

## 2015 CPB SAS Report

**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.**

WTIP North Shore Community Radio went on the air in April 1998 to serve a large remote region including service to Minnesota's North Shore, the Gunflint Trail, and the Grand Portage Band of Lake Superior Chippewa. WTIP is the first and only local radio station broadcasting in the Arrowhead region. As a community station, we aim to capture and reflect the unique interests of the people throughout the area, and to serve their diverse and unique needs. WTIP reaches out and links 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.

Over the years, WTIP has become more than a radio station. Through strong community support, involvement and feedback, WTIP has continually increased our programming, outreach and response to community needs. The communities we serve rely on us for information, use us as a creative outlet, and respond to our outreach efforts. Over the years, WTIP has grown into an essential and highly valued community resource.

Providing a platform for the creation of conversation and the exploration of ideas is essential to our mission. By giving people in the area a voice, we help foster engagement, create dialogue, and encourage connections.

- WTIP produces 2 daily programs Mon-Fri encompassing 3 hours and 3 hours on Saturday that feature local community voices with interviews and conversations with local leaders of organizations and elected officials, governmental agencies, interspersed with produced features on the history arts and culture of our region, as well as local events, meetings and arts and music happenings.
- Most of these interviews and features are available on our web site for on demand listening and are uploaded to PRX for statewide access from our partner public radio stations.
- WTIP produces a monthly hour long program "Community Conversations" in which a local issue is discussed in depth with stakeholders and the public has access to participate either online or by phone.
- WTIP continues 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 broadcasts local sports, connecting listeners with play-by-play coverage of home and away games.

- WTIP hosts a local music festival, connecting the local community (including many families) with area musicians. This event is a much beloved annual event attended by locals and tourists.
- WTIP maintains 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 provides 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. Four county wide schools participate every week in this feature.

**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.**

WTIP has a relationship with and is engaged with many local organizations and agencies. Most entities in our county present issues and information to our community via our community programs. We conduct regular on air conversations and updates with city and county government officials, US Forest Service, Department of Natural Resources, Grand Portage Band of Lake Superior Ojibwe, Cook County Chamber of Commerce, Cook County Visitors Bureau, all volunteer fire departments, school principals and superintendent, Sawtooth Mountain Clinic, North Shore Hospital, 5 historical societies and museums, Grand Marais Art Colony, North Shore Music Association, Grand Marais Playhouse, Lake Superior Coastal Program, Lake Superior Binational Forum, Violence Prevention Center, Cook County Food Shelf to name a few. Two local newspapers have a regular weekly discussion on WTIP, sharing news and information about our area. We broadcast and post on web site regular features by local columnists who share the news of their areas of the county.

Recognizing that WTIP is a trusted resource and an important avenue for communication, engagement, and connection, many current and potential volunteers have indicated interest in becoming commentators for WTIP. They are interested in covering local topics and events through audio and video features that WTIP can share with our audience.

We are excited about a recently funded initiative to hire a coordinator to train local residents to produce audio features that are representative of their interests providing a platform for the creation of conversation and the exploration of ideas is essential to our mission. By giving people in the area a voice, we help foster engagement, create dialogue, and encourage connections.

Key initiatives are described in #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.**

By partnering with many of the above organizations we were able to bring new information, awareness and knowledge to our community of listeners. Here are 4 of the initiatives WTIP help move forward:

\* The Cook County Invasives Team, thru its interviews and community discussions on WTIP, were able to engage many community members to participate in several action days in removing large areas of invasive plants in our county and educated many more on how to continue best practices.

\* In a partnership with Sawtooth Mountain Clinic and Minnesota Department of Health, WTIP helped to engage women of childbearing age to be a part of a study on the effects of eating local fish and mercury levels in themselves and their children. According to Joyce Klees, RN at Sawtooth Mountain Clinic, "WTIP played a key role in getting initial information out about the FISH Project and continues to play a strong role in updating the community about the project. When asked, the majority of participants said they heard about the project when listening to WTIP. WTIP conducted interviews, in-depth reporting, and aired PSA's related to the FISH Project in a timely and professional matter. This community radio station is a crucial media source in helping to make the FISH Project a success."

\* Working with the Cook County Historical Society, WTIP produced 14 features and programs to educate and bring awareness of the rich history of our area. By producing features on the maritime aspect of our history, WTIP helped to enrich the attendance and awareness of the summer exhibit of our history center.

\* The initiative that had the most impact on our community was the series on sex trafficking on "The Lake Superior Project", a monthly feature that brings awareness to the issues, environment and the people of Lake Superior. The 5 segments we produced on Sex Trafficking of Native Women had a profound effect on people as recognized by the following comments from 2 listeners:

"The current story airing about Native women and sex trafficking is having the most powerful affect on me of any media story that I have ever heard. For both segments I have had to stop in my tracks, with tears in my eyes, as I listen in total disbelief! You have done an incredibly positive thing by shining such a bright light on this heart breaking regional issue."

"Every time I listen to one of your features about the sex trafficking that's going on right under our noses, it just brings tears to my eyes. Those young innocent girls could be any of our daughters. I sincerely thank you for bringing this horrible issue out into the open and making us all aware of it. I hope every young girl will think of these programs if they are ever approached by a seemingly "harmless" stranger. Your work on this problem will be responsible for saving many of our young women. Thank you."

**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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.**

The predominant minority population in NE Minnesota is American Indian at 8.7%. The tribal lands of Grand Portage are in our listening area and in cooperation with the band, WTIP installed a transmitter in Grand Portage in 2008 to enable the community to have access to our broadcasts and to ensure the safety and well being of the community thru emergency broadcasts.

WTIP produces many programs and features that reflect the culture of the Ojibwe people including a weekly Native American music program that is hosted by one of the tribal board members. "Anishinaabe Way" a monthly feature produced by Staci Drouillard, features interviews with Ojibwe people, the work they do and the impact of their culture on their modern lives. Our historical features "Moments in Time" often feature snippets of the past culture in our region.

WTIP purchases "National Native News", "Undercurrents" and "Voices from the Circle" from Native Voice One and carries "Minnesota Native News" from AMPERS.

For 2015, we are working with the cultural language teacher at Grand Portage to produce weekly segments titled "Ojibwe Words of the Moment" in an effort to bring awareness to the community and to archive the spoken word, its definition and use.

WTIP works with the charter school at Grand Portage to bring a weekly "School News" feature to the air, connecting the work of the children on tribal lands with the entire listening area.

WTIP board vice president is a member of the band of Lake Superior Ojibwe in Grand Portage.

**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?**

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
- \* Deepening the strength of a small news department by training community members to become weekly commentators/columnists
- \* 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.
- \* Upgrading our aging broadcast infrastructure and studio equipment

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.