

Cook County Community Radio CPB Diversity Report 2020

Statement of Commitment to Diversity

Cook County Community Radio, also known as WTIP, is committed to representing the diverse community of NE Minnesota by reflecting the demographics of the area in its programming and the boards, volunteers, staff and management of the station.

WTIP Diversity Goal

Cook County Community Radio seeks to represent the diversity of NE Minnesota in its programming and composition of staffing, management and boards. We will provide equal opportunity in employment and educate our staff and boards in maintaining an inclusive and diverse environment.

2015 census data from Cook County provides the following information:

2015 data estimates		WTIP Staff	WTIP Board
Population	5,194		
Ages 0-17 years	15.3%		
Ages 18-64	59.5%	8	4
Over 64	25.2%	1	4
Females	50.2%	6	4
White	87.4%	13	8
American Indian	8.5%		
2 or more races	2.6%		
Hispanic	1.9%		
Black	.7%		
Asian	.6%		

Diversity Policy Practices and Initiatives

Diversity as defined in NE Minnesota is a composite of ages, cultural backgrounds, geographic locales, gender. WTIP ensures our commitment to diversity by the following practices:

- WTIP board has reviewed FCC's 47 CFR 73.2080 guidelines
- Post job openings to a variety of diverse organizations and media
- Host events that promote cultural/ethnic/gender/geographic/age participation
- Broadcast programming that reflect cultural/ethnic/gender/geographic/age demographics.

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- Station Manager sits on various boards of organizations thru out county
- Contribute annually to a scholarship fund for students in broadcasting thru AMPERS
- Partner with various educational, cultural, historical and arts organizations to create programs and features.
- Have representatives from all areas of county

WTIP will strive to have diversity in our region by including all individuals in the production of and selection of content for not only our over the air signal but also on our website and social media accounts.

Filed by
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