



Photo courtesy of Jaye White, April 2020.

Creating a year of local radio.

This is the time of year that WTIP has historically updated listener members and underwriters on how things are going here at North Shore Community Radio. In the past, we've reached out to invite you to a meeting where Board members, staff, volunteers, community advisors, underwriters and listeners can come together to celebrate local radio, and the work of building community here in far, Northeastern Minnesota.

WTIP turned 23 years old on April 29th, and that alone, is reason to celebrate and reflect on the past year of local radio. This email update serves as WTIP's Annual Report for 2020, but it is also intended to be a reminder of how very critical the work of WTIP has been over the past fourteen months. And, yes, it has been a very challenging and at times difficult year for local radio. But we're proud and happy to announce that because of your strong support, WTIP North Shore Radio continues to play a very vital role in our community.

We very much look forward to what comes next. Thank you for being a part of it!



In March of 2020, WTIP made the unprecedented move of closing the station to all but key, on-air staff. It's been 14 months since that decision was made, and we look forward to welcoming back evening and weekend volunteer producers beginning in June of 2021.

An ever changing new normal.

What a time it has been for all of us, learning how to deal with a global pandemic that has stretched out over the past year and continues to affect daily operations at the station. Like everyone, WTIP has had to adjust to an ever-changing new normal and I have to say just how proud I am of our staff and volunteers who work hard to keep local radio relevant and vital. Whether it be our news department bringing listeners important and timely COVID-19 news, or our at-home music producers providing much needed relief from the constant onslaught of the national 24 hour news cycle, our listeners know that WTIP is the community's go-to media outlet.

Many thanks to our staff, volunteers and to our members for their wonderful support during this difficult time.

Matthew Brown
WTIP Executive Director



**Over 700 Local
News Stories in 2020**

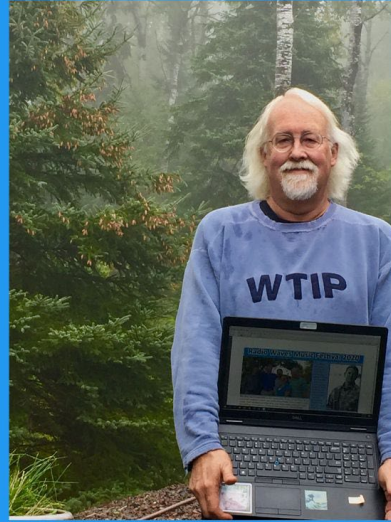


WTIP's Rhonda Silence reported from Wisconsin Street live, when a fire destroyed three businesses in downtown Grand Marais in April of 2020.



WTIP was also there when members of the community convened for weekly protests after the murder of George Floyd throughout the summer of 2020.

1,234
Active
Members



*"We have listened for years and now realize how much WTIP has meant for us to become new members of the North Shore Community. **Thank you WTIP and everyone who works so hard to provide such wonderful programming!**" –*

Renewing members, February 2020



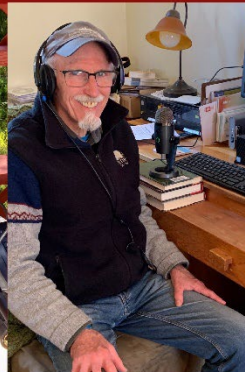
390
Sustaining
Members-
a gain of 90
since 2019

"Very seldom have the radio tuned to anything else." – Finland, MN



34 Locally Produced Shows

*"I moved away from Cook County the year the radio started and now I've finally moved back. I love listening all day while I work and especially like the old time music early weekday mornings to start the day. **WTIP is my shining star on the North Shore!**" - Fall 2020*



Volunteer Producers Pivoting to Create Shows at Home



WTIP values community stories about the arts and culture of the North Shore--in fact, it's built into our mission.



Over 120
Business &
Organizational
Partners





Area entrepreneurs like Rebel Girls Catering were featured in WTIP business news stories and features throughout 2020, a service that continues in 2021.

A red rectangular graphic containing three photographs. The left photo shows a firefighter in a dark uniform and hat, holding a silver bell, standing in a grassy field. The middle photo shows a man in a white button-down shirt standing in front of a whiteboard. The right photo shows an older woman with short grey hair, wearing glasses, a red top, and a black cardigan with a colorful necklace. Below the photos, the text "Community Conversations" is written in large white letters.

Community Conversations

*"I just wanted to thank you – and the panel members, for a fantastic community conversation on COVID-19. **Your approach, as always, is professional, courteous and focused on facts.** Thank you for providing such terrific coverage during these unusual times."*

- Grand Marais, June 2020



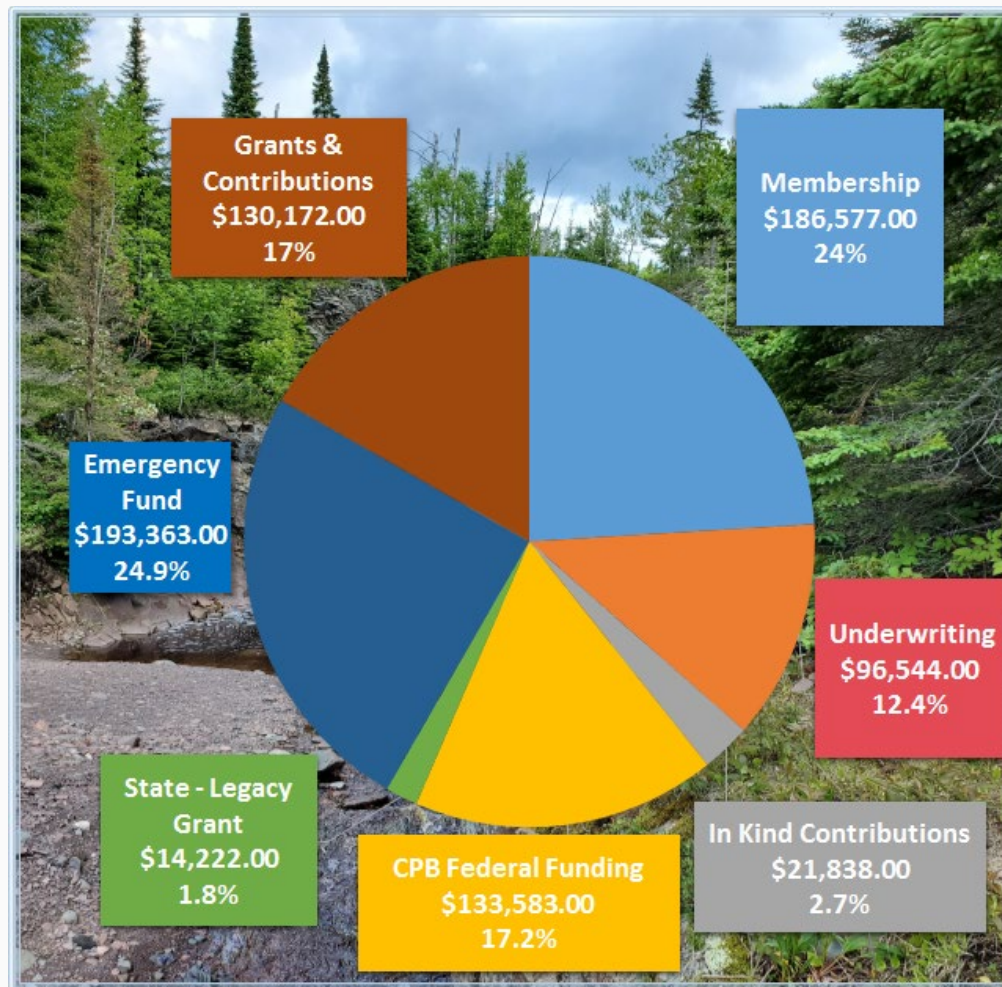
Two prestigious awards were received in 2020 - *North Shore Morning, Tuesday Classics* and *Sounds of the Spirit* host Mark Abrahamson (pictured, left) won the Ampers Volunteer of the Year award! And, the *WTIP Boundary Waters Podcast* team of Joe Friedrichs (pictured, right) and Matthew Baxley were honored with a Regional Edward R. Murrow Award for best podcast in 2020.



Supporting Live & Local Music

Live music never stopped in 2020. Whether it was on *Scenic Route*, *Roadhouse*, the winter *TIP Jar Mini-Fests* or at *Radio Waves* in September of 2020, every live and local performance was amazing!





WTIP Revenue Report for 2020. Thanks to Treasurer Mike Reeves, who provides financial analysis and accounting expertise to WTIP.



Tyler Smith and Eric Brisson head out to check nets at Grand Marais Harbor. Photo courtesy of David R.Johnson, 2020.

On solid footing thanks to you.

The philosopher Kenny Rogers repeatedly said, “*you never count your money when you’re sitting at the table.*” It’s hard to tell if we’re still at the table, but as this Annual Report reaches you, the country seems to be reaching a turning point in the pandemic: vaccines are readily available, case numbers are falling and mask mandates are lifting. As an organization, WTIP remains intact. The staff have done an excellent job at maintaining essential programming while adapting to new work routines and limitations; the board remains confident in Matthew Brown’s leadership. And as board treasurer Mike Reeves will attest, WTIP is on solid financial footing thanks to a devoted group of supporters.

Matt Nesheim
WTIP Board President

**Save the date for WTIP's virtual Annual Meeting: Monday,
October 18, 2021**



Bull Moose, courtesy of Katie Mumm Photography, 2020.