

1. 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, in Cook County Minnesota, is proud to be entering our 25th year of broadcasting. As times have changed WTIP broadcasts not only over the air, but stream around the world via our website. While Cook County has the smallest population in Minnesota, with just over 5,000 people residing here full time, we do welcome over 50,000+ seasonal residents/tourists to our region annually. Through strong community support, involvement and feedback, WTIP has continued to be a community media leader in Cook County and beyond.

The overall goal of WTIP North Shore Community Radio is to be a station for community members to share their stories of living in or visiting the North Shore region of Lake Superior. WTIP accomplishes this by showcasing the work of local musicians and hosting musicians to play live on the air. Our news department remains focused on reporting local news and speaking with public officials about issues that affect everyone in our listening area.

WTIP also provides a platform for storytelling, creating community events that center around radio and live music, and encouraging people to engage with us on the air, on social media and over the phone, to share what is happening in the community. We share information in a timely manner, both by broadcasting over the air and streaming programming around the world. Our multi-use web site, with archived shows, on-demand podcast segments and regular postings on social media allow us to reach a more diverse audience than those reached strictly across the airwaves. This is evidenced by analyzing web traffic data, the number of on-demand listens and social media posts/responses.

WTIP has always played a major part in notifying our listeners about emergency situations as they occur in our area. From school closings, power outages, broadband, telephone interruptions and more. We deliver the information on the air as well as posting it on our website and on social media.

WTIP provides a place to create community conversation and explore ideas that are essential to fulfilling our mission.

- WTIP was one of just six stations selected nationally, by Story Corps, to host One Small Step (OSS) in 2022, and we were the first community radio station in the country to be selected to be part of their program. No matter their political leanings, a majority of Americans agree that divisiveness is a major problem impacting our ability to deal with the serious challenges facing our country. There is hope: A majority of Americans also say they are optimistic that our country can overcome political divisiveness in the years ahead. OSS is a program that we are providing to our community to move forward, and while we do not play the conversations in their entirety over the air, we believe that having this conversation is taking that One Small Step and these conversations will be preserved for future generations at the American Folk Life Center at the Library of Congress.

- WTIP is taking a deeper look at who we are as a community by producing "It Happens Here: The Roots of Racial Inequity on the North Shore". Part of our effort is our commitment to learn more about the history of where we live here on the North Shore—from a time long before the first towns were established and the first European settlers arrived. WTIP digs into land history, the background of our early school systems and talking to a number of people who can help us answer some of the many questions we have about how we fit into the “big” picture when it comes to the various forms of racism and the roots of racial inequity.

Listener comments:

“I wanted to take a moment this morning to let you know how much I appreciate your program, It Happens Here on WTIP. You are facilitating such a crucial conversation in the community and providing so many avenues for folks to learn and research more about Ojibwe history and culture that is all too often left out of history books.” – WTIP listener

“Just listened to the asterisk piece. Really good questions and issues being raised in this and the whole series. So grateful you are doing this.” – WTIP listener, commenting on It Happens Here

- WTIP produces Anishinaabe Bizindamoo Makak, hosted by Erik Redix, Ojibwe Language Coordinator for the Grand Portage Ojibwe, **and features Ojibwe first speakers telling stories in English and Ojibwemowin—the Ojibwe Language.**

- WTIP's feature called Mindfulness Monday is a bimonthly feature created by the Local Mental Health Advisory Council that airs on North Shore Morning. Like many communities, ours has struggled with mental health and wellness due to the drastic changes to daily life because of the global pandemic.
- WTIP partners with the North Wood Food Project produces the monthly, hour long program Northern Gardening, which incorporates listeners' ideas and examines the unique concerns that flower and vegetable growers have regarding the challenging climate and soil conditions found along Lake Superior and Minnesota's North Shore.
- With a greater emphasis on books and renewed interest in reading, both nationally and locally, WTIP's Superior Reads and Superior Reviews with Lin Salisbury helps to connect listeners with new books and regional authors. These segments are both short features in form of book reviews, as part of North Shore
- WTIP produces three daily news and information programs Monday-Friday (Daybreak from 7 to 8 am, North Shore Morning from 8 to 10 am each day, and North Shore News Hour 12 to 1 pm and 5 pm, Monday thru Thursday) plus three hours on Saturday (North Shore Weekend from 7 to 10 am). All four of these programs feature local, community voices, fresh interviews and conversations with local leaders. Our reporters and producers speak regularly with local organizations, elected officials, and governmental agencies, interspersed with produced features on the history, arts and culture of our region, as well as information on local events, meetings and a weekly music calendar.
- WTIP produces an hour long program Community Conversations, in which local issues are discussed in-depth with local and regional stakeholders. The public is invited to interactively participate either online or by phone. This program reflects the various viewpoints that exist around important and complex local issues, giving community members the opportunity to learn what their neighbors are thinking and why.
- WTIP produces the award-winning (Edward R. Murrow Award in 2020), monthly Boundary Waters Podcast which is specifically about the people who visit the Boundary Waters Canoe Area Wilderness (BWCAW). This one hour podcast is the place to experience stories from the people who visit the national wilderness area and serves as a venue to learn more about adventuring in this unique area of Minnesota. Short tracks of the podcast also air monthly. This project is funded in part by the Minnesota Arts and Cultural Heritage Fund.

- WTIP broadcasts local sports, connecting listeners with play-by-play coverage of home and away football and basketball games. Our reporters also provide regular coverage of ski meets, swimming and other high school sports.
- WTIP hosts Radio Waves, a local music festival, which provides a primary and vital connection for Minnesota musicians and the local community (including many families). This annual event is attended by over 1,000 locals and visitors, as a great community celebration. With a 40 x80 tent housing a large stage and dance floor, 26 bands ranging from solo acts to Grand Marais' Swing Band consisting of 30+ members. Radio Waves is a family friendly event that is a wonderful giveback to our community as ticket prices are kept low so everyone is able to attend. This project is funded in part by the Minnesota Arts and Cultural Heritage Fund.
- WTIP maintains a community garden on site, partnering with the Local Food Project and one of the hosts of WTIP's Northern Gardening. The garden was

2. 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.

Many non-profit organizations in Cook County provide monthly and supplemental updates when needed, to inform our listeners about the services they offer, special events and news on what they are doing in, and for, the community.

Key Initiatives in 2022 include:

- WTIP produces three daily news and information programs Monday-Friday (Daybreak from 7 to 8 am, North Shore Morning from 8 to 10 am each day, and North Shore News Hour 12 to 1 pm and 5 pm, Monday thru Thursday) plus three hours on Saturday (North Shore Weekend from 7 to 10 am). All four of these programs feature local, community voices, fresh interviews and conversations with local leaders. Our reporters and producers speak regularly with local organizations, elected officials, and governmental agencies, interspersed with produced features

on the history, arts and culture of our region, as well as information on local events, meetings and a weekly music calendar.

You can hear regular interviews and updates with a wide variety of partners including, our city and county government officials:

Cook County Emergency Management board brings listeners updates regarding public safety, calls for volunteer to specific projects and their current affairs.

Cook County Chamber of Commerce and Visit Cook County visit each month to bring community events and updates regarding policies regarding county and state wide taxes and more.

North House Folk School has one staff member per month giving school updates and several instructors per month giving overviews of their particular class.

Sawtooth Mountain Clinic and North Shore Hospital directors give updates following each of their board of director meetings.

Grand Marais Art Colony, North Shore Music Association, Cook County Local Energy Project, Arrowhead Electric Cooperative, Grand Marais Playhouse, Lake Superior Coastal Program provide our listeners current information regarding their organizations monthly.

The National Weather Service is interviewed twice per week regarding weather issues.

Also appearing several times per year are the local Economic Development Authority, the US Forest Service, Department of Natural Resources, Grand Portage Band of Lake Superior Anishinaabe, all of our volunteer fire departments, the Sheriff's department, our elementary and high-school principals and school superintendent, representatives from the School Board, five area historical societies and museums, Local Mental Health Advisory Council, Go Dog North Shore and Cook County Food Shelf.

Listener comments:

"We so appreciate your fine public radio station and all it has to offer. We especially enjoy your strong emphasis on nature and environmental news. Keep up the wonderful job!" – Bruce & Kathy Ause

"It would be nice if north shore morning were a little longer. Maybe 30 more minutes. I always get a little sad when it ends." –Drew

“I am actually moved by the excellence and humanity I feel from Joe Freidrichs, CJ Heithoff and Will Moore. The objective and thorough news and interviews and amazing music variety, thoughtful choices for the day. So lucky to wake with WTIP!” – WTIP listener

“Thanks for all you do for Grand Marais and the Trail community. We appreciate all that you do.” – Matt, Superior Hiking Trail Association

“Thank you for being a foundational asset to the North Shore community! Your work to be inclusive to all is notable and appreciated.” – Chris Linholm, Superintendent of Schools

- Remote broadcasts are a great way to connect our community members. WTIP held broadcasts from the Grand Marais Arts Festival, the Gunflint Canoe Races and the Gun Flint Mail Run Sled Dog Race. These remote broadcast allowed people from around Cook County and the nation to experience parts of living in our beautiful area.
- WTIP has a strong participation with the Ampers network, a group of 18 different community radio stations throughout Minnesota. The programming serves and teaches others about underserved populations including communities of color, new immigrants, Native American and rural areas not served by traditional media. Whether it’s sharing Ampers produced programming like Minnesota Native News, Native Lights or Veteran’s Voices, or serving as a peer consultant for other area stations, WTIP makes a great effort to stay in touch with our fellow Ampers stations and the Ampers administrative staff. Staci Drouillard, WTIP’s legacy coordinator, serves as Ampers Vice-President.
- WTIP has a strong participation with the National Federation of Community Broadcasters (NFCB) that boasts a nation informed and entertained by a robust local media service that values the citizen above the consumer, strengthens our democracy, supports creative expression, and contributes to the health of the communities it serves. NFCB offers trainings on all aspects of community radio and its website has a wealth of information related to station operations.
- The Station Manager is a Board Member of the County Creative Economy Collaborative (CEC) and attends its monthly meetings. The CEC works in partnership to look at public art and its installation weather located in the City of Grand Marais or in the county This organization’s directives are to develop and market the identity and brand of Cook County as well as to build and support

public and private capacity and foster a commitment to common goals to grow the arts and culture sector of our region.

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.

WTIP was one of just six stations selected nationally by Story Corps to host One Small Step (OSS) in 2022, and was first community radio station in the country to take part in this program. No matter their political leanings, a majority of Americans agree that divisiveness is a major problem impacting our ability to deal with the serious challenges facing our country. There is hope: A majority of Americans also say they are optimistic that our country can overcome political divisiveness in the years ahead. OSS is a program that we provided to our community to move forward, and while we do not play the conversations in their entirety over the air, we believe that having this conversation is taking that One Small Step and these conversations will be preserved for future generations at the American Folk Life Center at the Library of Congress. One Small Step conversations are not to debate or convince. They're simply a chance to break the ice: to talk about who we are as people, what we care about, and our dreams for the future. Ask and answer questions like:

“Who has been the most influential person in your life?

What did they teach you?”

“Is there someone you disagree with but still love or respect?”

“What are your fears or concerns about the future of our country?”

This was a very difficult but positive program for our community in helping to bridge the political divide that encompasses our country. Numerous stories, reaction and audio segments can be found at:

<https://wtip.org/news/community-history-arts-culture-news/take-one-small-step-with-wtip-and-storycorps/>

Comments

WTIP is the very first Community Radio Station that StoryCorps, One Small Step program has ever worked with. In many respects WTIP could be perceived as an underdog. It was the most rural, smallest, geographically least populated radio station that had been selected as part of StoryCorps, One Small Step Radio Station Hubs 2022 program. But in reality these attributes made WTIP uniquely qualified to not only rise to the occasion, but go above and beyond it. The remarkable community groundwork laid out by WTIP shows by the enthusiasm, trust, and appetite that Grand Marais has shown to this program. The dedication & thoughtfulness of Barbara Jean Meyers, the attention to detail by Staci Drouillard, and the helpful ear and support of Martha Marnocha, made working with WTIP hard to top. I often refer to the WTIP OSS team as small but mighty, and I truly mean it. We are delighted to have WTIP as part of the StoryCorps extended family, and a One Small Step Radio Station Hubs Alumni.

-Melissa Velasquez, StoryCorps

I finally got my chance. Last week I sat down with a woman from “the other side” to discuss our values, opinions and feelings about issues we disagree on. And you know what? We had a lot more in common than I ever would have guessed.

-Ann Mershon, WTIP One Small Step participant, 2022

Thank you for WTIP’s many community contributions including One Small Step. - Chel Anderson, WTIP One Small Step participant, 2022

The Radio Waves Music Festival (RWMF) is a celebration of local music and community on the North Shore of Lake Superior. This annual festival organized by WTIP Community Radio brings together:

- Diverse musical acts, spanning many genres;

- A balance of new artists and local favorites; • an audience of area residents and seasonal visitors;
- Community service partners and local food makers;
- A welcoming and family-friendly atmosphere; • a uniquely beautiful location found only on the North Shore of Lake Superior.

After a two year hiatus due to the pandemic RWMF was held live again in 2022. This festival is not a fundraiser for WTIP but a give back to our community for their support over the years. As WTIP can keep the ticket prices affordable for all, including families, this event is an annual, community outreach event and has become a tradition for visitors, area residents, and performing musicians.

Attendee comments:

It was an ABSOLUTE JOY to have Radio Waves back. Thank you, thank you, thank you!!!! Ann Marie

The late-night dance music was great. Keep on rocking! John

What a great weekend from the music to the food. Thank you so much for all the work you do making this event happen! Russ

4. 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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

At 8.7 % of the population, Native Americans are the predominant minority population in NE Minnesota. The tribal lands of the Grand Portage Anishinaabe are included in our listening area and in cooperation with the Band, WTIP installed a transmitter to serve the Grand Portage Reservation in 2008. This essential piece of broadcasting equipment connects the reservation to WTIP's on-air broadcasts

and helps to ensure the safety and well-being of the people, homes and businesses in Grand Portage, by increasing WTIP's capacity to relay emergency information in a timely way. The Grand Portage Band of Lake Superior Chippewa Anishinaabe) was an early government, organizational and business partner with WTIP. We are in constant contact with the band to being information on relevant issues.

WTIP is taking a deeper look at who we are as a community by producing **It Happens Here: The Roots of Racial Inequity on the North Shore**. Part of the effort is our commitment to learn more about the history of where we live here on the North Shore—from a time long before the first towns were established and the first European settlers arrived. Episodes are monthly and hosted by Leah Lemm, member of the Mille Lacs Band of Ojibwe and host of the Native Lights podcast, and Staci Drouillard a Grand Portage Band of Ojibwe tribal descendant and WTIP producer.

WTIP also produces Anishinaabe Bizindamoo Makak features **Ojibwe first speakers telling stories in English and Ojibwemowin**—the Ojibwe Language. These episodes air monthly and are hosted by Erik Redix, Ojibwe Language Coordinator for the Grand Portage Ojibwe. Produced by Staci Drouillard, Anishinaabe Bizindamoo Makak is a partnership between the Grand Portage Band of Lake Superior Ojibwe and WTIP Community Radio.

WTIP has produced many programs and revisits features that reflect the culture of Indigenous people including a weekly Native American music program, First Nations Time, hosted by John Morrin, a Grand Portage tribal member.

WTIP also airs Anishinaabe Way, a feature produced by Grand Portage descendant Staci Drouillard in 2012-2016, featuring conversations with Ojibwe people to learn more about the work they do, the art that they produce, and the impact that their culture has on their modern lives.

WTIP airs the weekly one-hour show, Indigefi, with Alexis Sallee from Koahnic Broadcast Corporation, with new and trending Indigenous artists.

In addition, WTIP purchases and airs, Native Lights Podcast, daily National Native News Health Updates, National Native News, Undercurrents and Soul Deluxe

from Native Voice One We also carry several features produced by Ampers including Minnesota Native News, Racial Reckoning and Counter Stories.

5. 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?

As I took over the executive director position two years before the pandemic and then the years through and now post pandemic, WTIP's continued association with CPB was a bright spot for us as we were able to navigate the difficult times with CPB funding to continue to bring the Northeastern Minnesota uninterrupted coverage of news and happenings to our listeners. With our three stations/transmitters serving our area, CPB funds are essential to keeping our signal strong. With no over-the-air television signals and only a once a week published newspaper, WTIP is the voice and link to our media starved area.

CPB funding allows WTIP to pay for essential services that range from electricity and rent to keep our transmitters running at peak capacity as well as the constant barrage of changing technology needed for us to remain up to date. As we move into our 25th year, WTIP will be able to implement new strategies and further innovate how we deliver radio service, while engaging new listeners and providing good service to our business and organizational partners. Because of CPB funding we are able to:

- * Select and purchase quality national programming that resonates with our listener-members.
- * Continue the efforts of our award winning news department.
- * Train our staff and volunteers to create high quality, professionally produced news, arts, culture and historical features specifically about our region.
- * Sustain our locally created, interactive and issue driven Community Conversations program, which was originally created as a direct result of CPB's Community Engagement Initiative.

During the decisive divides in our country, WTIP continues to offer public health information, locally focused news and features that reflect this unique and interesting community. Our mission is to: provide timely and accurate reports of local and state events, including weather, news and community happenings; to provide a forum open to all residents of the area for the discussion of public issues; to provide music and entertainment for our audience; to provide a diversity of programs designed to educate and inform; to promote the general well-being of the area; to train local residents to use the medium of radio to express their thoughts, feelings and talents., With the help of CPB funding, WTIP is able to meet our mission on all counts and in a variety of ways.

Our station staff, board of directors and listeners are very grateful to CPB for supporting rural community radio!