

2025 ANNUAL EEO PUBLIC FILE REPORT

Cook County Community Radio Corporation

Stations: WTIP (FM), Grand Marais, MN
WGPO (FM), Grand Portage, MN
WKEK (FM), Gunflint Lake, MN

Reporting Period: 12/01/24 to 11/30/25

No. of Full-time Employees: Between 5 & 10

Small Market Exemption: Yes

Positions Filled

During the Reporting Period, one full-time and one part-time position were filled. The information required by FCC Rule 73.2080(c)(6) is provided below.

WTIP job vacancies: *Administrative Assistant (AA)*
Part-time news reporter (NR)

Help wanted posted at the following places in November- January, 2024, 2025

Association of Minnesota Public Educational Radio Stations (Ampers) list server (AA)(NR)
National Federation of Community Broadcasters (NFCB) list server (AA)(NR)
Cook County News Herald (local paper) (AA)(NR)
North Shore Journal (regional paper) (AA) (NR)
MN Council of Non Profit (website) (AA)
WTIP website and Social media (AA) (NR)

(AA) hired 01/20/2024

(NR) hired 2/2025

Outreach Initiatives

During the reporting period employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2). However, outreach initiatives were still somewhat difficult by the lingering effects of the pandemic.

- Station personnel met members of the community and provided outreach messaging at remote broadcasts for other organizations and at other community events. Representative examples of such events during the reporting period include:

*1/11 *Gunflint Mail Rune Sled Dog Race* Mid Gunflint Trail in Grand Marais, MN – WTIP did a live broadcast the start of the sled dog race as the temps hovered around -5. WTIP partnered with the Gunflint Mail Rune staff to bring this event to our listeners.

*3/7 to 3/9 *Canoecopia* event at Rutabaga Sports in Madison, WI – WTIP attended *Canoecopia* which is the largest paddling event in the US. Our booth featured our Boundary Waters Podcast and we recorded over 10 stories regarding trips in to the BWCA from attendees.

*7/12 *Grand Marais Art Colony Arts Festival*– WTIP collaborated with the Art Colony to broadcast a live show during their event. 2 hosts, development and program directors, engineer and volunteers for a remote broadcast at Grand Marais Arts Festival in downtown Grand Marais. Interviews with festival organizers and participants filled the hours including the festival show awards announcement.

*7/16 *Gunflint Trail Canoe Races* – WTIP visited the Gunflint Lodges for the annual canoe races with 2 hosts and engineer for a live 2 hour broadcast of the local canoe races for interviews with participants (both pre-race--dry and post-race... wet) and organizers for this annual fundraiser for the Gunflint Fire Department.

* 8/26 *WTIP Radio on a Stick at the Minnesota State Fair* – a day long live broadcast from the Educational Building at the MN State Fair. Guests included the 4H club, 72nd Princess Kay of the Milky Way (Minnesota Dairy Princess), the MN State Fair archivist, a Bee keeper, the Butter Sculpture, DNR's fair coordinator and the Minnesota State Auditor

*9/5 to 9/7 *Radio Waves Music Festival* – Our music festival was again at Sweat Hearts Bluff in the Grand Marais Recreation Area, under a 40'x80' big top with multi-genera based local and regional music acts ranging from solo acts to a 28 person band. This much anticipated local event was attended by 1600+ people and dogs from near and far

* WTIP hosts '*Trivia Night at the Up Yonder Bar*' Monthly in Grand Marais. This event is not broadcast live but attend regularly by 40 to 60 local trivia buffs. 2 WTIP hosts ask questions for 2 hours each time. WTIP also fills in for any other Thursdays that are needed

The stations actively engage the community through social media such as Facebook, Instagram and YouTube and Soundcloud for all of these events.

Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities

- 6/14 – WTIP worked with Ampers, who supports the concept that the survival and growth of radio broadcasting is dependent on talented and well-educated individuals interested in a career in broadcasting. To this end, Ampers offers an annual \$1,000 scholarship to an individual, working at an AMPERS station, that is or will be pursuing a career in broadcast communications through an institution of higher education in the State of Minnesota

*Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

- NFCB Underwriting/ Development yearlong trainings (development director)
- Executive Director took part in the NFCB's Audience Counts Initiative 2025 -- the Audience Counts Initiative was a program that provides stations with training, education, and hands-on experience to make meaningful change at the root of these issues: change management, conflict navigation, volunteer and leadership training, and local journalism. Through the ACI, NFCB is helping stations stay nimble while remaining true to their mission
- Hired KRD, LLC to provide training and counseling with our existing fundraising and donor management systems throughout the year with a series of virtual and in-person trainings with our Development and Executive Directors
- Participated in the Digital Transformation Program, funded by the Corporation for Public Broadcasting and delivered by the Poynter Institute. Our **team of five staff** joined the first cohort of this competitive program. The **nine-month** program's focus was to help public media stations grow digital audience and revenue, increase digital competencies, develop and share best practices for achieving audience and revenue growth, and engage in cross-collaboration and mutual support
- Executive Director took part in the:
Executive Editorial Integrity and Leadership Initiative (by the Pointer Institute) This six-month fellowship was designed for executive managers of public media stations to strengthen editorial leadership and provided custom instruction on how to build capacity within public media. It equipped station managers with powerful support tools and provide cohort-based as well as

individualized training to help them uphold public media journalism's highest editorial standards and successfully lead every part of their station