



North Shore Community Radio
Annual Report
2023



Warm and heart felt greetings to our WTIP family and community of listeners.

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.

Last year, during our 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 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



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.

Our 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:

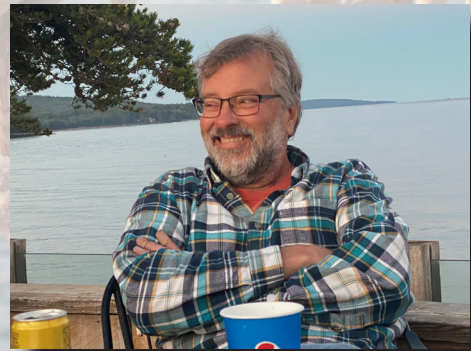
- **MULTI-PLATFORM BROADCAST MEDIA.** Expansion of the tools of communication to become radio that is both rooted in its traditional means, but is also relevant to next generations and communications habits through expansion of digital access points.
- **DEEPENED COMMUNITY ENGAGEMENT.** Embracing broader 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).

WTIP North Shore Community Radio celebrated 25 years of broadcasting in 2023 with the return of our big tent for our summer membership drive complete with live music and food, a very special Radio Waves Music Festival, and so much more. The board and staff launched into nine months of strategic planning to create a framework for the next three years which will guide the station in increasing youth participation, engaging our community members, and expanding our multi-media platforms. As we begin the next 25 years of broadcasting to the North Shore and beyond, many segments of our framework are in motion. Dedicated volunteers both on and off the air and amazing listener members help to make WTIP what it is today.

Thanks to each and every one of you,

Matthew Brown
Executive Director



Listen wherever
life takes you at
wtip.org



Dear WTIP Members,

Thank you for your support of WTIP and for taking part in the enduring legacy of “the little station that could.” We had a lot of fun celebrating our 25th birthday in 2023 and sharing cake with you!

As always, special thanks to the founders who brought their vision to life, so that we could be here today.

Join us in welcoming Travis Novitsky, photographer and keynote speaker, at our Annual Meeting. We look forward to the story about his journey as a photographer, especially sitting out under the night sky, the stars, and the aurora. Miigwech, Travis!



A major milestone in 2023 was the creation of our Strategic Framework. Over 500 listeners, stakeholders, and partners were engaged in this amazing work. This is our blueprint as we build a dynamic future for this essential community asset. Our forward focus is on the self-perpetuating cycle of content creation, community engagement, and resource development, resulting in increased organizational capacity. You can find the Strategic Framework on our wtip.org under “About Us” and “Station Reports.” Special thanks to Sharon Rodning-Bash, for the immeasurably valuable donation of her time and expertise as she guided us through this robust process of managing change and growth.

Our board members, staff and volunteers are dedicated and hard-working team members, bringing you news, a wide variety of information, eclectic entertainment, and now adding new platforms and formats. We are deeply grateful for each of them and the great work they do for the community.

Sincere congratulations to those who have received well-deserved awards for their work this past year. We couldn’t be more proud!

Our members, underwriters, major donors, and other funders have provided consistent and growing support for the work. Thank you, everyone, for making this all possible.

WTIP’S evolving future is bright and full of opportunity. Welcome to the journey and the continuance of the work on our mission in the community.

Mary Somnis
Board President

2023 Financial Highlights

Balance Sheet – December 31, 2023

- Total Current Assets: \$565,242 +37.00% from 2022
- Total Assets: \$1,304,983 +13.46%

Income and Expenses

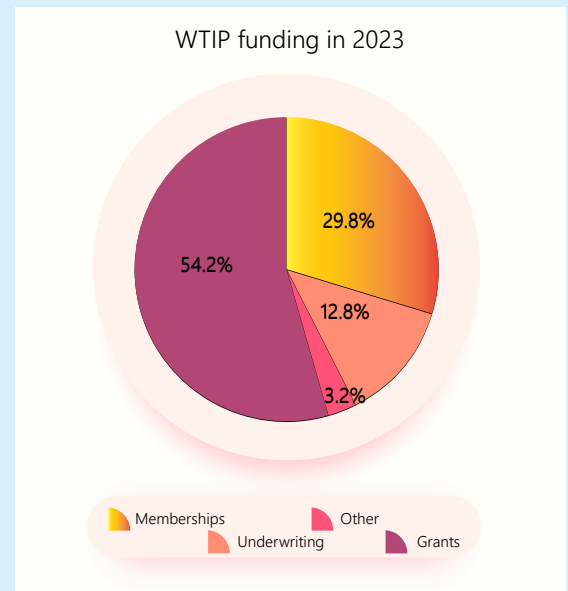
January through December 2023

- Total Income: \$972,751 +16.48%
- Total Expenses: \$836,452 -3.14%

Key Financial Drivers

2023 compared to 2022

- Memberships: +11.80%
- Business Underwriting: -0.63%
- Total Grants: +28.0%
- Total Expenses: -3.14%



WTIP wins six, first-place Midwest Broadcast Journalists Association Eric Sevareid Awards

- First place writing for broadcast: Trail Time, "Getting Prepared" written by Marcia Roepke
- First place social media: WTIP social media videos produced by M Baxley

- First place general reporting: Grand Portage Marina Update produced by Kalli Hawkins with video by M Baxley
- First place soft feature: Traveling the Old North Shore, "Toimi Children's Cemetery" produced by Martha Marnocha
- First place specialty programming: Anishinaabe Bizindamoo Makak, interview with Obizaan and Chato Gonzales, hosted by Erik Redix and produced by Staci Drouillard
- First place podcast episode: Boundary Waters Podcast, Episode 90, produced by Joe Friedrichs and M Baxley

Program Director,
Sterling Anderson



In 2023, WTIP hosted remote broadcasts from the Grand Marais Arts Festival and at the Gunflint Trail Canoe Races. We also broadcast every Cook County Vikings football game and several basketball games. The heart of our programming relies on our incredible volunteers. Most weeks we have more than 20 shows that are volunteer-hosted. Thank you to all of our volunteer hosts who are vital to the success of WTIP. Thank you to everyone who helped us celebrate 25 years of community radio on the North Shore over the past year. We're looking forward to another great year in 2024!

News Director,
Kalli Hawkins



In the last six months, the news department has adapted to changes and restructured to a 'news team' approach. The restructuring has allowed for the expansion of local news, community event coverage, and programming. Recently, WTIP's Kirsten Wisniewski transitioned from office manager to reporter and has been a welcomed addition to the news department, covering all things county, public health, housing, and community-related. Furthermore, Chuck Olsen shifted from weekend producer to news team member, bringing his experience in visual storytelling to the news department. WTIP has been able to bring M Baxley on as a contractor through a Lloyd K Johnson grant to expand even further into video work and online platforms. By incorporating visual components to WTIP's reporting, we have expanded our reach while still delivering quality journalism that informs and empowers our community.

Development
Director,
Katie Belanger



Warm greetings to WTIP listeners, members, volunteers, and supporters. In my first few weeks at the station, I've learned that WTIP embodies connection, entertainment, news, novelty, and history. The personalities that fill the airwaves and frequent the station brim with promise and possibility, and I am humbled to join this special community. Importantly, WTIP Radio is a 501c3 public radio station and welcomes charitable contributions to support its mission and vision. Gifts can be annual memberships, business partnerships and underwriting, memorials, in-kind donations, gifts of stock, and estate gifts. For more information, please contact me at 218-387-1070, or email katie@wtip.org. I look forward to meeting each and every one of you.

Music Director,
Will Moore



In terms of music programming, WTIP is still tremendously lucky to have the dedicated volunteer DJ base it does, with so many new DJs bringing new kinds of music to our airwaves that have been previously unheard. Just from listening in the last 12 months I've been more impressed than ever with the content and musical education happening on our genre and mix shows. In my own programming, Overtones has become a show committed to adding dozens of brand new songs by up-and-coming artists every week, while still making room for rare obscurities on the Wax Wednesday edition, keeping the tradition of vinyl-based radio alive. The Mini Mix segments meanwhile have been a revelation and I think an embodiment of small town radio at its core, bringing in local voices previously unheard on the air to get a taste of being a DJ and sharing music that is important to them with their community, broadening everyone's musical horizons in the process. Radio Waves this year is also shaping up to be a smash - with new faces from Grand Marais, Duluth, and Minneapolis taking the stage, and some excellent Anishinaabe artists joining us for the first time as well.

Legacy
Coordinator,
Staci Drouillard



The Minnesota Arts and Cultural Heritage Fund supported many educational and award-winning features in 2023, including North Shore Morning, Scenic Route, Live at WTIP, the Boundary Waters Podcast, Anishinaabe Bizindamoo Makak, Traveling the Old North Shore and Lake Superior Project. Legacy funds also supported Radio Waves, our annual music festival. Bringing culturally diverse and creative voices to WTIP is part of our mission, and key to our framework for the future.

