

CPB SAS Report 2014

One:

WTIP aims to capture and reflect the unique interests of the people throughout the area, and to serve their diverse and unique needs. We reach out and link the elderly with youth, 5,000 residents with 50,000 tourists, and seasonal residents with year-round residents, all of whom are dispersed throughout 1,500 square miles of woods and waters.

The following are ways we have been working to inform, involve and engage the public in community events, issues and challenges.

- Throughout 2013, WTIP has worked to provide a platform for information dissemination and conversations through a variety of on-air interviews and programs. Dozens of area organizations and individuals shared information, insight, and knowledge with the community through WTIP in 2013.
- WTIP continued to lead the Youth Radio Project, which trains local teenagers in writing for radio and audio production. Through this project, area youth are able to express their perspectives, thereby providing deeper insight into this faction of the community.
- WTIP continued broadcasting local sports, connecting listeners with play-by-play coverage of home and away games.
- WTIP hosted a local music festival, connecting the local community (including many families) with area musicians.
- WTIP maintained a community garden on site at WTIP. The project 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.
- WTIP provided a voice to dozens of area children to share the happenings of their classes and schools through School News, which was broadcast throughout the school year.

Two:

WTIP believes that collaboration is an essential component of community service. It enables organizations to share ideas, pool resources, and increase reach. We continually extend our hand to area organizations, always seeking ways to partner and support each other. We believe that we are stronger together, and that the community will be better served if we work together whenever possible.

Some of our key initiatives have included:

Information Dissemination

WTIP has worked diligently to provide a comprehensive information service that informs our listeners of the efforts, activities, and events throughout the area. This includes on-air interviews with dozens of community members and organizations, as well as a weekly report from the local newspaper, the Cook County News Herald.

Content Sharing

WTIP worked with the Cook County Historical Society to record and broadcast content gathered by the Cook County Historical Society, thereby extending reach and increasing the accessibility.

Emergency Management

This year we continued to be a part of the chain of emergency management organizations in our region. We are officially members of the Cook County Emergency Management Committee, playing a role in developing best practices during natural disasters and emergencies in our region.

Arts Partners Collaboration

WTIP has worked diligently to form a strong collaboration between five arts organizations in the area: the North Shore Music Association, the Grand Marais Playhouse, the Grand Marais Art Colony, North House Folk School, and WTIP. Together, we created and distributed a brochure that works to tell the individual and collective story of the arts in the area.

Community Garden

For the past several years, we have worked closely with the Northwoods Food Project and the Cook County Master Gardeners to create a community garden, and make plots available to the public. We have 8-10 active gardeners who grow vegetables and maintain their plots. WTIP produces a local gardening program featuring food growing and garden resources to educate local gardeners and to share their successes. This effort brings people to the station and helps invite community members to take part beyond the airwaves. WTIP is committed to continuing this effort.

DragonBoat Festival

WTIP partnered with the North House Folk School and the North Shore Healthcare Foundation to help organize The North Shore Dragon Boat Festival, an annual community-focused summer festival that welcomes outdoor enthusiasts, families, and paddlers from throughout the Greater Midwest, Canada, and around the world. The festival engages individuals and groups in athletic participation, celebrates the beauty of the North Shore, rekindles people's connection to Lake Superior, and benefits the region by fostering economic vitality.

Remote Broadcast and Outreach tables

WTIP provided remote broadcast of the Wooden Boat Show, the Grand Marais Art Festival, and The DragonBoat Festival, and we set up outreach tables at several community festivals and events to help raise awareness.

Three:

WTIP's efforts were well received, and had a positive impact in our area, including:

Increased Awareness

Because of our efforts disseminating information, there was increased awareness among the public on a variety of events, local efforts, and public meetings. Listeners commented that because of our live broadcasts from the Wooden Boat Show, the Grand Marais Art Festival, and The DragonBoat Festival, they gained an understanding and feel for the events, and were more likely to attend. Organizations indicated that because of our interviews, there was a greater public awareness of area events and happenings. Also, we received feedback from listeners that our public service announcements and coverage of public meetings has increased awareness of the meeting and its content.

Additionally, WTIP's efforts increased awareness of community issues and topics, such as invasive species affecting the area, environmental changes taking place in our backyards, and sex trafficking going on in the state. As one listener stated, "I sincerely thank you for bringing this horrible issue out into the open and making us all aware of it."

Increased Knowledge/Ability

Because of WTIP's efforts, many community members have increased knowledge and skill in radio production, writing, and hosting. Through our Youth Radio Project, over a dozen area students were trained and gained experience in radio and web production. One participant stated that his involvement with WTIP resulted in him pursuing journalism in college.

Increased Access

Because of WTIP's efforts, there was increased access to information and materials. Many of our audio features are archived on our website, providing on-demand access to arts, culture, history, and news features about topics and information of local relevance. One listener stated, "It was quite a pleasure to find your station with news and delightful, informative commentaries so far from my home in Gig Harbor, WA. This winter I am before my fireplace's warmth and glow enjoying your locals describing and sharing life and news from your area. I will be staying in touch via the podcasts or streaming."

Additionally, WTIP's efforts provided increased access to resources. For example, we were told by the director of the North Shore Health Care Foundation that our broadcast of an interview about creating an end of life advanced directive significantly increased requests for this document.

Four:

WTIP works hard to engage and meet the needs of diverse audiences. Specific efforts include:

- Airing a locally-produced native American music program hosted by band members of the Grand Portage Band of Lake Superior Ojibwe.
- Airing programming from Native Voice 1, including Undercurrents, National Native News, and Voices from the Circle.
- Producing a monthly features titled, “Anishinaabe Way: Lives, Words and Voices of the Ojibwe People,” which is archived on our website and shared with other stations statewide and nationally.
- Featured photography by local native photographers on our web site.
- Engaging Grand Portage Elementary students weekly through School News, where they report on news and activities from their school and community.
- Participation in the annual wellness fair at Grand Portage, at which we help bridge the communities through WTIP programming and volunteerism.
- Engage the tribal chairman and tribal biologists regularly in interviews and features.
- Provide information that is of importance and/or interest to the native community.
- Broadcast national programming created for Black History Month and Native American Heritage month for informational and educational purposes.
- Invite youth from Grand Portage to participate in our Youth Radio Project.
- Broadcast live the “State of the Indian Nation’s Address” by the National Congress of American Indian’s president.

Five:

WTIP has received funding from CPB since 2007. Our total station revenue, including business underwriting and membership, continues to grow every year due to practices we were able to put in place because of CPB funding, including:

- Purchasing quality national programming specifically selected for our community
- Strengthening our local news department
- Training our staff and volunteers to create highly produced news, arts, culture and historical features for our region
- Sustaining our locally created interactive community issues "conversations" program, which was a direct result of CPB's Community Engagement Initiative.

WTIP is an essential community asset that has become a connector for our community and visitors to our region. We work to help empower community members to become engaged and decisive in their community and its issues through education and exposure

to community leaders, issues, history, arts & culture, and organizations within our community.