

2022 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: 12/01/21 to 11/30/22

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

Small Market Exemption: Yes

Positions Filled

No positions were filled during this time period

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 somewhat difficult by the lingering effects of the pandemic.

Participated in job banks, internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

- Cook County High School Job Fair April 7th, 2022

*WTIP had a booth at this Job Fair to let area kids and parents know of ongoing opportunities for both employment and volunteering at our station. It was held from 12:00pm-5:00pm (12-3pm is for students in grades 9th-12th and 3:30-5pm is for the rest of the community and families to attend)

- 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:

*1/02 Gunflint Mail Run- WTIP collaborated with the Trail Center and Gunflint Mail Run to broadcast the Gunflint Mail Run Sled Dog races with 1 engineer and 2 hosts. WTIP spoke with race officials and participants and announce the start of both races for this annual event.

*7/09 Grand Marais Art Colony– WTIP collaborated with the Art Colony to broadcast a live show during their event. 2 hosts and 2 engineers broadcast a remote broadcast at Grand Marais Arts Festival located at Cook County Schools. Interviews with festival organizers and participants filled the hours including the festival show awards

*7/20 Gunflint Trail Canoe Races – WTIP visited Gunflint lodges for the annual canoe races with 2 hosts and 2 engineers 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

*9/9 to 9/11 Radio Waves Music Festival – A return to our live festival located at Sweat Hearts Bluff, under a big top with intergenerational and multi-generational based local and regional music acts ranging from solo acts to a 28 person band. This was a much anticipated event attended by 2000+ people and dogs

*The stations actively engage the community through social media such as Facebook, Twitter, 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*

Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

- 1/1/2022 to 11/1/2022 – The stations participated in the Association of Minnesota Public Radio Educational Radio Stations (“AMPERS”) Radio Network scholarship program – this organization of 19 Minnesota public radio stations awards a \$1,000 scholarship to a broadcast student affiliated with 1 of our stations.

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

- Participated in the National Federation of Broadcasters online 2022 conference held online June 27-28, 2022

- * Ask an Attorney: Organizational Issues, the FCC, and Copyrights
- * Budget Forecasting with Public Media Company
- * Wellness in the Workplace
- * Covering Elections: Reporting Basics and Safety
- * Ask an Attorney: Underwriting

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

- Ongoing training with NFCB and Ampers

WTIP slowly emerged from the pandemic but in person trainings were again down this calendar year.