeves  
Ann Russ  
Lin Salisbury  
Mary Sanders  
Jennifer Schulz  
Doug Seim  
Gary and  
Kathy Siesenop  
AnnaBelle Silence  
Chuck Silence  
John Silliman  
Fred & Fran Smith  
Carl Solander  
Nancy Steinhauser  
Ellen Stubbs  
Anne Swallow Gillis

Judy Swanson  
Dave Tersteeg  
Carah Thomas-Maskell  
Greg Tofte  
Rainbow Trout  
Doug Turner  
Nick Vavrichek  
Dennis Waldrop  
Cilla Walford  
Ann Ward  
Betsy Warren  
Veronica Weadock  
Kristin DeArruda-Wharton  
Deb White  
Diana White  
Jaye White  
Shawna Willis  
Larry Wooding  
Karie Wrich  
Pat Zankman

**WTIP Board:**  
Leslie Anderson  
Matthew Brown  
Molly Hicken  
Matt Nesheim  
Annie Possis  
Mike Reeves  
Fred Smith  
Mary Somnis  
Dave Tersteeg

## Letter from Board Chair Matt Nesheim

April 15, 2020—As of this publication, the COVID-19 pandemic has put life on hold. We're in the third week of an unprecedented statewide stay at home order. Most work is either at home or on pause, or has vaporized into a cloud of uncertainty. People are asked to stay away from one another, and isolation is taking its toll. When information and connection are in high demand, it's no surprise that community radio is deemed an essential service.

WTIP North Shore Community Radio is on firm footing. A team of hardworking, dedicated staff led by Matthew Brown has scheduled programming, produced stories, secured funding, and maintained the equipment needed to keep WTIP on the air. The tenacious news department that has bulked up over the past five years is capable of handling the growing local reliance on WTIP for regional reporting. The board added new smart, competent members - Leslie Anderson and Mary Somnis - and continues to keep an eye on the station's finances. And members continue to make it possible.

Like everyone, we have yet to see how the pandemic and resulting economic hardships will impact the station. Not only that, but 2020 is an election year with wide ranging implications. As fellow members, please keep your dial tuned to 90.7 WTIP North Shore Community Radio. One thing is certain: we'll be in touch.



WTIP Board Chair Matt Nesheim on the trail with his dog Louise



Rhonda Silence and her *Small Change* Easter buddy, April 2020

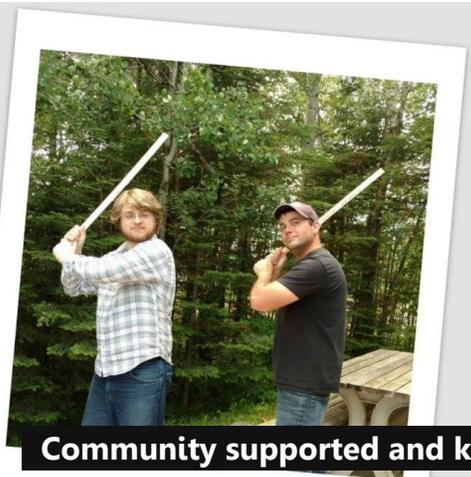
**WTIP Staff:**  
Sterling Anderson  
Matthew Baxley  
Deb Benedict  
Jana Berka  
Matthew Brown  
Aaron Carlson  
Staci Drouillard  
Joe Friedrichs  
CJ Heithoff  
Chelsea Lloyd  
Martha Marnocha  
Will Moore  
Jeff Nemitz  
Annie Possis  
Rhonda Silence



**THANK YOU LISTENER-MEMBERS! You built this!**

## Summer Events on Hold

Due to uncertainty about COVID-19, WTIP events are on hold for now, including the 2020 Annual Meeting. The WTIP Board will be in touch with our members about an alternative plan to have an official meeting, coming soon. Until then, the work of local radio continues!



**Community supported and knocking it out of the park, since 1998**

**We would love to hear from you.**

**WTIP Cook County Community Radio**

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Grand Marais, MN  
55604**

**(218) 387-1070**

Membership and Development contact  
[staci@wtip.org](mailto:staci@wtip.org)

Listen and contribute at  
[www.wtip.org](http://www.wtip.org)

