

FYE 2020 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-third anniversary on the air, WTIP North Shore Community Radio, in Cook County Minnesota, continues to be a bridge between many different segments of our community. This role has been critically important in 2020, due to the local and regional concerns about public health and COVID-19. While Cook County has the smallest population in Minnesota, with just over 5,000 people residing here full time, we do welcome over 50,000+ seasonal residents/tourists to our region annually. This was not different in 2020, even though all of our local businesses and organizations changed the way we conduct our work, and this includes the work of WTIP. Through strong community support, involvement and feedback, WTIP has continued to adapt our programming, outreach and response based on what our community needs. And in 2020, it was a local source of information about COVID-19 and public health and safety.

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 Lake Superior. WTIP accomplishes this by showcasing the work of local musicians and hosting musicians to play live on the air. We do have a news department whose work is focused on reporting local news and speaking with public officials about issues that affect everyone in our listening area. WTIP also provides a platform for storytelling, creating community events that center around radio and live music, and encouraging people to engage with us on the air, on social media and over the phone, to share what is happening in the community. We share information in a timely manner, both by broadcasting over the air and streaming programming around the world. Our multi-use web site, on-demand podcast segments and regular 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, the number of on-demand listens 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, telephone interruptions and more. We deliver the information on the air as well as posting it on our website and on social media. This role has never been more important as it is now, due to the COVID-19 public health emergency.

WTIP provides a place to create community conversation and explore ideas that are essential to fulfilling our mission.

- WTIP produces three 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) plus three hours on Saturday

(*North Shore Weekend* from 7 to 10 am). All four of these programs feature local, community voices, fresh interviews and conversations with local leaders. Our reporters and producers speak regularly with local organizations, elected officials, and governmental agencies, interspersed with produced features on the history, arts and culture of our region, as well as information on local events, meetings and a weekly music calendar.

- WTIP makes many of these interviews and features available on our web site for on demand listening. We also regularly upload many of them to PRX to allow 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. A number of *Community Conversations* in 2020 addressed our community's need for up-to-date information on COVID-19. And during a public health conversation about the pandemic, WTIP was able to announce the first case in our community, and get direct feedback from our public health panel of doctors and nurses live, on the air, as the news broke that evening.
- In December of 2020 WTIP partnered with the local Chamber of Commerce and a private foundation to create *The TIP Jar*-an assistance fund for local musicians. Using our strong relationship with area musicians, the station helped with outreach to local musicians and organized a series of on-air performances scheduled for early 2021. The TIP Jar is a great example of how WTIP is able to utilize our role as a community, public media outlet to fill a real need in our community, at a time when live music and venues have been shut down due to COVID-19.
- WTIP debuted a new feature called *Mindfulness Monday* in 2020. It is a bimonthly feature created by the Local Mental Health Advisory Council that airs on *North Shore Morning*. Like other communities, ours has struggled with mental health and wellness due to the drastic changes to daily life because of the global pandemic.
- 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.
- With a greater emphasis on books and renewed interest in reading, both nationally and locally, WTIP's *Superior Reads* and *Superior Reviews* with Lin Salisbury helps to connect listeners with new books and regional authors. These segments are both short features in form of book reviews, as part of *North Shore Morning*,

but also air monthly, as long-format programs that feature in-depth interviews with authors.

- WTIP continues to work with elementary and middle school students from three county schools to produce weekly segments of *School News*, a feature written and recorded by local students. It should be noted that this popular feature has been on hold throughout most of 2020, due to the complications around in-person visits to the station. In 2020, we worked directly with Cook County High School on a special program to honor the class of 2020. This was a way for parents and relatives to connect with graduating seniors at a time when in-person events, including the graduation ceremony, were closed to the public.
- WTIP produces the award-winning, monthly *Boundary Waters Podcast* which is specifically about the people who visit the Boundary Waters Canoe Area Wilderness (BWCAW). This one hour podcast is the place to experience stories from the people who visit the national wilderness area and serves as a venue to learn more about adventuring in this unique area of Minnesota. Short tracks of the podcast also air monthly. The WTIP *Boundary Waters Podcast* won a regional Edward R. Murrow Award in 2020, something that we are very proud of.
- 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. It should be noted that sports broadcasts were somewhat limited in 2020, due to COVID-19 in-person restrictions and changes to the school sports schedule as a result of the global pandemic.
- WTIP hosts *Radio Waves*, a local music festival, which provides a primary and vital connection for Minnesota musicians and the local community (including many families). This annual event is usually attended by over 1,000 locals and visitors, as a great community celebration. However, due to COVID-19, the 2020 *Radio Waves Music Festival* was changed to a one-day, online-only event, featuring 13 musical acts in 13 hours. Musical performances alternated between an open-air tent outside the WTIP studio and virtual performances who were broadcast via Cleanfeed technology. We did not have an audience in person, but for the first time, broadcast listeners were able to join us for *Radio Waves* from all over the world, via wtip.org.
- In late 2019, WTIP created our first Youth Community Advisory Board (YCAB). Made up of a group of community members, ages 8 to 16, this group created special programming in 2019 and early 2020. This effort serves as a great way to engage a new generation of radio producers, writers and listeners. Due to restrictions around COVID-19, the YCAB meetings were put on hold until 2021.
- WTIP maintains a community garden on site, partnering with the Local Food Project and one of the hosts of WTIP's *Northern Gardening*. The garden was

created in direct response to a community need for locally grown food, and was funded by the “Engaging Communities on the Economy” grant from the National Center for Media Engagement. Gardening commenced as usual in 2020!

- 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.

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.

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. Key Initiatives in 2020 include:

- 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. A number of *Community Conversations* in 2020 addressed our community's need for up-to-date information on COVID-19. And during a public health conversation about the pandemic, WTIP was able to announce the first case in our community, and get direct feedback from our public health panel of doctors and nurses live, on the air, as the news broke that evening. We also facilitated a panel discussion about the balance between public health and tourism, which is the primary economic industry in our region. Our key partners in this effort are Cook County Public Health, the Sawtooth Mountain Clinic, North Shore Health, the Cook County Chamber of Commerce and Visit Cook County.
- WTIP partnered with North House Folk School for the ongoing series *Elements of Craft*. Each segment takes a close look at the natural materials used in traditional craft. Episodes in 2020 covered the types of materials used to build wooden boats, the basics of celestial navigation, and using local stones for hand-made jewelry and other utilitarian items.
- In December of 2020 WTIP partnered with the local Chamber of Commerce and a private foundation to create *The TIP Jar*-an assistance fund for local musicians. Using our strong relationship with area musicians, the station helped with outreach to local musicians and organized a series of on-air performances scheduled for early 2021. The TIP Jar is a great example of how WTIP is able to

utilize our role as a community, public media outlet to fill a real need in our community, at a time when live music and venues have been shut down due to COVID-19.

- WTIP debuted a new feature called *Mindfulness Monday* in 2020. It is a bimonthly feature created by the Local Mental Health Advisory Council that airs on *North Shore Morning*. Like other communities, ours has struggled with mental health and wellness due to the drastic changes to daily life because of the global pandemic. WTIP also aired a number of public service announcements in 2020, which were created and produced by the Local Mental Health Advisory Council.
- 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 attends monthly meetings as part of the County Creative Economy Collaborative (CEC). This 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.
- The Station Manager attends regular bi-monthly meeting of the Grand Marais Business Coalition and the Pandemic Economy Group, both formed at the beginning of the pandemic to address the ever-changing State and National rules, regulations and recommendations.
- 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. The 18 month intensive was completed in December of 2019, and WTIP has agreed to continue on as a Community Cohort consultant for other stations selected to participate in 2020-21.
- WTIP has a strong participation with the Ampers network, a coalition of 17 community radio stations in Minnesota. Whether it's sharing Ampers produced programming like *Minnesota Native News*, *Native Lights* or *Veteran's Voices*, or serving as a peer consultant for other area stations, WTIP makes a great effort to stay in touch with our fellow Ampers stations and the Ampers administrative staff.
- 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. Topics in 2020 included a three part look at geologic processes that formed the Lake Superior basin and a profile of John Linklater, an Ojibwe trader and woodman with a close connection to Isle Royale.

This project is funded in part by the Minnesota Arts and Cultural Heritage Fund. And relies on a continued partnership with the Cook County Historical Society.

- Remote broadcasts are usually a great opportunity to partner with area organizations and businesses, but due to COVID-19, live broadcasts were limited, as compared to previous years. WTIP did broadcast live from the Gunflint Mail Run Sled Dog Race in January of 2020.
- WTIP has created an upcoming series called, *It Happens Here: Racism in Cook County, MN*. Research and groundwork began in 2020, with the first segment set to air in early 2021. A special advisory board was created for this initiative and includes five members of our local BIPOC community members.

This project is funded in part by the Minnesota Arts and Cultural Heritage Fund. And relies on a continued partnership with the Grand Portage Band of Lake Superior Chippewa, the Cook County Historical Society and our area schools.

For nearly 23 years, WTIP has developed, and worked to maintain and foster relationships with many organizations, and agencies in our region. We welcome 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 reliable and far-reaching. And providing access to current events and offering area non-profits an easy way to utilize our public services announcement option via the homepage at www.wtip.org, makes community radio the preferred method of public outreach. Radio has proven to be more effective than paid advertising or reliance on a weekly print newspaper. And public radio has a much more comprehensive local reach than other subscription based online media sources, which don't focus on local events and news.

You can hear regular interviews and updates with a wide variety of partners including, 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, Visit Cook County, all of our volunteer fire departments, the Sheriff's department, our elementary and high-school principals and school superintendent, representatives from the School Board, Sawtooth Mountain Clinic, North House Folk School, North Shore Hospital, five area historical societies and museums, Grand Marais Art Colony, North Shore Music Association, Cook County Local Energy Project, Arrowhead Electric Cooperative, Grand Marais Playhouse,

Lake Superior Coastal Program, Violence Prevention Center, Local Mental Health Advisory Council, Go Dog North Shore and Cook County Food Shelf to name several.

Here are just a few messages of thanks from key WTIP partners in our community:

“I got a nice card in the mail from a listener/old friend and teacher, thanking me for being on the radio regularly. When I was in middle/high school in SE Minnesota, we had an environmental learning center that I was involved with. The Director remembered me, and even though he still lives in SE Minnesota, it turns out he is a WTIP listener and he reached out with a card that came to my office late last week.”

--Grace Grinager, Cook County Public Health Coordinator

“Thank you for announcing the “Not Shards Yet” pottery sale they held this past weekend. It was a standing-room-only event, and we sold a lot of pottery by donation. There were quite a few folks that mentioned they’d heard about it on the radio – several times in fact.” –Joan Farnam, Grand Marais Art Colony Instructor

“Folks: Thanks for doing the Business Awards program at noon. Listened to every minute, and you all were superb! I think you enhanced considerably the potential for all of us to make the most of this challenging summer season. Simply excellent! Thanks, too, to Joe Friedrich for his willingness to do this unusual programming. I thought it worked well, Joe. Regards,”

--Jim Boyd, Director Cook County Chamber of Commerce

“I wanted to thank all of you for participating on Northern Gardening last Thursday. Several folks have emailed me to say they enjoyed the program and learned something – so kudos to all of you for being willing to share with the audience! Take care everyone,”

--Diane Booth, Community Center

“Thank you so much, Staci for your support in this process and to community radio – we are fortunate to have WTIP and to be able to connect with people in this way.”

--Alison McIntire, Mental Health Advisory Council

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.

- 2020 was a full year of news coverage and community conversations about the impact of COVID-19 on the North Shore. Updates were shared every weekday morning and public health remained the focus of interviews on *DayBreak*, *North Shore Morning* and the *North Shore News Hour*. Grace Grinager, public health coordinator, and Dr. Kurt Farchmin, the infectious disease coordinator at Sawtooth Mountain Clinic were regular guests on these programs. Listeners also rely on the WTIP website for important information on COVID-19 as the pandemic

eventually reached us, in far, northern Minnesota. Our news department created a number of COVID related Community Conversations with topics including: 1) a local panel of public health experts preparing for the pandemic; 2) finding the balance between economic health and public health; 3) what to expect now that COVID-19 has reached our community; 4) when is it safe to reopen our schools? These public panels and conversations garnered a lot of feedback from listeners, and throughout the year, WTIP grew into the primary source of public health outreach and information at a very critical time.

Here's a selection of listener comments:

"Hello WTIP, Thank you for your part in keeping the community informed, soothed and connected in these stressful times. Onward,"

--Sara Jane Tompkins

"So grateful for the hard work you're doing during this difficult time! You're keeping us informed, connected and inspired!"

--Jane and Ken Johnson

"Thank you! You are our only form of info at Gust Lake. We need you."

--Roger and Pam Oss

"Hi, Joe – I just wanted to thank you – and the panel members, whom I've copied on this email – for a fantastic community conversation on COVID-19. Your approach, as always, is professional, courteous and focused on facts. Thank you for providing such terrific coverage during these unusual times."

--Lisa Sorlie

Accountant, Cook County Highway Department

Public Information Officer, Cook County Emergency Operations Center

."Keep putting out great radio programming. I appreciate it even more during these trying times. Please thank all of the WTIP staff for me. Have a great and healthy day."

--Brad

"Stay strong, all you folks in Grand Marais. Soon I hope we'll be listening to you again in our cabin on Devil Track. Strange times we are living in. Keep the faith, keep the airwaves humming, and stay well, stay safe, and we'll see you soon. Our hearts and our love go out to you, dear Grand Marais! You will survive stronger than ever. Stay strong!"

--Dick and Nancy Gongoll

"Good morning Joe--I'd think you've likely already got this question in mind for this evening, but here it goes. From someone stuck in the cities dearly missing their second home in Cook county (but glad to do their part and not risk bringing infection to Cook county), what criteria will the county use to decide when to lift the travel advisory? I'm hopeful there are some metrics in mind rather than just wait and see. I couldn't find

anything on the county website beyond the initial press release. Thanks for your work and the whole crew at the radio station, I find listening to WTIP far more engaging and hopeful than any other source of news and entertainment right now."

--Josh Dix

"Evening Joe--You took on a major concern, a hard conversation tonight. You facilitated it professionally and you clearly had done your homework. How grand it would be if there was a clear, consistent path, or even better, no Covid at all. You led a needed conversation & did it with patience & knowledge. You will continue to be involved in this conversation for weeks to come. Thank you for taking it into a public forum tonight. So glad you and WTIP are here. Stay healthy. Carry on!"

Rita Plourde, former Director of Sawtooth Mountain Clinic

Standing O for you! Wonderful show. So well-conceived and executed. Shows why WTIP is a leader of this community. Cheers,"

--Phil Oswald

Grand Marais, Minnesota

"Good job, well done. Fearless radio. Wow."

--Mary Somnis, EDA Director

"Nice job! Good balance with great people contributing. I am so proud of this community and the radio station. I have been telling as many people as possible to tune in.

Thank you!"

--Heidi Doo, Cook County Commissioner

"Nice job, Joe! That was a marathon and you did a great job keeping it going and fluid. Kudos. And thanks for putting it together and getting this message out there. I hope it was helpful to the community. We'll be in touch."

--Dan Shirley, CCHS School Board Member

"Greetings Joe--If I have my information right, you were the host of the Community Conversations today with several guests who were talking about mental health in this time of a pandemic. Thank you. This was one of the most sincere, calming conversations I have ever heard on radio. I recently got COVID and the main symptom I had was deep, deep, depression. I am new to the area and, as you can imagine, moving to a small town (Lutsen) in the middle of a Pandemic, can be very isolating. I found great comfort and solace in this heartfelt, honest conversation that you facilitated. It was a salve and gives me something to hold onto as I create my life in this time of isolation. Thank you, Thank you. Please feel free to contact me if you have any questions. I hope your father heals completely from COVID. May Compassion Prevail for All Beings"

--Amy Leo Barankovich

- WTIP's *Boundary Waters Podcast* was awarded a 2020 Regional Edward R. Murrow Award in the small market radio category, The award is for overall series content based on the submission of *Episode 18: A Father's Dream*, the story of Erik Dickes from Omaha, Neb., who recorded an audio diary on a trip to the BWCAW in May 2019, to commemorate his late father, and tell the story of a canoe trip they had planned to take together in 2018.

A Selection of Listener comments:

"The real thanks goes to you though, I enjoy listening very much. The boundary waters is my happy place and I love hearing from people who feel the same way.

As far as trips this year I only have one very short one planned so far in May. I was/am planning to take my 6 year old daughter on her first BWCA trip. We were just going to do a short 2-3 night trip entering at Slim Lake on the Ely side. TBD if that will still happen or not but I think one way or another I will find my way there sometime this year. Keep up the good work I appreciate you guys very much!" --Kyle A. Wilson

"We love the Boundary Waters Podcast with Joe and Matthew. Listening now online."
--Brad and Missy, Burnsville, MN

"Great work! So happy for you all - you deserve it! Keep up the good work."

Cheers, --Jason Zabokrtsky, Ely Outfitters Founder and Owner

"Sharing some well-earned recognition for WTIP and the Boundary Waters Podcast."
--Sally Hardy, Project Manager, Community Counts Initiative
National Federation of Community Broadcasters

"Kudos to WTIP, Joe Friedrichs and Matthew Baxley!! What great recognition for an important feature of WTIP! Good luck in the nationals!!"
--Joan Farnam, Grand Marais, MN

"Was really looking forward to meeting you at Canoecopia this year, but alas... Just finished listening to your interview with this gal (hopefully spelled her name correctly) and I gotta say that was an excellent piece of journalism. It was hard to listen to, but essential for anyone who's ever been or planning on going to the BW in early spring. I look back on my first ever May lake trout trip 6 years ago on Knife Lake 6 years ago and shudder to think that we were just one screw-up away from the same fate paddling out in those open, frigid waters. Same goes for your phone interview with Mike McSweeney a while back. Gotta say that through this pandemic, I've been starting my day listening to your 7am show, you've been a voice of calm and reason during this stressful time. Keep up the great work. The Murrow award was truly deserved, well

done! Had an opener trip to Knife scheduled this year, but had to scrap the trip for obvious reasons. Hoping to get up there later this year.”

--George Wulf, Rockford, IL

- WTIP is constantly producing news stories with a local focus and in 2020 our news department extensively covered news and updates on how COVID-19 was affecting our local community. We also followed the Black Lives Matter protests, which had a local component as well as election related news including candidate forums for each vacancy at the local level as well as interviews with district and state level candidates who appeared on the ballot in November of 2020. Our news team also covered a devastating fire in downtown Grand Marais that destroyed three businesses. It was a big year for news, and the work of WTIP made a great impact on listeners here on the North Shore as well as others who accessed news and news stories online through www.wtip.org.

Here are few listener comments:

“Thank you for your outstanding, collective dedication and hard work, esp. during this pandemic, to make WTIP our favorite radio station. Stay strong.”

--Tom & Diane (Tom Lake)

“As a visitor to the N. Shore I've been listening to WTIP. Simply put I think you do an extraordinary job as community radio. I appreciate how you work to provide local and relevant news, information, and entertainment. I really like how you interview local resources like the clinic administration to the new owner of the lumber yard. In my view this is exactly what public radio should do. It is authentic, real, and worthwhile. I'm sure this takes significant work and preparation and I want you to know it is appreciated. Thank you - good job, keep it up. May you be healthy, happy, peaceful, and loved.”

--Wes Pruett

“As everyone in our community knows, WTIP keeps us connected with quality programming, informative news, enjoyable musical selections, and opportunities to listen to our community's personalities and interests. WTIP has exceeded expectations in keeping us informed during this time of COVID-19 crisis, economic uncertainty, and social unrest. And all of you at WTIP (volunteers included) are so gracious and willing to put the extra effort in our community. Thank you!”

--Duane and Barb

“Hi Rhonda--I just read your coverage of the school board meeting last night. Thank you so much for the information, it is greatly appreciated. It is nice to know that community members can have such a fast turn-around on what was discussed. Hope you and your family are doing well. Thank you again for the coverage!”

--Jeanne Anderson

“Really good synopsis of the school board meeting! Critical stuff treated fairly and completely. Learned a lot about the board and community thinking. Thanks.”

--Jay Andersen

“Hi Rhonda--You really checked all the boxes in the Sample interview. I was especially gratified when you asked him about his successful nursing home businesses in Iowa. I don't for a second believe his excuses and I hope that the community won't hobble the clinic's pharmacy opening by taking the Walgreen's route. I for one will stay local, just bridging the four month gap by using the Essential pharmacy in Silver Bay . . . Again, such a good job, Rhonda. Thanks and I hope that WTIP can be a place where people can find options for themselves while waiting for the clinic to open, especially for urgent meds needs.

--Vicki Biggs Anderson

“Good Morning! I just wanted to send a note of thanks to everyone at WTIP for your coverage of the elections, from the online voter forums, primary and yesterday's election results. CJ and Joe did a great job last night, and Rhonda has also done a great job through all of this. It's great to have WTIP giving us the latest news, not only about elections, but COVID, Black Lives Matter, and many other important issues in our wonderful county! Wishing all of the staff at WTIP good health, stay safe!

--Cheryl Humphrey

- In spite of the global pandemic, WTIP continued to bring music and variety programming to the air waves. Our regular roster of 100+ volunteers were not able to be at the studios in person, due to social distancing and public health restrictions, but 20 volunteer music programmers pivoted to home studio production to create eclectic music programming. We received many listener comments by phone as well as via email and with donations. Here are a just a few related to music and variety programs:

“Hi--We have family in Minnesota and after our last visit there I was looking for a radio station in their area to feel a bit more in their world and luckily found your Station. We really enjoy listening to your programs, apart from the typically American radio voices, the music is very special and different from our programs over here, it opens a wide range of new sounds, we love that. Due to the different time zone we listen mostly to your night programs, they are just great. So, as ABBA sings: thank you for the music (and all else) and stay safe in those difficult times.”

--Sabine in Hamburg, Germany

“Hey Matthew--Best way I know how.....Thank you and the entire WTIP crew for keeping (at least me) a bit on a mentally healthy path with your continual broadcasting. You all are much appreciated.”

--Russ Viton

"I lost it today listening to Bump on WTIP. So heartfelt and words spoken for many. Low and behold, I go to pick up groceries and there he is singing songs that make you stop and listen before you leave the car. I love my community and the people who live here."

--Connie Kirvida Lehr, Lutsen

"Tell Will his show is just what we all needed this morning. Making me cry a little, but that was needed too. Loving up the John Prine family today. Stay safe and thanks for great community radio."

--Suzanne

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 2020. If you regularly broadcast in a language other than English, please note the language broadcast

WTIP covered local Black Lives Matter protests, which took place every Friday in downtown Grand Marais and took on topics such as BIPOC's experiences in a wilderness setting and the idea of "safe space" for people of color in our community. These topics were explored as news features and for a summer episode of the *Boundary Waters Podcast*.

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) was an early government, organizational and business partner with WTIP and throughout 2020, our news department reached out for regular updates from Tribal Chairperson Beth Drost and covered the tribal election season in fall of 2020. WTIP also airs *In the Spirit of Medicine*, a monthly feature by Dr. Arne Vainio and produced by KUMD in Duluth.

WTIP has produced many programs and revisits features that reflect the culture of Indigenous people including a weekly Native American music program, *First Nations Time*, hosted by John Morrin, a Grand Portage tribal member. WTIP also airs *Anishinaabe Way*, a feature produced by Grand Portage descendant 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 *Native Lights*, daily *National Native News Health Updates*, *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 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 stay relevant and current, at a very critical time for public health and media communications. 2020 was an extraordinary year and our small staff had to evolve the way we create radio in the age of Covid-19. Having the support of CPB funding has allowed WTIP to create original, independent radio content tailored to what our community needs at this unpredictable time in history. Because of CPB's help, WTIP has not missed a single minute of programming since the start of the global pandemic. This is an incredible accomplishment, especially considering the small staff and our remote location. And as you can see from the sample of listener comments shared throughout this report, WTIP has consistently engaged local residents as well as visitors, many of whom listened online from home, in order to stay connected with Minnesota's North Shore when travel was not advised and considered to be a threat to our public health. WTIP has done a lot of good work keeping people connected, entertained and connected to vital information.

Looking forward, WTIP will be able to implement new strategies and further innovate how we deliver radio service, while engaging new listeners and providing good service to our business and organizational partners. Because of CPB funding we are able to:

- * Select and purchase quality national programming that resonates with our listener-members.
- * Continue the efforts of our award winning news department.
- * Train our staff and volunteers to create high quality, professionally produced news, arts, culture and historical features specifically about our region.
- * Sustain our locally created, interactive and issue driven *Community Conversations* program, which was originally created as a direct result of CPB's Community Engagement Initiative.
- * Continue to upgrade our broadcast infrastructure and studio equipment to streamline the way we deliver radio service.

There has never been a more critical time for community radio and WTIP continues to offer up-to-the-minute public health information, locally focused news and features that reflect this unique and interesting community. Our mission is 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.* Looking back on the 2020 program year, WTIP is proud to say that we have successfully met our mission on all counts and in a variety of ways. Thank you

for helping us to meet our mission's goals which ultimately are based in service to our community and beyond.