

Cook County Community Radio CPB Diversity Report 2014

Statement of Commitment to Diversity

Cook County Community Radio, also known as WTIP, is committed to representing the diverse community of NE Minnesota by reflecting the demographics of the area in its programming and the boards, volunteers, staff and management of the station.

WTIP Diversity Goal

Cook County Community Radio seeks to represent the diversity of NE Minnesota in its programming and composition of staffing, management and boards. We will provide equal opportunity in employment and educate our staff and boards in maintaining an inclusive and diverse environment.

2013 census data from Cook County provides the following information:

2013 Census		WTIP Staff	WTIP Board
Population	5,200		
Ages 0-17 years	21.4%	1	
Ages 18-44	54.9%	3	2
Ages 45-64		5	4
Over 64	23.7%	2	2
Females	50.7%	6	4
White	87.3%	11	7
American Indian	8.7%		1
2 or more races	2.6%		
Hispanic	1.8%		
Black	.7%		
Asian	.6%		

Diversity Policy Practices and Initiatives

Diversity as defined in NE Minnesota is a composite of ages, cultural backgrounds, geographic locales, gender. WTIP ensures our commitment to diversity by the following practices:

- WTIP board has reviewed FCC's 47 CFR 73.0280 guidelines
- Post job openings to a variety of diverse organizations and media
- Host events that promote cultural/ethnic/gender/geographic/age participation
- Broadcast programming that reflect cultural/ethnic/gender/geographic/age demographics

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- Station Manager sits on various boards of organizations thru out county
- Holds twice annual volunteer open houses and trainings for new volunteers
- Contributes annually to a scholarship fund for students in broadcasting thru AMPERS
- Conduct a Youth Media Program for high school students and employ 1 student intern a year
- Work with an Anishinaabe independant producer to produce Anishinaabe education features for broadcast
- Partner with various educational, cultural, historical and arts organizations to create programs and features.
- Participates in annual health fairs at Grand Portage, job & volunteer fairs at the Senior Center and opportunity fair at the local school
- Have representation on board of directors from Grand Portage.