

2023 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: 12/01/22 to 11/30/23

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

Small Market Exemption: Yes

Positions Filled

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

WTIP job vacancies 2023 Position: **Office Manager**

Help wanted posted in April, 2023

Boreal.org (local media)

Association of Minnesota Public Educational Radio Stations (Ampers) list server

National Federation of Community Broadcasters (NFCB) list server

Cook County News Herald (local paper)

North Shore Journal (regional paper)

Date hired 05/28/2023

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:

*1/07 *Gunflint Mail Run*- WTIP collaborated with the Trail Center, Arrowhead Electric and Gunflint Mail Run Committee to broadcast the Gunflint Mail Run Sled Dog races with 1 engineer and 2 hosts. WTIP spoke with race judges, veterinarians and participants to announce the start of both 12-dog and 8-dog races for this annual event.

*7/08 *Grand Marais Art Colony Arts Festival*– WTIP collaborated with the Art Colony to broadcast a live show during their event. 2 hosts, development director and 1 engineer broadcast a remote broadcast at Grand Marais Arts Festival as it returned to downtown Grand Marais. Interviews with festival organizers and participants filled the hours including the festival show awards,

*7/19 *Gunflint Trail Canoe Races* – WTIP visited the 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 for this annual fundraiser for the Gunflint Fire Department.

*9/8 to 9/10 *Radio Waves Music Festival* – WTIP returned to Sweat Hearts Bluff in the Grand Marais Recreation area, under a 40'x80' big top with intergenerational and multi-genera based local and regional music acts ranging from solo acts to a 28 person band.

This much anticipated event was attended by 2000+ people and dogs.

*Third Thursdays starting in August- Trivia – WTIP hosts '*Trivia Night at the Up Yonder Bar*' 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.

*10/07 *Superior Reads* WTIP partnered with Lin Salisbury for a live conversation with author Carol Dunbar about her newest novel, *A Winter's Rime*, in front of an audience at Drury Lane Books.

We recorded this event for an airing in late October.

*11/02 *Readers and Writers Festival* - This WTIP partnered with the the Library Friends of Cook County, and The Grand Marais Art Colony for a special live panel discussion entitled, 'Agency and Authenticity in Works of Fiction: Who Tells the Story?'

We recorded this event for an airing in late November.

* 11/15 Dessert to the Max hosted by Boreal Community Media --Wtip attended and had table at the Arrowhead Center for the Arts for the 2nd Dessert to the Max. Community members were invited to meet and learn about local non-profits and sample their deserts.

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

- 6/25/2022 to 6/26/2022 – 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. The award will be issued to the educational institution in the winner's name to be applied towards tuition.
- WTIP Legacy coordinator, Staci Drouillard is on the Ampers board of directors.

*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 2023 conference held in Denver, CO June 27- July 1, 2023
(Executive director, news director, board president)

- * Get Ready Stay Ready – Public Safety
- * Reenergizing Off-Air Fundraising
- * One Small Step – Bridging the Political Divide
- * Ask the Attorneys – FCC, EAS, Underwriting, Political Broadcasting
- * Fostering Community Connections through Content
- * And more

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

- Online trainings with NFCB's Community Counts Initiative (CCI)
(Executive director, legacy coordinator, board president)
 - *Sociocracy*
 - *DEIB (Diversity Equity Inclusion and Belonging)*
 - *Circle of Engagement*
- NFCB Underwriting yearlong training (development director)
- Board of Directors training-- *Stay Strong: Equipping a Good Board for Exceptional Governance* with Cyrus N. White of SCG Nonprofits