

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WTIP North Shore Community Radio, in Cook County, Minnesota, continues to broadcast our signal throughout Cook County using our main transmitters in Grand Marais 90.7, along the Gunflint Trail 89.1 and on the Grand Portage Band of Lake Superior Chippewa 90.1. Each of these stations is so important due to the geographical features that limit our radio broadcast signal, allowing us to ensure that everyone in our county can get all the news, information, weather, and emergency announcements.

While WTIP streams our station, and broadband coverage is increasing, our over-the-air signal is essential to those who live off the grid. We pride ourselves on ensuring everyone in our county can access our station.

Through the years, WTIP has partnered with the Association of Minnesota Public Educational Radio Stations (AMPERS) and the National Federation of Community Broadcasters (NFCB), making us a part of the state and national network of community broadcasters. We most recently were a part of the 2023 NFCB Community Counts Initiative.

The overall goal of WTIP North Shore Community Radio is to be a station for community members to share their stories of living in or visiting the North Shore region of Lake Superior. WTIP accomplishes this by showcasing the work of local musicians and hosting musicians to play live on the air.

Our news department remains focused on reporting local news and speaking with public officials about issues that affect everyone in our listening area.

WTIP also provides a platform for storytelling, creating community events centered around radio and live music and encouraging people to engage with us on the air, on social media, and over the phone to share what is happening

in the community. We share information promptly by broadcasting over the air and streaming programming worldwide. Our multi-use website, with archived shows, on-demand podcast segments, and regular postings on social media, allows us to reach a more diverse audience than those reached strictly across the airwaves. This is evidenced by analyzing web traffic data, the number of on-demand listens, and social media posts/responses.

WTIP has always played a significant part in notifying our listeners about emergencies in our area, from school closings to power outages, broadband interruptions, and more. We deliver the information on the air and post it on our website and social media.

WTIP provides a place to create community conversation and explore ideas essential to fulfilling our mission.

WTIP produces three daily news and information programs Monday-Friday (Daybreak from 7 to 8 am, North Shore Morning from 8 to 10 am each day, and North Shore News Hour from 12 to 1 pm and 5 pm, Monday through Thursday) plus three hours on Saturday (North Shore Weekend from 7 to 10 am). All four programs feature local community voices, fresh interviews, and conversations with regional leaders. Our reporters and producers regularly speak with local organizations, elected officials, and governmental agencies, interspersed with produced features on our region's history, arts, and culture, as well as information on local events, meetings, and a weekly music calendar.

WTIP is taking a deeper look at who we are as a community by producing "It Happens Here: The Roots of Racial Inequity on the North Shore." Part of our effort is our commitment to learn more about the history of where we live here on the North Shore—from a time long before the first towns were established and the first European settlers arrived. WTIP digs into the land history, the background of our early school systems, and talking to several people who can help us answer some of the many questions we have about how we fit into the "big" picture when it comes to the various forms of racism and the roots of racial inequity.

WTIP produces Anishinaabe Bizindamoo Makak, hosted by Erik Redix, Ojibwe Language Coordinator for the Grand Portage Ojibwe, and features Ojibwe first speakers telling stories in English and Ojibwemowin—the Ojibwe Language.

WTIP partners with the North Wood Food Project and produces the monthly, hour-long program Northern Gardening, which incorporates listeners' ideas and examines the unique concerns that flower and vegetable growers have regarding the challenging climate and soil conditions found along Lake Superior and Minnesota's North Shore.

With a greater emphasis on books and renewed interest in reading nationally and locally, WTIP's Superior Reads and Superior Reviews with Lin Salisbury help connect listeners with new books and regional authors. These segments are both short features in the form of book reviews as part of North Shore Morning.

WTIP produces The Boundary Waters Podcast, capturing stories about the Boundary Waters Canoe Area Wilderness (BWCAW), the most visited wilderness area in the United States, often called "Minnesota's Crown Jewel."

- 2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.**

WTIP is located in one of Minnesota's largest counties, Cook, which has one of the smallest populations in the state but boasts many non-profits. To highlight them, WTIP's North Shore Morning, Monday through Friday, and North Shore Weekend on Saturday, have regularly scheduled interviews to bring their information to our listeners. Our reporters and producers speak periodically with local organizations, elected officials, and governmental agencies, interspersed with produced features on our region's history, arts,

and culture and information on local events, meetings, and a weekly music calendar.

Regular interviews include:

- Cook County Emergency Management updates listeners regarding public safety, calls for volunteers for specific projects, and current affairs.
- The Cook County Chamber of Commerce and Visit Cook County visit each month to bring community events and updates regarding policies regarding county—and state-wide taxes, among other things.
- North House Folk School has a staff member who gives school updates per month, and several instructors provide overviews of their particular classes.
- County Local Energy Project, Arrowhead Electric Cooperative, Grand Marais Playhouse, and Lake Superior Coastal Program provide our listeners with monthly information about their organizations.
- Also appearing as needed are the local Economic Development Authority, Housing Redevelopment Authority, the US Forest Service, Department of Natural Resources, Grand Portage Band of Lake Superior Anishinaabe, all of our volunteer fire departments, the Sheriff's department, our elementary and high-school principals and school superintendent, representatives from the School Board, five area historical societies and museums, Local Mental Health Advisory Council, Go Dog North Shore and Cook County Food Shelf.
- WTIP produced live-remote broadcasts from the Grand Marais Arts Festival and the Gunflint Canoe Races. The remote broadcasts allowed people around Cook County and the nation to experience parts of living in our beautiful area.

- WTIP strongly participates with the Ampers network, a group of 18 community radio stations throughout Minnesota. The programming serves and teaches others about underserved populations, including communities of color, new immigrants, Native Americans, and rural areas not served by traditional media. Whether it's sharing Ampers-produced programming like Minnesota Native News, Native Lights, or Veteran's Voices or serving as a peer consultant for other area stations, WTIP makes a great effort to stay in touch with our fellow Ampers stations and the Ampers administrative staff.
- Through the years, WTIP has partnered with the National Federation of Community Broadcasters (NFCB), making us a part of the state and national network of community broadcasters.
- WTIP collaborates with KAXE Community Radio in Grand Rapids, Minnesota, to play their 'Up North' daily news segment
 - * WTIP collaborates with KBFT Bois Forte Tribal Community Radio to play their daily 'Anishinaabe Word of the Day'
 - * Received a grant from 'Press Forward' to enhance our local news reporting in 2025.
 - * And was selected by the CPB/Poynter Institution to participate in their Digital Transformation Project in 2025
- The Station Manager is a Sawtooth Mountain Clinic Board Member (SMC) and attends monthly meetings.

- 3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.**

WTIP's partnership during 2024 impacted our community by producing material that explained complex issues, including the ongoing local housing issue that is so present here as it is throughout the nation.

One listener commented on our Housing Redevelopment Authority reporting:

Kalli,

Your February 8 article on the Heights project furthers your excellent coverage of housing developments in Grand Marais and Cook County!

Great job!

Doug Sanders

Our reporting around the ongoing Statewide Single Payer prompted a listener to respond with:

I am writing to compliment WTIP for airing the informative and interesting Community Conversation about the Statewide Single Payer Minnesota Health Plan facilitated by Kimberly Souden. Ms Souden was a striking contrast to frequently arrogant and blatantly biased NPR fare. She was well-studied and informed of issues, and well prepared with a clear direction and questions that kept presenters focused. While Ms Souden definitely had opinions, she regarded both listeners and presenters as autonomous and intelligent individuals capable of forming their own best judgement. Ms Souden also has an excellent radio voice

projecting sincere interest, politeness and respect with just right inflection and pace with nary a hint of prickle or intent to interrupt.

Thank you! I was most impressed.

Robin Harris

Our constant coverage of County and City issues brings a range of understanding to our listeners that would otherwise not be available as we are the only local news outlet that produces content seven days a week.

We also have monthly business spotlights highlighting owners and employees in local businesses that bring added traffic for them. Having these voices on the air fills a void in our community, from new companies to well-established ones.

PROGRAM DESCRIPTIONS

Our Radio Waves Music Festival (RWMF) celebrates local music and community on the North Shore of Lake Superior. This annual festival organized by WTIP Community Radio brings together:

- Diverse musical acts spanning many genres;
- A balance of new artists and local favorites;
- An audience of area residents and seasonal visitors;
- Community service partners and local food makers;
- A welcoming and family-friendly atmosphere;
- A uniquely beautiful location found only on the North Shore of Lake Superior.

This festival is not a fundraiser for WTIP but a give-back to our community for their support over the years. As WTIP can keep the ticket prices affordable for all, including families, this event is an annual community outreach event. It has become a tradition for visitors, area residents, and performing musicians.

COMMUNITY VOICES ON NORTH SHORE MORNING AND NORTH SHORE WEEKEND produced 100 segments featured on Community Voices on North Shore Morning and North Shore Weekend. These regular features came from WTIP projects Trail Time (22 segments), focusing on the Gunflint Trail; Notes from Reservation River (ten segments); essays from Grand Portage band member and writer Jess Koski; Superior Reads (14 segments). Community Voices on North Shore Morning and North Shore Weekend contributed 676 hours of content showcasing Minnesota musicians, artists, historians, writers, scientists, storytellers, and other locally focused, Minnesota-created content. Features were uploaded to Soundcloud and shared via WTIP's website with over 10,000 Soundcloud listens. The Community Voices on North Shore Morning and North Shore Weekend project earned a prestigious award from the Midwest Broadcast Journalists. A segment from Notes from Reservation River, written by Jess Koski and produced by Staci Drouillard, received first place in the Broadcast Writing division in 2023.

THE LAKE SUPERIOR PROJECT

The Lake Superior Project explored the culture, environment, and history of Lake Superior and how the Lake affects people's lives and culture along Minnesota's North Shore. The station utilized new and existing partnerships, interviews with organizations and individuals, relationships with members of tribal governments and Band members, and uncovered new resources to highlight and enhance the rich cultural legacy of our region. WTIP produced five segments over six months. Produced by different storytellers, The Lake Superior Project is a cornerstone arts and cultural heritage feature on WTIP. The station partnered with Superior National Forest, Tettegouche State Park, and the Grand Portage Band of Ojibwe.

ANISHINAABE BIZINDAMOO MAKAK

Anishinaabe Bizindamoo Makak, which translates to Anishinaabe Listening Box (radio), was the result of a partnership between WTIP and the Grand Portage Band of Lake Superior Ojibwe. The show was hosted by Ojibwe Language Coordinator and teacher Erik Redix, whose bilingual approach to storytelling featured telling stories in English and Ojibwemowin - the Ojibwe language. The monthly half-hour

program welcomed guests Maajigwaneyaash (Dr. Gordon Jourdain); Karen Drift; Obizaan and Chato Gonzales; Nancy Jones; and Anton Treuer. We estimate that about 13,000 people heard the on-air elements of the project. The shows were also made available via Soundcloud, receiving more than 500 listens. Providing on-demand access via Soundcloud increased awareness about the cultural and environmental issues and topics relevant to the Lake Superior Region, including tribal lands. Full episodes of Anishinaabe Bizindamoo Makak were also available on the station's website, providing Minnesotans of all ages, ethnicities, abilities, and incomes with better access to cultural and history programming created by public broadcasting.

BOUNDARY WATERS PODCAST

The Boundary Waters Podcast captured stories about the Boundary Waters Canoe Area Wilderness (BWCAW), the most visited wilderness area in the United States, which is often referred to as "Minnesota's crown jewel." WTIP provided its audience with an audio format they could take with them into the BWCAW, beyond the reach of the radio station's signal. The podcast consisted of lively 25- to 40-minute conversations. The Boundary Waters Podcast partnered with Borderland Lodge, Bucks Hardware, NorthStar Canoes, Piragis, Tuscarora Lodge, Sawbill Outfitters, Bent Paddle Brewing, and Ely Outfitting Company.

WTIP produced 27 episodes, garnering almost 60,000 listens on Soundcloud. Links to the bi-monthly episodes of the Boundary Waters Podcast were showcased as Hero images on WTIP's website, adding up to 60 minutes of wilderness-related content and information to the catalog of content published monthly on WTIP. The station estimates that about 13,000 people heard the on-air elements of the yearlong project.

- 4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.**

At 8.7 % of the population, Native Americans are the predominant minority population in NE Minnesota. The tribal lands of the Grand Portage Anishinaabe are included in our listening area, and cooperation with the Band, WTIP installed a transmitter to serve the Grand Portage Reservation in 2008. This essential equipment connects the reservation to WTIP's on-air broadcasts. It helps to ensure the safety and well-being of the people, homes, and businesses in Grand Portage by increasing WTIP's capacity to relay emergency information promptly. The Grand Portage Band of Lake Superior Chippewa (Anishinaabe) was an early government, organizational, and business partner with WTIP. We are constantly in contact with the band to provide information on relevant issues.

WTIP 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.

WTIP takes a deeper look at who we are as a community by producing *It Happens Here: The Roots of Racial Inequity on the North Shore*. Part of the effort is our commitment to learn more about the history of where we live here on the North Shore—from a time long before the first towns were established and the first European settlers arrived. Episodes are produced monthly by Staci Drouillard, a Grand Portage Band of Ojibwe tribal descendant. WTIP also produces *Anishinaabe Bizindamoo Makak*, which features Ojibwe's first speakers telling stories in English and Ojibwemowin—the Ojibwe Language. These episodes air monthly and are

hosted by Erik Redix, Ojibwe Language Coordinator for the Grand Portage Ojibwe. Produced by Staci Drouillard, Anishinaabe Bizindamoo Makak is a partnership between the Grand Portage Band of Lake Superior Ojibwe and WTIP Community Radio.

WTIP has produced many programs and revisits features that reflect the culture of Indigenous people, including a weekly Native American music program, First Nations Time, hosted by John Morrin, a Grand Portage tribal member.

WTIP airs the weekly one-hour show, Indigefi, with Alexis Sallee from Koahnic Broadcast Corporation, with new and trending Indigenous artists. In addition, WTIP purchases and airs, Native Lights Podcast, daily National Native News Health Updates, National Native News, Soul Deluxe from Native Voice One We also carry several features produced by Ampers including Minnesota Native News, Northern Lights Podcast and Counter Stories.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

As a small rural radio station, the yearly commitment from the CPB and their funds is essential for WTIP to cover a wide array of daily, weekly, and monthly. CPB funding allows WTIP to pay for crucial services that range from electricity and rent to keep our transmitters running at peak capacity, as well as the constant barrage of ever-changing technology, allowing us to implement new strategies and further innovate how we deliver radio service while engaging new listeners and providing exemplary service to our business and organizational partners.

BECAUSE OF CPB FUNDING, WE CAN:

- Select and purchase quality national programming that resonates with our listener-members.

- Continue the efforts of our award-winning news department.
- Train our staff and volunteers to create high-quality, professionally produced news, arts, culture, and historical features specifically about our region.
- Sustain our locally created, interactive, and issue-driven Community Conversations program, which was originally created as a direct result of CPB's Community Engagement Initiative.
- During these decisive times that divide our country, WTIP continues to offer public health information, locally focused news and features that reflect this unique and engaging community.

Because of the CPB, WTIP is a shining light for our members and our community. Cook County, located in Northeastern Minnesota, is one of Minnesota's largest counties by area, but due to federal and state lands, we have just 18% private land with 5,000+ residents. With no over-the-air television signals, limited cell phone coverage, and a once-a-week newspaper published, WTIP's three stations/transmitters keep our residents educated and informed with current vital information.

Broadcast radio is very different these days, with ever-changing technology and the addition of online content sharing and multi-media channels. However, our on-air radio signal is still as important now as it was. While technology has increased our range of listeners, being an integral part of our Cook County community continues to be our goal, much like our founders envisioned 26 years ago.

With CPB funding, WTIP was able to win awards in six different categories at the FY23 & FY24 Midwest Broadcast Journalists Association. The station was honored with first place recognition for these locally-produced stories:

First Place – General Reporting “Grand Portage Hat Point Ferry Terminal Project,” produced by Kalli Hawkins with video by M Baxley

First Place – Specialty Programming “Anishinaabe Bizindamoo Makak Episodes 21 and 22,” produced by Staci Drouillard and hosted by Erik Redix

First Place – Soft Feature “Traveling the Old North Shore: Toimi Children’s Cemetery,” produced by Martha Marnocha

First Place – Social Media Stories, for videos produced by M Baxley and Chuck Olson

First Place – Podcast ‘Boundary Waters Podcast Episode 90,’ produced by Joe Friedrichs and M Baxley

First Place – Broadcast Writing “Trail Time: Getting Prepared,” written by Marcia Roepke and produced by CJ Heithoff

These awards show just how important CPB funds are, letting our staff produce wonderful features.

OUR 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.

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With WTIP's inclusion to the Digital Transformation Project, our 2025 looks brighter than ever to continue to move our station forward!

With CPB funds, WTIP is able to meet our mission on all counts and in a variety of ways. Our station staff, board of directors and listeners are very grateful to CPB for supporting rural community radio!