

## **2020 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: 12/01/19 to 11/30/20

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

Small Market Exemption: Yes

### **Positions Filled**

During the Reporting Period, there were no vacancies available or filled at the stations' employment unit.

### **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. Flyers about employment opportunities in broadcasting and volunteer opportunities are included as part of the packet of information the station makes available for distribution at these events. Representative examples of such events during the reporting period include:

1/11/20 – 2 hosts and engineer broadcast a remote broadcast at The Gunflint Mail Run (dog sled race) on Gunflint Trail

1/11/20 – 2 hosts and engineer broadcasted a live BWCA Podcast from Poplar Lake following the Gunflint Mail Run (dog sled race)

9/11/20 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 13 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.

*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*

- The station sponsored and operated during the reporting period a “Community Producers Program,” where community members learn how to identify topics of interest to the community, record audio, and how to turn recorded material into shareable content. The program is designed to attract and train a wider and more diverse range of voices to the air and generate interest in careers in broadcasting.

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

- 1/1/2020 to 10/23/2020 – 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.*

- March 2019 to December 2019 –

\*Participated in 15 to 25 online trainings held by National Federation of Community Broadcasters (NFCB) to help stations work in and manage throughout COVID19

\*With the onset of COVID19, WTIP trained 17 volunteers to produce music shows from their home studios. Both hardware and software technology was

presented for them to gain the needed knowledge.

\*Four training were held to keep our 17 at- home volunteers current and connected during COVID19

\*5 volunteers participated in the online course from The Knight Center on audio storytelling and its production. This course was made aware to us by NFCB. (NFCB provides customized and innovative services that optimize community media's capacity to serve their communities and engage them in their service.)

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

- 11/19/20 WTIP board members/management employees participated in the webinar 'An Introduction to Understanding Racism' by John Morrin, member of the Grand Portage Band of Lake Superior Chippewa, hosted by Cook County Community Education.

WTIP, as with all of our country, has been greatly affected by COVID19 and accomplished as much as possible during a very difficult situation.