



WTIP Strategic Framework 2024-2026

Summary of Key Commitments

This 3-year Framework sets the stage for a dynamic future, continuing and yet markedly accelerating an evolution toward a new era in Broadcast Media. While this may be a ‘big shift’ on some levels, WTIP’s commitment to radio will not shift. A “quirky North Shore vibe” will not shift. A diversity of programming will not shift. This framework commits to three important shifts on behalf of the North Shore community:

- ✓ **MULTI-PLATFORM BROADCAST MEDIA.** Expansion of the tools of communication to become radio that is both rooted in its traditional means, but is also relevant to next generations and communications habits, through expansion of digital access points.
- ✓ **DEEPENED COMMUNITY ENGAGEMENT.** Embracing broader community engagement; cultivating more interactive connections, more partnership, and deepened engagement across generations, cultures, and community groups.
- ✓ **CAPACITY.** The foundation anchoring this framework is a fundamental shift in the workplace culture of the organization toward one that prioritizes relationships, team development and learning.

The strategic priorities that follow reflect this “big shift” to set the stage for a dynamic future. They are framed within the established Circle of Engagement model of the National Federation of Community Broadcasters (NFCB).



Mission

WTIP exists as a dynamic, local media resource that connects, reflects, and builds community on the North Shore of Lake Superior.

Values

- Local voices
- Ethical journalism
- Inclusiveness, belonging
- Our natural environment
- Entertainment
- Diverse programming
- Unique, North Shore culture
- Community well-being

Vision

Our vision is to inspire dynamic community media for the future of the North Shore, by providing a forum for local perspectives that supports an informed public, is built on journalistic integrity, empowers storytelling, strengthens our democracy, and invests in the well-being of our community.

Land Acknowledgement Statement

WTIP North Shore Community Radio is located on the ancestral homelands of Ojibwe/Anishinaabe people. We honor the vital contributions of the Grand Portage Band of Lake Superior Ojibwe, and gratefully acknowledge the history of the people, the legacy of this land, and recognize that Ojibwe people are still here, and are the original stewards of this land.

Engagement: Enrich Community Relationships—Empower New Voices

Strategic Priority	Measurable Strategic Outcomes
Expand focus to engage the next generation of media makers. Increase the number of youth participating.	By the end of FY 2026 a program will be built with community partners that enables content created by youth to be available across various media platforms, and goes beyond terrestrial radio broadcast.
Sustain and strengthen community connections and multicultural perspectives.	By the end of FY 2024 communication channels will be in place to increase understanding of the needs and desires for relevant community media that is of, by and for the Grand Portage community.

Content: Expand Local Media Voices—Invite Dialogue and Change

Strategic Priority	Measurable Strategic Outcomes
Develop as a multi-platform, multi-media organization.	By the end of FY 2026 WTIP will have successfully defined, planned, and built out broadcast media technology to enable access to WTIP from a variety of platforms.
Deepen role as the trusted and reliable source of local news and information.	By the end of FY 2026 WTIP will have in place a documented increase in live presence around the communities, including potential for equipment access for partners.

Capacity: Build up Infrastructure—Strengthen Team

Strategic Priority	Measurable Strategic Outcomes
Recognize the long term importance of workplace culture, communications, and team building.	As an immediate 2024 priority WTIP will set in place new paths and processes to ensure a work environment in which each person experiences appreciation, wellbeing, opportunities for leadership, and the autonomy to do their best work. Staff will report on a quarterly basis.
Advance systems and opportunities for WTIP staff and volunteer development.	By the end of FY 2024 there will be programs and systems in place to ensure staff and volunteers are prepared for the evolution of multi-media, multi-platform journalism, and other individualized opportunities for professional development.
Articulate journalistic policies and practices for a multi-platform era.	By the end of FY 2024 all station professional journalism policies and practices will be reviewed and updated.
Articulate HR policies and practices, including role clarity, for a multi-platform era.	By the end of FY 2024 there will be in place a continuous process of systematic planning and management of employees, our most important assets.
Continue to build and sustain trust around WTIP brand identity as a new era unfolds.	WTIP will develop a plan in 2024 to ensure that community trust continues and a clear brand identity is recognized. WTIP is known as an anchor multi-platform media organization.
Give priority to board development.	WTIP Board of Directors will complete a board audit in 2024 that revisits its recruitment, onboarding, and terms of office practices as outlined in the Bylaws, as well as institute a committee structure to provide advisory support to key areas named in this plan.

Support: Diversify Avenues for Revenue Development

Strategic Priority	Measurable Strategic Outcomes
Increase general operating support to fund strategic priorities.	Funds are secured to accomplish annual goals and allow for resilience in challenging times overall as well as to fund the strategic priorities adopted through this strategic framework.
Explore new, diversified sources for revenue to tap into the future.	By the end of 2024, a Development Plan is in place for increasing current and new sources of funds.
Ensure that long term capital needs are identified and explored.	The development committee will explore a framework and potentially a feasibility study for a potential capital campaign to fund identified future needs.