

# **2021 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: 12/01/20 to 11/30/21

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

Small Market Exemption: Yes

### **Positions Filled**

#### **Position**

**Development Director –**

*Posted or printed in July on:*

Boreal.org

AMPERS list server

NFCB list server

North Force.org

Cook County News Herald

North Shore Journal

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
News Herald	1
Boreal News	0
WTIP Web site	0
AMPERS list serv	1
NFCB list serv	0
North Force.org	1

**Date hired 11/08/2021**

### **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 difficult and disrupted by the shutdowns and other effects of

the COVID19 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).*

- 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:

7/15 Grand Marais Art Colony– WTIP collaborated with the Art Colony to have 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

9/10 & 9/11 Radio Waves Music Festival – A pared down festival without any crowds was produced by having a small stage in our parking lot and performers over the web. This one- day music festival included 26 artists/bands with over 1000 people listening over the air and streaming.

- The stations actively engage the community through social media such as Facebook, Twitter, Instagram and YouTube and Soundcloud

*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.*

- 1/1/2021 to 11/1/2021 – 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.
- Participated in the National Federation of Broadcasters online 2021 conference

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

- November 2020 to November 2021 –

\*Participated in 5 to 10 online trainings held by National Federation of

Community Broadcasters (NFCB) to help stations continue to work through COVID19

\*Audio Narratives Demystified, July 15<sup>th</sup>, 2021

\*Painting Stories with Sound, July 16<sup>th</sup>, 2021

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

- Ongoing training with NFCB and Ampers

WTIP, as with all of our country, during year 2 we have been greatly affected by COVID19 and while outreach and physical contact with others is very difficult we have done a great job of keeping our listeners and employees engaged.