

2014 Annual Report WTIP is celebrating 17 years of serving the community! Over the years, we have become more than a radio station, serving as an essential service that connects, reflects and builds community on the north shore of Lake Superior.

History

WTIP was launched by a small group of pioneering volunteers sitting around a kitchen table who believed that community radio in Cook County could play an important role in building a sense of shared community.

Since our inception in April 1998, the need and demand for WTIP's services has grown tremendously. Through strong community support, involvement and feedback, WTIP has continually strengthened 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 positively to our outreach efforts. Indeed, WTIP has become an essential and highly valued community resource.

WTIP works to produce on-air programming that reflects and responds to our unique listenership. Our program schedule is often described as having "something for everyone." In addition to our on-air efforts, WTIP also reaches beyond the airwaves, embracing our role in the community and using our position as a trusted community asset to increase the well-being of the area.

Mission

WTIP's mission is to connect, reflect and build community on the north shore of Lake Superior. We aim to fulfill our mission by:

- Providing timely and accurate reports of local and state events, including weather, news and community happenings;
- Providing a forum open to all residents of the area for the discussion of public issues;
- Offering music and entertainment for our audience;
- Offering a diversity of programs designed to educate and inform;
- Seeking to promote the general well-being of the area;
- Training local residents to use the medium of radio to express their thoughts, feelings and talents.

North Shore Community Radio

90.7 FM North Shore 90.1 FM Grand Portage 89.1 FM Gunflint Trail PO Box 1005 Grand Marais, MN 55604 (218) 387-1070 www.wtip.org



Executive Director's Report

WTIP Community Radio began broadcasting on April 28, 1998, just over 17 years ago. From our humble beginnings in a 250 square foot windowless studio and 15 volunteers to a 2000 square foot building with space for a community garden, 11 staff and over 80 volunteers, WTIP has become an integral part of this community of the North Shore and beyond. We have over 1,100 active members and so appreciate the dedication, commitment and talent of all who make up the WTIP family.

This past year the staff and board have been diligently working on projects that will ensure a strong infrastructure for WTIP's future.

- With the culmination of a successful capital campaign, which began in 2008, we were able pay off the mortgage on our studio and office space on Highway 61.
- Last summer we replaced our main broadcast antenna above Grand Marais. The new antenna is of a radomed type, which protects us from an interruption of strength during ice storms and reduces our electric usage. We raised nearly \$60,000 for this project from many wonderful individual member donors, Cook County, Iron Range Resources and Rehabilitation Board and the following foundations: Lloyd K. Johnson, North Shore Health Care, Paul and Carol C. Schaap Fund, and the Minneapolis Foundation.
- This summer we anticipate completing our \$70,000 capital campaign to replace our 17
 year old main broadcast transmitter, enabling us to maintain the strength of our signal for
 years to come.

There are two additional projects I want to highlight, as they are reflective of the culture of WTIP, engaging community members to bring their voices to our air waves.

The Community Voices Project was initiated this year by a grant from the Lloyd K. Johnson Foundation. This project, led by producer Patrick Knight, is providing an opportunity for community members to be trained in the art of audio production, taking them down the path of creating and producing on-air features for WTIP. These features will reflect living along the North Shore through interviews and features about the geography, history, arts, culture and individual lives of those who call the Arrowhead their home.

The Youth Radio Project is in its 5th year of engaging local youth to learn the critical thinking skills of radio production. We have an incredible group of 8th and 9th graders participating on a weekly basis, and we are very excited about this young group of producers.

I also want to acknowledge that Melanie Steele, our development director for the past eight years, is moving to Oregon with her family this month. Melanie has been the key person for

the growth and development of WTIP and securing our place in our community. We will truly miss her daily presence as part of our team and know she will bring her skills, talent, and goodness to enhancing the health of another organization.

Thank you for your support of WTIP Community Radio. We so appreciate all the ways the community sustains us.

Deb Benedict

WTIP's executive director

2014 brought wonderful opportunities to meet the unique needs and interests of our community of listeners:

Features

Our amazing network of commentators provided features on a variety of topics and issues, from nature to history to local happenings and perspectives.

Moments in Time

Artist Open House

Behind the Work

History Speaks

North Woods Naturalist

Grand Portage Biologist Seth Moore

Northern Sky

First and Third Thursday Community Conversations

Local Music Project

The Lake Superior Project

Wildersmith on the Gunflint

West End News

Magnetic North

Gunflint Notebook

NorthShore Art Scene

Gus's Wild Side

Sunny's Backyard

Anishinaabe Way

And much more...

Environmental Features

WTIP's ongoing coverage of environmental stewardship includes audio features, programs and supplemental information that raise awareness of stewardship in our area. Features and programs are archived on our website at www.wtip.org.





Awards

Station staff and volunteers regularly produce features that bring forward a variety of voices and perspectives on topics that explore the rich culture of the region.

Edward R. Murrow Award

Edward R. Murrow Awards recognize the best electronic journalism produced by radio, television and online news organizations around the world. This year, 673 regional Edward R. Murrow Awards

in 14 journalism areas were awarded. In the small market radio category WTIP won for best News Series, "Trafficking and Lake Superior," by Kelly Schoenfelder.

Minnesota AP Broadcasters Awards

Several WTIP features have been selected as 2014 Minnesota AP Broadcasters Award winners:

In the Series and Specials category, first place went to "The Lake Superior Project: Trafficking & Lake Superior," by Kelly Schoenfelder. First place in the Writing category went to "Gus' Wild Side: Cache Lake Country" by Dennis Kaleta and Martha Marnocha.



In the Feature category, the station won

honorable mention for: "Local Music Project: Radio Waves," by Will Moore. Also receiving honorable mention in the Documentary category was "History Speaks: Ernest Oberholtzer – Advocate for the Quetico-Superior," by Martha Marnocha.

The overall Best in Show award was granted to "The Lake Superior Project: Trafficking & Lake Superior," by Kelly Schoenfelder, and WTIP's website received The Best Website award.

The Associated Press is the world's oldest and largest news gathering organization. The cooperative of newspapers, radio stations and television stations provides text, audio, graphics, video, photos and technology to more than 15,000 news outlets worldwide.

Congratulations

from long-time WTIP volunteer Bill Burkhardt

"During the formative years of WTIP, we had great faith in the people of the north shore. In 1997, when we made our membership application presentation to AMPERS, I stated that the WTIP Board had confidence in the creativity and dedication of north shore residents to found a high quality community radio service. Now, WTIP has demonstrated the truth of that utterance.

The Associated Press awards are an inspiration to members and volunteers. WTIP's achievement reaches across the community and creates a climate of excellence that ensures continued growth and renewal as an organization.

Thank you for making us all so proud."

School News

School News is a WTIP feature that airs during North Shore Morning and North Shore Digest weekdays during the school year. Every week students from all the schools in Cook County gather news about the happenings and activities in their school, create a news report and then record the report, which is broadcast on WTIP.

Sports Broadcasts

WTIP broadcasts Cook County Vikings football and basketball games on a regular basis. Through our efforts, folks who aren't able to make it to the games can still listen via webstream.

Live Remote Broadcasts

WTIP works hard to inform and connect the community through interviews, information, and sometimes through live broadcasts from area events. We also provide public service announcements and in-studio interviews on countless events throughout the area.



Community Garden

What was once a gravel parking lot now houses a flourishing community garden, used by at least eight community members each year to grow fruit, veggies, herbs, and flowers. New in



2014 was the addition of a sitting area "rest stop" garden on the other side of the parking lot, in front of the building. Watch for the addition of a Little Free Library to this garden, coming in the summer of 2015.

Fingerstyle Masters Weekend

The annual Fingerstyle Masters Weekend provides North Shore residents and visitors access to quality workshops and first rate performances to learn or improve their fingerstyle guitar technique. "The fingerstyle guitar has a rich history and is a form that all ages can enjoy," says Gordon Thorne, the North Shore musician producing the event.

"Experienced guitarists can get a lot from it, and for non-guitarists, learning about these techniques offers interesting insights into an American art form."

The Fingerstyle Masters Weekend takes place every April at Bluefin Bay in Tofte. All profits from the event are donated to WTIP to support the station's efforts.

Community Voices Project

WTIP received a grant from the Lloyd K. Johnson Foundation to launch the Community Voices Project, designed to bring more community voices to the air.

The project provides training and opportunities for community members interested in creating and sharing audio features on a variety of topics and subjects.

The "Deeper Reach" project will increase WTIP's engagement efforts by bringing in more community voices to capture and reflect the variety of community perspectives. This will increase the overall well-being of the area by



making the community more engaged, informed and connected.

Youth Radio Project

The Youth Radio Project Show is hosted, engineered and produced by students living in the Cook County area. Tune in to hear interviews, features, and music selections from a youth perspective. Check out the Youth Radio page on our website at www.wtip.org to meet current participants and learn more about the project.









Radio Waves

The 7th annual Radio Waves Music Festival featured three days of music by local and regional musicians, fantastic on-site food, children's activities, dancing and on-site camping. It took place September 5-7 at Sweetheart's Bluff in the Grand Marais Recreation Area, on the shores of Lake Superior, which is the perfect setting for sharing the weekend with friends and family while enjoying a music line-up that offers something for every music lover, including rock, classic country, classic rock, folk, jazz, Americana, alternative country and more. The next Radio Waves Music Festival is planned for September 11-13, 2015. Hope to see you there!



















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2014 marked important milestones for WTIP:

Completion of the "Home of Our Own" Capital Campaign

In the summer of 2014, WTIP received a generous donation that enabled us to pay off the remaining balance owed on our mortgage, ending our \$550,000 "Home of Our Own" capital campaign.

We purchased a building on the west end of Grand Marais in 2007 and converted it into studio and office space. The new building enabled us to strengthen our programming through increased independence and extra broadcast, office and preparation space; provided more local news and information reports through increased space for volunteers and an extra recording studio; increased community outreach through better visibility and space for volunteers; and housed back-up equipment to ensure that our signal remains strong in times of power outages.

A generous donation launched WTIP's capital campaign and was soon joined by donations from the Lloyd K. Johnson Foundation, the A Paul and Carol C Schaap Foundation, and numerous other foundations and individuals. Recently, the same donor made an additional gift to WTIP that covered the remaining balance of our capital campaign.

WTIP wishes to thank everyone who supported the "Home of Our Own" capital campaign, enabling us to grow and expand to better serve our community of listeners.

Antenna, Transmitter Replacement

2014 presented a golden opportunity for WTIP to upgrade our original main broadcast antenna. With Cook County assuming ownership of the former WDIO tower and a partner-

ship with Verizon Wireless to replace that tower, WTIP was able to work with the county to customize the tower design to accommodate a new higher gain antenna (to reduce our electric consumption) that has protective radomes (covers) to increase our ability to stay at high power during icing events. Plans have also been made to install the original antenna and feedline on another nearby county-owned tower to be used as a backup in the event of a catastrophic failure of the new tower, feedline, or antenna.

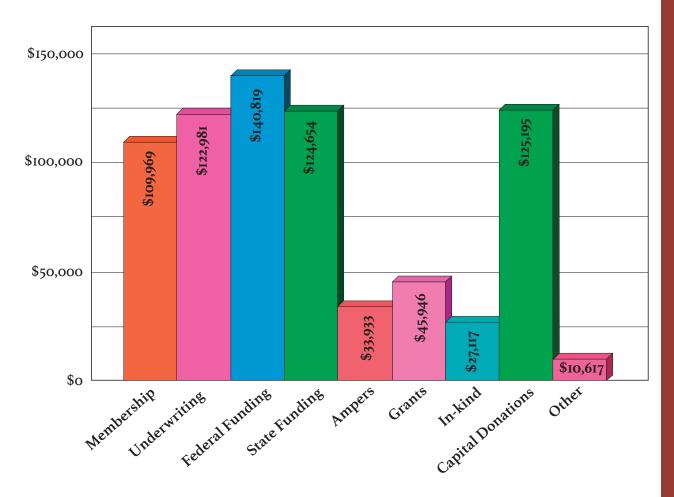
WTIP has also been planning to replace our aging, original tube-type transmitter with a more efficient solid-state design, further reducing our electrical consumption with a modern, state-of-the-art design. The current transmitter will then also be used with the backup antenna and feedline.

These two upgrades will give WTIP the ability to stay on-the-air, in a more efficient manner, well into the future.



Funding and Support

WTIP's efforts are made possible by the strong support we receive from several sources:



Grants & State and Federal Funding

Much of WTIP's programming and services are made possible through funding from foundations, including the Lloyd K. Johnson Foundation, the Duluth Superior Area Community Foundation, the Grand Marais Area Tourism Association, Minnesota's Lake Superior Coastal Program, the Global Awareness Fund of the Duluth Superior Area Community Foundation, Moving Matters and the Cook County Chamber of Commerce, the A Paul and Carol C Schaap Foundation, the Minneapolis Foundation, and Cook County. WTIP also receives state funding, including support from the Minnesota Arts and Cultural Heritage Fund, and financial support from the Corporation for Public Broadcasting.

Membership

Over 1000 listeners are active members (they have made a financial donation to WTIP within the past 12 months). By choosing to support WTIP with a financial donation, these members provide essential funding that helps make WTIP's services possible. Membership supports the day-to-day operations at WTIP, enabling us to provide timely, essential services.

We love the variety of music, news, and other programming reflecting the great Grand Marais community.

> Abraham and Sara, renewing members Minneapolis, MN

We like everything about WTIP. We have a cabin up on the Gunflint, so we stream it all the time to feel connected to the community. Thank you!

Anonymous, renewing members Minneapolis, MN

Local radio helps build community connections.

Lori and Patrick , new members Grand Marais, MN

Keeping the county connected, informed and entertained!

Shari and Jeff, renewing members Grand Marais, MN I solo hiked the entire Superior Hiking Trail from May 14-June 10 this year and found great pleasure listening to WTIP when the miles got long and the mosquitoes started coming out. Thank you for your eclectic programming and keeping me company this summer!

Joy, new member Lebanon, IL

WTIP, the big lake and a cup of coffee; the only way to start a Morning!!

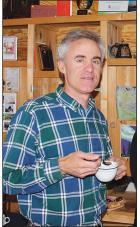
Karen and Ed, renewing members Tucson, AZ

We're new to the area and find WTIP to be a great source for what's going on in the community. We also really enjoy Peter Igoe's 'Old Time Radio' show. Thanks WTIP!

> Jack and Susan, new members Grand Marais, MN







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Even when we cannot get up north, we stream you and thoroughly enjoy the local stories and information. It makes us want to return even sooner! Thank you ALL:)

Sue, new member Stillwater, MN

Love listening when we're up at our cabin on the Gunflint and on line when at home. Helps keep us informed about weather and as to what is happening in beautiful Cook County.

Jim and Judy, renewing members White Bear Lake, MN

I love the eclectic-ness of this station! It helps to connect me to Grand Marais when I am far away...

Kat, new member Minneapolis, MN Thank you for offering internet streaming - it allows us to keep in touch when we're not at the cabin!

Scott & Carol, renewing members Washington, DC

We love the variety and quality of the music on WTIP. Thank you!

David, renewing member Plymouth, MN















Business Sponsors

Over 100 businesses support WTIP's efforts through underwriting:

AmericInn of Silver Bay Arrowhead Cooperative Arrowhead Pharmacy Art House Bed & Breakfast

The Attic Gift Shop Backlund Realty Bearskin Lodge

Best Western Superior Inn & Suites

Bethlehem Lutheran Church

Beth's Fudge & Gifts Betsy Bowen Studio The Blue Moose Blue Water Café Bluefin Bay Boreal Access

Boundary Waters Journal Buck's Hardware Hank Buck's Radio Shack

Care Partners of Cook County Carefree Living Silver Bay Cascade Lodge & Restaurant Cascade Vacation Rentals

Chik-Wauk Museum & Nature Center

Cleaning Solutions Como Oil & Propane

Cook County Chamber of Commerce Cook County Community YMCA Cook County Dog Mushers

Cook County Higher Education Cook County North Shore Hospital

& Care Center

Cook County Visitors Bureau Cook County Whole Foods Co-op

Crooked Spoon Cafe
Dockside Fish Market
Drury Lane Books
East Bay Suites
Edwin F. Thomson II

Edwin E. Thoreson, Inc.

Fika Coffee

First Congregational Church

Gary Zinter, Blue Cross Blue Shield

Gene's Foods

George Humphrey Contracting Grand Marais Art Colony Grand Marais Hotel Company Grand Marais Lions Club Grand Marais Miniature Golf Grand Marais Municipal Liquor Store

Grand Marais Rec Park
Grand Marais State Bank
Grand Marais Wellness Center
Grand Portage-Isle Royale
Transportation Line Inc.
Grand Portage Lodge & Casino

Great Gifts
Gunflint Lodge
Gun Flint Tavern

H & R Block, Silver Bay Hedstrom Lumber Company

Hillhaven Assisted Housing for Seniors

Hovland Art Festival

Human Development Center

Hungry Jack Outfitters

Independent Insurance Broker,

David Rohl

Isak Hansen and Sons

Java Moose

John Beargrease Sled Dog Marathon

Johnson's Foods

Joynes Dept. & Ben Franklin Store

Kah-Nee-Tah Gallery LaBoda Grading Lake County Fair

Lake Superior Angler Magazine
Lake Superior Community Theatre
Lake Superior Trading Post

Lake Superior Trading Post Last Chance Studio and Gallery Leigh Mathison, Attorney at Law

Licari, Larsen & Co.

Lighthouse Coaching & Retreats Live from the Rock Folk Fest Lola's Sweet Life Bakery Lonnie Dupre, Polar Explorer

Lutsen Mountains Lutsen Resort

McMillan Landscaping & Tree Service

Minnesota Power

Moguls Grille & Taproom

My Sister's Place Naniboujou Lodge

NightTrain Racing Sled Dogs North House Folk School

North Shore Commercial Fishing Museum

North Shore Federal Credit Union North Shore Health Care Foundation North Shore Journal / Bayside Printing

North Shore Oil & Propane

North Shore Outdoors

North Shore Winery

Northern Lake County Arts Board

Northern Wilds

The Pie Place Café

Porcupine Mountains Music Festival

The Print Shop of Grand Marais

Raven's Beak Design

Reader Weekly

A Room of One's Own

Satellite Country Inn

Sawbill Canoe Outfitters

Sawtooth Ridges Apartments

Science Museum of Minnesota

Seaton Guitars

Security State Bank

Shirt Outfitters

Sivertson Gallery

Snook One Charters

Stephan Hoglund Photography

Stone Harbor Wilderness Supply

Studio Forma

Subway Sandwiches

Superior Handyman

Superior Lumber and Sports

Superior North Outdoor Center

Superior Outdoors Magazine

Sven & Ole's

Swanson & Heeren, P.C.

Sweetgrass Cove Guesthouse &

Bodywork Studio

Tall Tale Yarn Shop

Terra Bella Floral & Gifts

Thomsonite Beach Inn & Suites

Thunder Bay Chamber of Commerce

Thunder Bay Community Auditorium

Tim Bauer Construction

Tofte Construction

Trail's End Café

UCare

UMD Medical School, Duluth Center of American Indian & Minority Health

American mulan & minority meanin

Violence Prevention Center

W Labor

WatersEdge Trading Co.

WindCradle Retreat

World's Best Donuts

1010 Interiors

WTIP Sports Underwriters

Almost Home Appliance / Arrowhead Outdoor

Arrowhead Pharmacy

Backlund Realty

Buck's Hardware Hank

Caribou Cabin Service /

Caribou Cabin Construction

Cook County News Herald

Crawford Excavating /

S & C Masonry and Concrete

Edwin E. Thoreson, Inc.

George F. Maruska, CPA

Grand Marais State Bank

Grand Portage Lodge & Casino

Johnson's Foods

Mike's Holiday

Minnesota Power

North Shore Federal Credit Union

State Farm Insurance

Superior Lumber

Sven & Ole's

WTIP Business Members

Angry Trout Café

Boundary Country Trekking/

Poplar Creek Guesthouse

Cook County Abstract & Title

Don Noyce Construction

Farley's Plumbing and Heating, LLC

Grand Marais Lioness Club

Oddz & Endz

Temperance Valley Tile & Stone

Tofte Construction



Volunteers

Since WTIP's humble beginning, the total number of regular volunteers has grown from eight to more than 80. Volunteers are the key to WTIP's continued growth and success, and as a community-powered, community-driven station, WTIP continues to welcome new volunteers both on the air and behind the scenes.

Mark Abrahamson Doran Acero Tamera Andersen Chel Anderson Paulette Anholm Mary Ann Atwood Berta Bauer Andrew Beavers Buck Benson Tracy Benson Sally Berg Vicki Biggs-Anderson

Julie Bishop
Chloe Blackburn
Lynden Blomberg
Diane Booth
Tom Bradovich
Jane Burke

Bill and Joan Burkhardt

Lucy Callender
Pat Campanaro
Julie Carlson
Bob Carter
Tom Christiansen
Gwen Danfelt-Martin
Georgene Daubanton

Joey Detrick Dick Dorr Staci Drouillard Randy Eastlund Pat Eliasen Joan Farnam Lil Fisher Steve Forsberg Cy Fortunato

Gus
Don Hammer
Bill Hansen
Pete Harris
Barb Heidemann
CJ Heithoff

CJ Heithoff
Linnea Henricksson
Molly Hoffman
Tyler Howell
Trevor Huggins
Marcia Hyatt
Ada Igoe
Mary Igoe
Peter Igoe
Jane Johnson
Kris Johnson
Kent Jones
Pete Kavanaugh
Anna Klobuchar
Dale Klobuchar
Tina Krauz

Pat Kruse

Jan Lemke

Ardie Lien

Cheryl Larsen

Jerry Lilja
Sherrie Lindskog
Maxene Linehan
Roger Linehan
Jeremy Lopez
Sean MacDonell
Susan Maijala
Mary Manning
Martha Marnocha
Bob Martin

Michael McHugh Anne McKinsey Marnie McMillan Yvonne Mills Norman Moe John Morrin Deane Morrison Seth Moore John Moos BJ Muus Matt Nesheim Beth Olson Craig Peterson Joni Peterson Erin Petz Ann Possis **Bob Pranis** John Praxmarer Steve Ramberg Barb Rawitzer





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Mike Raymond Kurt Redborg Ann Russ David Seaton Doug Seim John Silliman Fred Smith Jan Smith

Sara Stover Carl Solander Deb White Sunny Lorrie Svadlenka Richard Swanson Dave Tersteeg Gordon Thorne Rainbow Trout Nick Vavrichek Larry Weber Deb White Nina Woerheide Karie Wrich Maddee Young Tim Young

















Staff Members

Jay Andersen

Gary Atwood

Deb Benedict

Jana Berka

Matthew Brown

Sherrie Lindskog

Martha Marnocha

Will Moore

Jeff Nemitz

Patrick Knight

Ann Possis

Cathy Quinn

Melanie Steele

Veronica Weadock

Board of Directors

David Tersteeg - President

Rick Anderson - Vice President

Hyla Napadensky – Treasurer

Ann Possis – Secretary

Greg Tofte

Molly Hicken

Debbie Benedict

Paul Anderson

Community Advisory Board

Sue Hakes

Anna Hamilton

Bill Hansen

Thelma Hedstrom

Dennis LaBoda

Deb LaMusga

Mike LaVigne

Jennifer Schulz















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President's Report

WTIP - A modern Classic

What makes WTIP so great? We've probably all got some good answers for this one. How do we ensure our continued success? How do we remain relevant? These are a little harder...

Lately, the Board has been asking these questions and more, as a part of updating our strategic plan. Most would agree that planning for change is vital, and visioning has always been an integral part of our success. Thanks to a grant from the Blandin Foundation, specifically for alumni of the Community Leadership program (several board members are alums), we have been able to hire a facilitator who is engaging both the board and staff in planning for the future. Recent work sessions have been impressive brain storms of identifying our strengths/weaknesses, trends, funding, etc. The final product will be a living document that defines position statements for future success, as well as the necessary steps for achievement.

So we've been spending some time identifying our "assets and keys to success," and guess which two words keep coming up again and again: Volunteers and Staff. We all know we are only as good as our people, but this is one area where the future is a little harder to predict. For better or worse, individuals come and go, but our core must remain strong. Hopefully our positive work environment, livable wages and quality leadership will continue to foster low turnover and satisfied staff. It's our volunteers that are the real magic - dedicated DJs and behind the scene folks that give their time because it feels good. Clearly, we would not be on the air without volunteers. How's this for a position statement? We will continue to recruit, train and give our volunteers the opportunity to thrive.

Finally, no discussion of the future is complete without lots of talk about technology. Upgrades to our

SEP UT

antennae and transmitter are making sure we have a strong signal for those tuning in the old fashion way, but what about the (looming) "internet of everything"? Fear not, as we'll soon have a mobile, responsive website. Great, so you can stream us on any device, what's next? Keeping up with tech is an obvious, never ending task. The greater challenge may be preserving our old fashion analog radio roots for future audiences who still appreciate (and seek out) the charm of classic, modern community radio. Will we succeed in remaining a modern Classic? Stay tuned...

Dave WTIP's board president



