

## Cook County Community Radio CPB Diversity Report 2022

### 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.

### **2020 USA census data from Cook County provides the following information:**

In 2020, Cook County, MN had a population of 5.4k people with a median age of 52.8 and a median household income of \$59,537. Between 2019 and 2020 the population of Cook County, MN grew from 5,376 to 5,402, a 0.484% increase and its median household income grew from \$57,432 to \$59,537, a 3.67% increase.

The 5 largest ethnic groups in Cook County, MN are White (Non-Hispanic) (85%), American Indian & Alaska Native (Non-Hispanic) (9.16%), Two+ (Non-Hispanic) (2.41%), Other (Hispanic) (1.5%), and Asian (Non-Hispanic) (0.981%).

None of the households in Cook County, MN reported speaking a non-English language at home as their primary shared language. This does not consider the potential multi-lingual nature of households, but only the primary self-reported language spoken by all members of the household.

96.1% of the residents in Cook County, MN are U.S. citizens.

In 2020, the median property value in Cook County, MN was \$251,900, and the homeownership rate was 77.1%.

Most people in Cook County, MN drove alone to work, and the average commute time was 15.1 minutes. The average car ownership in Cook County, MN was 2 cars per household.

Population	5,400	WTIP Staff	WTIP Board
Ages 0-17 years	15.3%		
Ages 18-64	59.5%	12	5
Over 64	25.2%		3
Females	50.2%	5	5
White	85%		
American Indian /Alaska Native	9.16%		
2 or more races	2.4%		
Hispanic	2.39%		
Asian	.98%		

### 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 has reviewed FCC's 47 CFR 73.2080 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.
  
- Station Manager sits on various boards of organizations thru out Cook County
- A member of and contribute annually to a scholarship fund for students in broadcasting thru AMPERS: Diverse Radio for Minnesota's Communities
- Member of NFCB: the oldest and largest national organization dedicated to community stations within the public media system. Core services include: education and training; advocacy and representation; consulting; and facilitating peer-to-peer exchange through our list serve, strategic initiatives, and national conference.
- Partner with numerous educational, cultural, historical and arts organizations to create programs and features.
- Have representatives from all areas of county and backgrounds as hosts or interviewees

WTIP will strive to have diversity in our region by including all individuals in the production of and selection of content for not only our over the air signal but also on our website and social media accounts.

Filed by  
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