

2012 SAS Narrative – submitted 2-13-2013

1. Since installing our translator on Grand Portage Ojibwe tribal lands in 2009, we continue to engage the community thru outreach and programming. Two band members continue their weekly program of native music. We purchase programming from Native Voice 1 consisting of music and of news programs produced by native Americans. We hired an independent producer to produce a monthly features titled “Anishinaabe Way: Lives, Words and Voices of the Ojibwe People” which is archived on our site. We feature photography by local native photographers on our web site. We also feature Grand Portage Elementary students weekly reporting on news and activities from their school and community. We participated in the annual wellness fair at Grand Portage, bringing the message of bridging our communities thru WTIP programming and volunteerism.

We engage the tribal chairman and tribal biologists regularly in interviews and features. We air PSA’s and information on our calendar programs that would benefit the native community. We also purchase and broadcast national programming created for Black History Month and Native American Heritage month for informational and educational purposes for our community of listeners. We broadcast live the “State of the Indian Nation’s Address” by the National Congress of American Indians president.

We do this for our native community and for the purpose of educating and engaging our whole community of listeners. Currently, we have Grand Portage youth engaged in our youth radio training programming, with involvement and buy-in from community leaders from Grand Portage.

2. CPB funding is critical to the function and success of WTIP. In addition to enabling us to purchase high quality national programming CPB funding is the essential factor in the success and sustainability of our news department. Our news department now consists of 4 people plus 8 volunteer citizen journalists. We have invested more in our news dept than most small rural stations but we feel that the success of stations like ours is in the creation of local content. Our locally created programming, be it interactive community issues programming, staff or citizen journalist produced news and culture features, phenology or historical segments, have focused on connecting our community and visitors to each other and to our region.

We have strategically positioned our station in our community as an essential community asset by focusing on local news issues and events. We are considered a part of the chain of emergency management organizations during times of community crisis. We work to help empower community members to become engaged and decisive in their community and its issues thru education and exposure to community leaders, issues, history, arts & culture and organizations within our community.

CPB funding began for us in 2007. It has provided WTIP with the opportunity to develop our ability to engage our community thru these services and become an essential organization in our area. Since then, we have increased our business support by 75% and membership by 60%. Our overall income has doubled. This is due in a large part for the funding from CPB and the opportunity to take part in the Community Engagement Initiative funded by CPB thru the Harwood Institute.

3. Outreach is a key factor in our success. Thoughtful and deliberate decisions regarding locally produced programming and nationally purchased programming are essential in the success of a radio station, but community outreach and the partnerships with other organizations and institutions are critical.

Here are some examples in our partnerships and outreach:

- * We go on site to arts and cultural events every year and provide live remote broadcast coverage for our partner organizations. The Grand Marais Art Festival, The North Shore Dragon Boat Festival, & The Wooden Boat Show are all events at which we have a live-on air presence, partnering with the Grand Marais Art Colony, the North Shore Health Care Foundation & North House Folk School.

- * We produce a live interactive call in program monthly called "First Thursday Community Conversation" where we focus on a local issue with community leaders and regional experts for a discussion on the topic.

- * Third Thursday Community Conversation – live interactive call in program featuring a community member who exhibits leadership qualities

- * We completed our 3rd year of our community garden, a large garden plot created by us on our property. We have 8-10 active gardeners who grow vegetables and maintain their plots. With the success of the WTIP Community Garden, 2 other community gardens in other locations (on city property and on Grand Portage tribal lands) have come into fruition. WTIP produces a local gardening program featuring food growing and garden resources to educate local gardeners and to share their successes.

- * Partnered with U of M Extension, Cook County Schools, & local law enforcement in the ongoing discussion, public meetings, news features and on air conversations about bullying and sexual predation in our community.

- * Partnered with Cook County Schools & Boreal Access, our local internet provider, to bring coverage of local events via live video streaming to our community and beyond. Sports broadcasts, school board sessions, & school concerts were broadcast this year. This is an opportunity we will be expanding in the coming year.

- * Partnered with Cook County Schools and Grand Portage schools to create a youth radio training program. Students learn to produce features and create live programming.

- * We broadcast all football games and a percentage of girls and boys basketball games. High School sports are a cultural event in rural communities. We began video streaming some of the games this year.

- * During our membership drives we invite the community to come in enjoy our hospitality by grilling bratwursts and providing food and to meet our hosts and staff. We have an open door policy here at the station and many consider our facility a type of community center.

- * We organize and produce "Radio Waves Music Festival" , a two day event which features local musicians and provides a family friendly atmosphere in an outdoor setting. It is well attended by all ages.

- * We completed our SAFER manual and partner with emergency management organizations in our community to provide coverage and the relaying of information during community crises.

4. Our work with the educational community continues to expand and deepen.

Our Youth Radio Project has expanded to Grand Portage Band of Lake Superior Ojibwe youth and we currently have 10 native American youth involved with learning radio skills. The Grand Portage youth coordinator has been integral in helping us with this connection. We have maintained our connection and production and broadcasting with Cook County schools youth.

WTIP and Cook County Schools partner in producing "School News" every day from different grades and schools in our community, a 5 minute feature that the children write and record on their weekly pursuits and projects within the school day.

We continue to work with the superintendent to bring forth special programming regarding school board sessions, budget cuts. These can be in the format of audience participation with questions and comments

5. We expect that the newly formed partnership with Boreal Access, our local internet provider, and WTIP will become more of a force in the community. As previously stated we are preparing for the introduction of broadband into our entire county and have been experimenting with live video streaming on community events. I anticipate beginning to cover/live stream city and county meetings, school board meetings, school and community events, sporting events, etc.

*On air we will continue to develop, train and integrate the Youth Radio Project onto our airwaves social media and web presence.

*We will continue to feature our "First" and "Third Thursday Community Conversation" bringing local issues to the forefront and providing an interactive opportunity for the public to ask questions & give comments.

*We will continue to cover community events from a live broadcast standpoint.

* "Radio Waves" our local music festival will happen again in September giving community members an opportunity to see many local musicians bands thru out 2 days. This festival is family orientated with all ages attending, with a special focus on our seniors.

*We have received funding from the Lake Superior Coastal Program- Department of Natural Resources to produce a year long, twice month series we are calling "The Lake Superior Project". This highly produced series will focus on the perils & environmental hazards that threaten the largest body of fresh water in the world. We are working with over 20 agencies, organizations and Native American tribes around the lake in 3 states and Canada in gathering information for this series.

* We will continue to produce features reflecting the arts, culture and history of our region

We will measure listenership thru web archive stats, streaming stats and support thru membership and underwriting. Being located in a small town, we constantly receive feedback and comments from our community members and visitors to the area. We file written comments. Surveys could also be used to gather input.

As always, our goal is to educate, inform, connect and encourage discussion and participation in the matters that concern our area and people, creating an atmosphere for healthy dialogue in solving common problems.