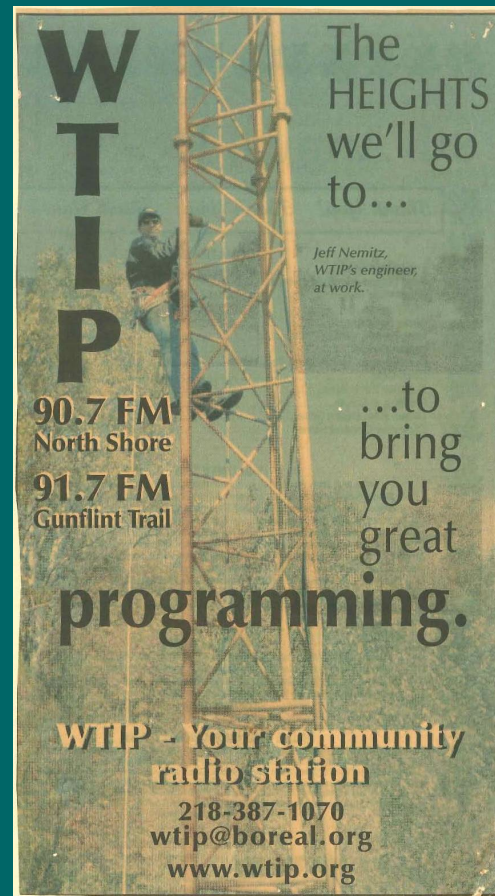


# WTIP Cook County Community Radio 2023 Annual Report

It has been a year of birthday cheers as we celebrate 25 years of broadcasting. Our family has grown to 1,411 members including over 500 sustaining members. We give thanks to all the people who have made this community radio station possible. Be sure to attend the festivities during our summer membership drive July 5 to 11, with live music, food, and more. There is a place for everyone under the big tent at WTIP!

WTIP is award-winning member-supported, volunteer-powered radio. We are grateful to you for being a member, and invite you to dream with us as we move into the future.

**WTIP turns 25!**



## Award-winning

In May 2023 WTIP won a prestigious regional Edward R. Murrow award in the 'Excellence in Diversity, Equity and Inclusion' category for our series 'It Happens Here: The Roots of Racial Inequity on the North Shore', produced by Staci Drouillard.

Read about other recognitions the station has received in the Legacy report section.

## Member-supported

Membership drives are fun and exciting times at the station. Staff, volunteers, and local musicians come together to make it a listen-worthy event every time.

Pictured on the right is the Dan Nelson band playing during the fall 2022 membership drive.



## Volunteer-powered

Your friends and neighbors are the voices you hear on WTIP. We thank all of our volunteers old and new, and we fondly remember long-time volunteers BJ Muus and Bob Carter.

Bob is pictured with Mary Petz participating in [WTIP and StoryCorps' One Small Step Initiative.](#)



## A heartfelt thank you

Community radio enriches our lives. WTIP is the friend that keeps us company, shares important information, celebrates life's important moments, and provides a soundtrack for our day-to-day life. Community radio connects us, giving inspiration that comes from appreciating one another, our stories, our dreams, and our efforts.

WTIP started broadcasting its signal back in April 1998 after community members worked tirelessly for years on the idea of having a radio station in Cook County. Many of these founders continued on with WTIP as hosts after we went on the air, while others gave their time just for the idea of radio here. It was a wonderful idea back then and is still a wonderful idea, as community members continue to bring our programming to our listeners on a daily basis. WTIP has 10 full-time employees and over 25 volunteers who bring community radio to us each week.

WTIP is part of two organizations: the Association of Minnesota Public Educational Radio Stations (AMPERS), a network of 18 public radio stations across Minnesota, and the National Federation of Community Broadcasters (NFCB). Both of these organizations have provided a wealth of information, solutions and training for WTIP to excel as a community radio station.

A heartfelt thank you to each one of our employees and volunteers, past and present, and to our founders, as WTIP would have never been possible without your dedication.

Thank you for all of your support and for listening!

Matthew Brown  
Executive Director





Lineup and weekend passes are  
available now!

## 2022 Legacy Projects Report

Staci Drouillard, Legacy Coordinator

WTIP staff and independent producers contributed to 12 separate Legacy projects in 2022, including "Traveling the Old North Shore," with Martha Marnocha, "Community Voices" on North Shore Morning, "Sounds and Sparks" with Will Moore, "The Boundary Waters Podcast" with Joe Friedrichs and Matthew Baxley, "Anishinaabe Bizindamoo Makak" with Erik Redix, and the Radio Waves Music Festival--WTIP's annual celebration of live music and community.

These Arts and Cultural Heritage projects honor our region's rich legacy of the arts, history and culture of the North Shore. WTIP is uniquely qualified to create original content that's of interest to people here, as well as all over the world. There were four Legacy-funded stories that received awards at the regional level in 2022. Those are: "It Happens Here: The Roots of Racial Inequity on the North Shore," which won the Edward R. Murrow award for "Excellence in Diversity, Equity and Inclusion," and the MBJA Eric Sevareid award for "Best Radio Series." Will Moore's "Powering Down--The Silence Family in a Sea of Green" also won an MBJA first place award for "Soft Feature," Jess Koski's "Notes from Reservation River--Best Dog in the World" was awarded first place by the MBJA in the "Writing for Broadcast" category, and "Beyond the Canoe--Superior Swimmers" a video by Matthew Baxley, received an MBJA honorable mention in the video category. These are just the Legacy-funded projects that won awards this year--other wins were received by the news department for Investigative Reporting and in the Soft Feature category. As the Legacy Coordinator, I'd like to thank the listeners and all of our Legacy producers for bringing your best to WTIP.

## Community-focused news reporting



GES kindergarten class paint the sky in January



Up the trail or here in town, our team is always on the ground to cover the stories that matter to you.

Above are Kjersa Anderson, Matthew Baxley, and Tia Parks at the 2022 Gunflint Canoe Races. Photo by Rhonda Silence.

WTIP's news reporter Kalli Hawkins welcomes new businesses to the community with a feature interview.



# Update from News Director Joe Friedrichs

It was a year of change for the WTIP News Department.

Longtime reporter Rhonda Silence (mostly) retired in 2022. Stepping in to cover local news was Kalli Hawkins. Just like Rhonda, Kalli was born and raised in Cook County. It did not take long for Kalli to capture the sounds, sights, and stories that are the primary focus of local news throughout the WTIP listening area. An avid outdoor enthusiast, among Kalli's many contributions to the radio station in her first year on the job was to co-create the WTIP Outdoor News Podcast. The weekly podcast, featuring everything from fishing reports to dogsledding adventures, is already among WTIP's most listened-to productions.

2022 was another example of the news department continuing to expand in both content and capabilities. We covered important community issues ranging from local elections in November, to lake trout research in Lake Superior last summer. The news team also reported extensively on the ongoing housing crunch in Cook County, the proposed expansion of Lutsen Mountains, and a variety of city and county government happenings.

In more outdoor and podcast news, the WTIP Boundary Waters Podcast wrapped up its fifth season in 2022. Hosts Matthew Baxley and Joe Friedrichs were able to return to Madison, Wisc., and the world's largest paddling expo, Canoecopia, again in 2022 following a two-year break due to the COVID-19 pandemic. The Boundary Waters Podcast continues to be the most listened-to series in WTIP's history. Listeners from Chicago to the West Coast to Ely follow the podcast, which now features two new episodes each month. The podcast also features a variety of news updates in addition to the regular episodes, including news about Forest Supervisor Connie Cummins retiring last summer.

WTIP and the news department celebrate 25 years of reporting on local news in the community. The great work of people like Barbara Jean Meyers, Jay Andersen, Rhonda Silence, and many others throughout the past 25 years paved the way for the WTIP News Department to keep moving forward.

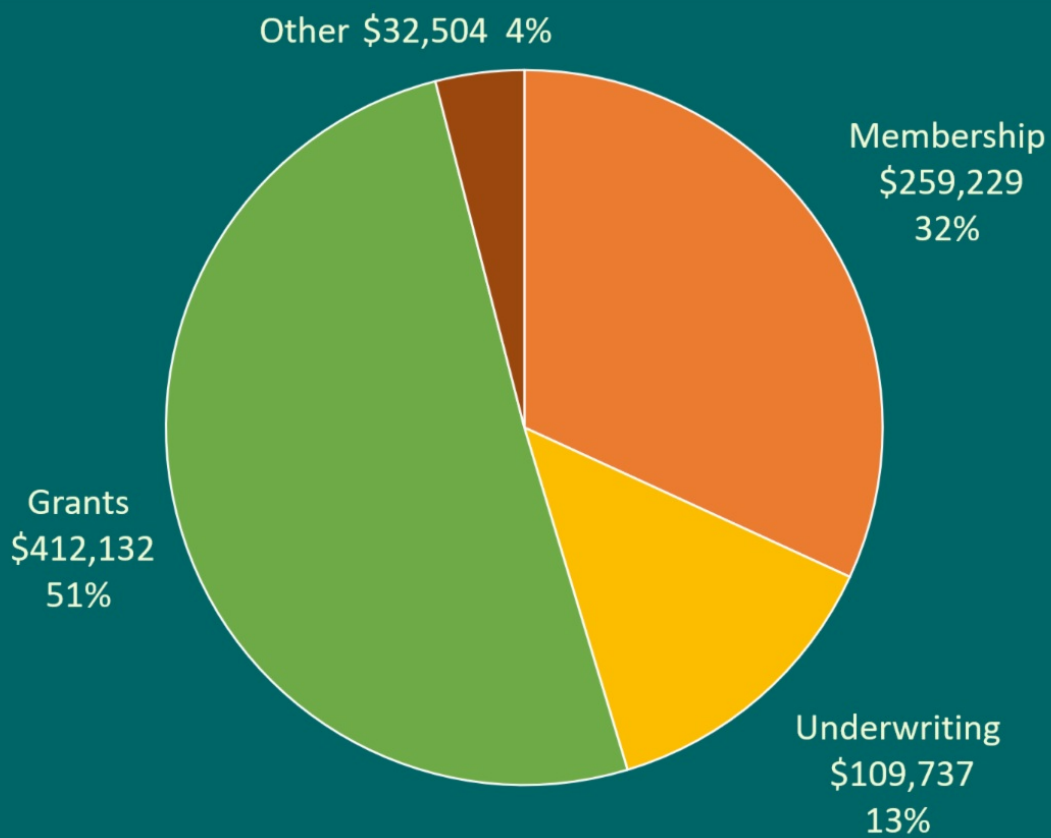
2023 is already off to a busy start, and the news team says "Bring it on!"

Top left 2022 Beargrease sled dog marathon photo by Kalli Hawkins, middle and right photos by Matthew Baxley





## WTIP funding in 2022







## Update from Music Director Will Moore

As always, this was another great year of locally hosted programming that continues to go above and beyond anything else in the region thanks to our dedicated team of volunteer hosts. I believe they remain our key to success for a vast swath of our programming and have been the source of our dedicated listenership for now 25 years. In this last year a number of new hosts have joined our rotation, playing thoughtfully put-together sets of music dictated by their broad scope of experiences.

The Musical Chairs block on Thursdays in particular I think has blossomed into a gem on the WTIP schedule, a true showcase of what community radio is all about. From shows like Paste Masters hosted by local high schoolers, to the always delicious Sound Kitchen from Abby Zak, to veteran hosts like Carl, Joni, Roger, and Rainbow Trout, there's nothing quite like this afternoon in other media found in Northern Minnesota.

Sidetracks, the late morning mix program, now has rotating hosts on Mondays and Fridays to bookend the week - and I'm positive these hosts will be able to elevate the show to new levels and variety with more freedom to play songs of all genres. I've started a new afternoon show called Overtones - which features brand new singles and albums tracks freshly released, along with interviews, songs from vinyl, and obscure discoveries, all further diversifying the WTIP soundscape.

With the help of Matthew Baxley, we've started doing "Live at WTIP" video performances, that can be viewed on our website. We're using the music library and back porch as performance spaces (the latter for what we call "tiny deck concerts" :) and capture spirited renditions of original songs played by some of the fantastic musicians that come to our area. We hope to do even more of these in the future and expand the locations of where we capture live music, utilizing the beautiful locations of Cook County.

The largest thing to happen with the music department in 2022 was definitely the Radio Waves music festival making its triumphant return to Sweetheart's Bluff. After two years of virtual shows during the pandemic, it was as if nothing had changed, and even a rainy first day couldn't stop the joy of live music in the Rec Park. The Cook County community, campers and all, were engaged and thankful for its return. We look forward to Radio Waves 2023 this September with some of the biggest names we've ever brought to the festival.

Bright things are in store for music on the North Shore as we continue to crawl out from a time of pandemic shutdown - and going forward, WTIP will be at the forefront of that happening.



# Celebrating local music and community

Aerial image of Radio Waves Music Festival by Bear Witness Media



## Update from Board Treasurer Mike Reeves

WTIP Radio is a 501(c) (3) public radio station and welcomes charitable contributions to support its mission and vision. Gifts can be annual sponsorships, memorials, in-kind donations, gifts of stock, and estate gifts. For more information, please contact Maryam Torabi, at 218-387-1070, or email [maryam@wtip.org](mailto:maryam@wtip.org).

The following represents the station's financial highlights for the calendar year ending on 12/31/2022:

Total Current Assets: \$402,862  
Total Fixed Assets: \$739,740  
Total Assets: \$1,142,602

Total Income: \$813,602  
Total Expenses: \$841,605

Key Financial Drivers - 2022 compared to 2021:

- Memberships: +17%
- Business Underwriting: + 4.5%
- Total Grants: +29%
- Total Expenses: +7.3%





## WTIP's future is bright

Dear WTIP Member,

Thank you and Miigwech for your support of WTIP and for joining us in the celebration of WTIP's 25<sup>th</sup> birthday. This is a huge milestone for the "little station that could" and we would not be here without you. Special thanks to the founders who brought their vision to life, so that we could be here today.

We are delighted to gather in person for the annual meeting for the first time since 2019, due to the pandemic. Looking forward to sharing a lot of great news and enjoying coffee and donuts with you. Special thanks to Tim Cochrane for joining us and sharing his thoughts about his new book, *Making the Carry*.

Our board members are active and engaged. Special thanks to each of them for the great work they are doing for WTIP.

Carly Puch, board member  
Clay Ahrens, board member  
Dave Tersteeg, board member  
Leslie Anderson, secretary  
Mike Reeves, treasurer  
Molly Hicken, vice-president

Our staff and volunteer hosts are dedicated and hard-working team members, bringing you great content over the airwaves, providing information and entertainment. Congratulations to those who have received well-deserved awards for their work this past year.

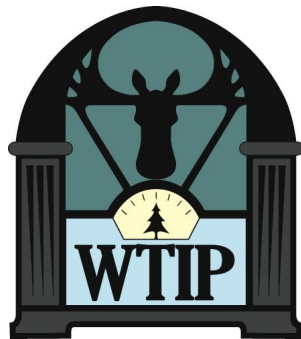
Our members, underwriters, major donors, and other funders have provided consistent and growing support for the work. Our capacity building is enabled by the Circle of Engagement. *Content* creates *engagement* which generates *support*. Thank you for making this all possible.

WTIP'S future is bright and full of exciting opportunities. Again, many thanks for making this all possible. We can't say thank you enough. You are the "community" in community radio.

Sincerely, and best regards,

Mary Somnis  
Board President

The Lynx South 5th & 6th-grade students at Great Expectations School, annual Solve for Tomorrow competition.



Listen wherever life takes you on [wtip.org](https://www.wtip.org)

WTIP | 1712 W Highway 61 PO Box 1005, Grand Marais, MN 55604