



March, 2024

Warm and heartfelt greetings to our WTIP family and community of listeners.

We are grateful for having been able to celebrate our 25th Birthday with you in 2023. We loved seeing you in person at our Annual Meeting in May, our Big Tent Membership Drive in July, and Radio Waves Music Festival in September.

Your generous support enabled us to show a positive bottom line with our 2023 financial report. As always, special thanks to our Founders, for without their vision and commitment, we would not be here today.

In the middle of our 25th Birthday year, we launched the creation of this Strategic Framework. This was a new process for WTIP, navigating change in times of uncertainty and evolving in a new era...the next 25 years of the "little station that could." There again, you were generous and shared your thoughts and needs.

The many ideas and reflections that we heard were all considered in creating this document. Our commitment to you is that WTIP will continue to grow and evolve in dialogue with all of you. You are the "community" of North Shore Community Radio, we hear you, and we are here for you.

Thank you to the National Federation of Community Broadcasters (NFCB) for the guidance and support they provide on a national basis to the success of local community radio. The partnership with NFCB, and the many other local community radio stations who face similar issues to those we experience every day, brings creative solutions and ways of understanding that we cannot find on our own.

Thank you to the Association of Minnesota Public Educational Radio Stations (AMPERS), 18 sister stations in Minnesota, and the Arts and Cultural Heritage Fund.

Thank you to the WTIP Board of Directors for the many hours they have spent deeply engaged in this process. This diligent work ensures that this Strategic Framework will serve the station, the North Shore, and our family and community of listeners.

Thank you most sincerely to the exceptionally committed and talented staff and volunteers that are the heartbeat of WTIP. The content they create is the reason we are here, and the reason you support us.

Special thanks to Sharon Rodning Bash, our facilitator, without whom none of this would have been possible. We would still be planning to plan!

We hope you enjoy reading our blueprint for building the future of WTIP. We are delighted to have you with us as we go forward with this plan.

Warm regards and sincere gratitude,
Mary Somnis, Board President
Matthew Brown, Executive Director