Thank you for a great year of radio broadcasting!

We recently celebrated 21 years on the air, and our longevity can be attributed in large part to champions of local radio like you. The year included both planned and unplanned staff changes, welcoming new members, underwriters and volunteers, and 365 days of locally focused radio on the North Shore.

The future of terrestrial radio is up to all of us

The stories and perspectives heard on WTIP are a direct reflection of our community. Radio’s future depends on our ability to break new ground, while continuing to honor the hard work and dedication of our WTIP founders and longtime friends. The future of terrestrial radio in our community relies on all of us, and we are happy to welcome the voices of new members and volunteers, alongside all of the people who have been with us from the very beginning. Because of all of you, the outlook is bright.

Radio fact: It requires the work of 30 to 40 volunteers each week to keep WTIP on the air—including Marcia Hyatt, whose series, Bringing out the Best of Ourselves was honored as a Touchstone Award nominee in August of 2018.
Funding and Support in 2018

Local radio is made possible by the strong support we receive from a variety of sources. In 2018 membership accounted for 25% of funding. Thank you for believing in the power of community radio!

A portion of WTIP’s programming is made possible through funding from various foundations and organizations, including: the Lloyd K. Johnson Foundation, the Duluth Superior Area Community Foundation, NOAA and the Minnesota Department of Natural Resources, the Grand Marais Area Tourism Association, Visit Cook County, North House Folk School, Comerica Charitable Services Group, the Joyful Women Fund and the Northeast Minnesota Office of Job Training.

WTIP also receives funding through the Minnesota Arts and Cultural Heritage Fund and federal funding from the Corporation for Public Broadcasting.

Report from WTIP
Executive Director
Matthew Brown

During my first year as director here at WTIP, I have been inspired by the incredible support from our members and underwriters ensuring that we continue to be a strong and vibrant organization in this community. Our excellent staff and wonderful volunteers, both on and off the air, continue to produce great radio—making us one of the most diverse and thriving community radio stations in the country.

As we celebrate 20 years of broadcasting, adapting to the ever-changing world of radio broadcasting has become one of our long-range priorities. As more and more of our listener members now connect with us by phone, tablet and computer, we will be exploring fresh ideas to incorporate a varied array of on-demand shows and podcasts in order to appeal to our listeners on a wide range of topics.

Our award-winning news department will continue to produce comprehensive reporting on local and regional issues that affect our area. From township reports to coverage of the county and city meetings, interviews with our elected state officials and more, WTIP has become a respected and valued source of relevant information.

The WTIP music department is home for local and regional music acts, with weekly, live in-studio performances and the annual Radio Waves Music Festival. WTIP is always honored to showcase the talents of our local and regional musicians.

In this, our 21st year, WTIP is also excited to announce our Wavelengths Initiative, to engage new listeners in our area, encourage them to participate in making local radio, through spoken word, musical performances and content creation, with the goal of shaping radio in our community into the near and distant future. To help us achieve this goal, WTIP is creating a Community Advisory Board for people from ages 8 to 30, to help identify relevant content and guide us in this endeavor.

WTIP has a lot of intriguing options as we move ahead, and I hope we can count on your continued support to keep us strong.

You are always welcome to contact me at the station or email: matthew@wtip.org
Radio Waves Music Festival

We do music very well. 1,245 music fans from over 17 states and Ontario attended the 2018 Radio Waves Music Festival, held September 7-9 at the Grand Marais Recreation Area. The weather was great and the variety of music was even better.

The 2019 Festival is set for September 6-8. The full music lineup is online at www.wtip.org. New in 2019: online ticket sales!

WTIP Joins NFCB’s Community Counts National Cohort

In late 2018, the National Federation of Community Broadcasters chose WTIP as one of ten stations nationwide, to participate in the Community Counts Initiative, a one-year, collaborative grant process, designed to help independent stations develop a project that expands efforts to engage new listeners, assess program priorities and plan for the future.

The result is WTIP’s Wavelengths Initiative, a project for youth in our area to participate in making local radio, through spoken word, musical performances and content creation, with the intent of broadening our listener base. The priority development of a school-age youth community advisory board (YCAB) will bring a new level of diversity to WTIP. Working directly with our youth advisors, WTIP will identify relevant, new content and share the work of young radio performers and programmers. Their work will be showcased at the Radio Waves Music Festival in September.

If you know a young person who has interest in media and would like to help WTIP guide our programming into the future, please contact staci@wtip.org.
A Legacy of Water News & Features

A core value built into WTIP’s mission is to “promote the well-being of our natural environment on the North Shore.” The station has a rich history of reporting on the state of water and the natural world, from Molly Hoffman’s *Field Notes* and Chel Anderson’s *North Woods Naturalist*, to the ongoing *Lake Superior Project*. Our legacy of water stories and features can be found online at [wtip.org](http://wtip.org).

The Lake Superior Project

WTIP is lake-side radio. Lake Superior means different things to different people, whether it’s a source of inspiration or income, or a favorite place to recreate. In WTIP’s ongoing coverage, we take a look at the culture and history of the Lake Superior region and investigate issues like the impacts of climate change, invasive species, development and industry, as well as exploring how people are coming together to protect and preserve the lake. We’re looking forward to sharing new topics in the coming year.

Climate Change and North Shore Fisheries

This series was completed in early 2019, with help from the MN DNR and the Duluth Superior Area Community Foundation. WTIP created this multi-media project to cover some of the issues facing the Lake Superior North Shore watershed as the climate changes. Through audio and video pieces, the series provides greater awareness about the realities of climate change, and how these changes affect the fish populations in the lakes, rivers and streams of the Lake Superior watershed.

Boundary Waters Podcast

The podcast recently traveled to Canoecopia and Midwest Mountaineering’s Spring Expo. Produced by Joe Friedrichs and Matthew Baxley, the podcast’s audience continues to grow, with some episodes reporting 2,000 listens. Not to be missed if you love to spend time in the wilderness and want to hear stories from fellow paddlers and experience the adventure of the wilderness, even if you are city-bound. Find the podcast through the WTIP website or wherever you get your podcasts.

New in 2018:

**To Minnesota with Love**

Christina MacGillivray’s film production company takes her all over the world, but her heart is firmly rooted here in Minnesota, especially on the North Shore. She visited WTIP during the spring of 2018 and said that she wanted to do something for the area and the radio station that she loves. The feature *To Minnesota With Love*, is her audio postcard to us from her international travels. Featured exclusively on WTIP during *North Shore Morning* and *North Shore Weekend*.
The dedication and creativity of our WTIP volunteers keeps us strong—both on the air and behind the scenes. Your work shapes community radio, and is what makes WTIP a truly one-of-a-kind radio experience. Thanks to all of you, for lending a hand and for sharing your time and talents with WTIP!

CHEERS FOR WTIP VOLUNTEERS!

L to R: Rainbow Trout, Lindsey Gau & Maggie Friedrichs, Brian Neil & Barb Heideman, Paulette Anholm, Mike Carlson, Ellen Stubbs, Norman Moe & Dick Dorr, Carl Solander and the 1st Annual Chicken Show

Sue Abrahamsen
Mark Abrahamson
Jane Alexander
Chel Anderson
Phillis Anderson
Jay & Tamera Andersen
Katie Anderson
Richard Anderson
Fred Anderson
Eric Anderson
Inger Andress
Paulette Anholm
Joanne Bailey
Lisa Bauer
Matthew Baxley & Lindsey Gau
Andrew J. Beavers
Ann Belleman & Dennis Kaleta
John & Bonita Benschoter
Buck Benson
Sylvia Berka
Vicki Biggs Anderson
Tom & Julia Bittenger
Karen Blackburn
Barbara & John Bottger
Bill & Joan Burkhart
A Recap from News Director Joe Friedrichs

It was another exciting year for the WTIP News Department. The news team was busy with the November elections, hosting a series of live candidate forums that started with primaries in August and ran through October, ending with Election Night coverage that went long into the night.

There were a number of projects the news team focused on in 2018, including a series exploring the local housing crunch and another about the lack of childcare options in Cook County. Both of these topics are considered two of the most pressing issues facing the community, and these in-depth WTIP reports were both well received by the public and showcase the quality journalism WTIP listeners have come to expect from our news team.

WTIP, and specifically Sterling Anderson, worked hard to expand local sports coverage in 2018. This effort is carrying over in 2019, including more interviews with local coaches and student-athletes, with Sterling often taking a portable recording device to the local gyms and ball fields to record his interviews.

Another project the news department worked diligently on, was a series on climate change impacts on North Shore fish and fishing. This series showcased WTIP’s great partnership with a variety of state agencies, primarily the Minnesota Department of Natural Resources and their fisheries biologists and conservation officers.

WTIP also took the news coverage on the road on multiple occasions in 2018, including coverage of President Donald Trump’s visit to Duluth, a live broadcast from the canoe races at Gunflint Lake during the summer membership drive and coverage of the PolyMet mine hearings in April 2018.

Outdoor news remained a top priority for local coverage last year, with literally dozens of stories about moose, wolves, bears and other animals that live in our area. WTIP also launched the Boundary Waters Podcast in 2018. This podcast has tapped into a new audience for the radio station, with the top listening areas for the podcast being Minneapolis, St. Paul and Chicago. Every episode of the podcast has been played more than 1,000 times, with two of the 16 episodes already topping the 2,000 mark for times played or downloaded.

It was also a year of transition for the WTIP News Department, most notably the departure of our longtime News Director and Senior Editor Jay Andersen. Jay was a pillar of the WTIP News Team, and his sudden departure in August was challenging for many reasons, but mostly because we just miss having Jay around for both his wisdom and knack for local news. We’re glad to say that Jay is in good health and doing well with his wife Tamera in Mora, Minnesota.

Indeed, it was a busy year for the WTIP News Team. We have some excellent projects lined up for the remainder of 2019 and the news team is ready to go.

Stay tuned for more local news coverage, features, special programs and podcasts in 2019-2020!
Community Engagement
WTIP uses our position in the community to engage and positively affect our area. Here are some of the ways we continue to inform, involve and entertain listeners:

The Radio Waves Music Festival in September showcases area musicians. This event has become a destination weekend for visitors and is also a favorite of local residents.

First Thursday Community Conversations, a monthly program that welcomes the voices of community members around a common issue of concern.

Fingerstyle Masters Weekend in April, partnering with musician Gordon Thorne. A weekend of guitar and fiddle classes to area youth and adults which culminates in an evening concert.

The WTIP and North House Folk School collaboration, Elements of Craft.

News Director Joe Friedrichs, has been closely following the work of Dr. Seth Moore, a wildlife biologist for the Grand Portage Band of Lake Superior Chippewa. Recent reporting includes the tribe’s role in creating a local climate change mitigation plan and the transfer of wolves to Isle Royale.

WTIP works with independent producer and health care professional, Kristin DeArruda Wharton on the series, Conversations on Health and Well Being.

Since 2012, we have been producing audio features that raise awareness of issues that impact the area, including the health and issues affecting Lake Superior, and volunteer needs and opportunities with non-profit organizations around Cook County.

WTIP continues to partner with other area arts organizations to help strengthen and support the arts in Cook County.

The Community Garden is still flourishing and several gardeners are planning their plots for the upcoming growing season. And we are proud to report that the monthly feature, Northern Gardening, continues to be a popular, live, call-in program on WTIP.

Climate Change and North Shore Fisheries, a series funded by NOAA and the Office for Coastal Management along with Minnesota Department of Natural Resources.

Report from President Molly Hicken
WTIP was never the kind of station to sit with its hands folded and wait for the memberships to trickle in. Since its inception 21 years ago, the forward-thinking and hard-working leadership, staff, and volunteers at this venture have been planning for the future. And as the plans were dreamed, then developed, then accomplished, in the form of new space, new departments, new concerts, and new traditions, the members have kept stepping forward to buy-in and support the progress.

We’ve enjoyed enormous growth in our membership over the years, and we aim to make it last. The smartest growth is sustainable. WTIP’s Board of Directors is committed to the sustainability of WTIP’s operations as the station moves into its twenties.

Smart growth includes relying less on the boom-and-bust funding cycle of one-time gifts acquired through membership drives and moving towards regular, predictable, and diversified funding sources. The station has recently been encouraging more sustaining members to give all-year-round. In recent years, you’ll also find that WTIP.org has added more forward-looking giving opportunities to that drop-down menu, labeled Support, like estate bequests and gifts of stock. A reliable revenue stream helps the Board to set budgets intelligently.

WTIP must evolve its technologies to sustain the support of members whose methods for reaching radio content are changing. Today’s listeners expect radio on-demand and from any device. The WTIP Boundary Waters Podcast reaches listeners who may never have used an analog “tuner” to find a radio station, along with long-time listeners. Joe Friedrichs and Matthew Baxley’s podcast has shown great success in sharing stories and tips about the BWCAW and gathering the support of underwriters. Searchable website content (updated many times daily to accurately reflect the latest news), directs readers to audio of the stories that pique their interest, that they can stream on their own time. Listeners looking to access “the TIP” from anywhere are able to stream radio from their computer, phone, or almost any device that can open an internet browser.

Smart, sustainable progress comes from gathering, analyzing, and using the data around our growth like we’ve never done before. New Executive Director Matthew Brown has a penchant for the numbers, and it benefits the station greatly. There is power in tracking trends in online listenership and giving the users more of what they’re looking for. The station finally has a sophisticated database to know the giving patterns of those who support us and to help in regular communication with the membership base without excessive use of staff time.

Ten years into my service on WTIP’s Board of Directors, my confidence in this organization’s value to the community has never been stronger. I am proud to contribute to the efforts to keep the station vital for decades to come. Please join me in supporting WTIP financially and with your ideas and energy towards this goal.
Music Report from Will Moore

For 21 years, WTIP has created, organically and collectively, the soundtrack to the North Shore of Minnesota. It’s incredible to see so many talented volunteers from so many different backgrounds pool their love of so many different styles and eras of music into one voice through the station. It’s important for listeners to know that no matter where it comes from or when it was recorded, there is, and always has been, great music.

Our music volunteers continue to stun me with their ocean-deep knowledge of music of all genres. So many times as of late, they’ve gone above and beyond to not just share music that’s important to them on WTIP, but dive into a certain sound, artist, or era and base a whole show around showcasing that theme. The fact they do this without compensation, and only out of a love for sharing the story of music, makes WTIP volunteers truly special. As always, I’m also thankful for our local musicians who are always so generous in their time supporting us during membership drives and even just weekly programming.

Building off that local family of artists, I truly think there was more incredible talent to come through WTIP in the last year than ever before, and 2019 is already looking like it will be on a whole different level. Just in the past few months we were lucky to have Sones de Mexico of Chicago grace Studio A with the most ornate traditional Mexican instruments, along with an incredible live performance from Pert Near Sandstone. Every week we’re hearing from beloved Minnesota artists like Dessa, Alan Sparhawk, and Charlie Parr, or nationally known players like Jeff Austin and Ruthie Foster.

Radio Waves Music Festival once again is happening in September, this time the 6th through the 8th. I’m excited to have so many local artists return to the stage, some in new configurations with all new sounds, as well as totally new acts that have sprung up, and terrific regional bands eager to make their festival debut.

This year, I noticed a certain trend with many artists who visited WTIP. More than ever before, I watched musical guests on Scenic Route, Sidetracks, and Roadhouse use their time here to speak to the power that is community-driven radio. Not only were they genuinely appreciative of the opportunity to share their art over our airwaves, but were thankful that there’s an organization, even in a small community nestled in the woods, whose musical identity is built entirely by the community it serves. As artists, they recognize what a marvel a place like WTIP is as a musical outlet, so it’s up to us as members and listeners to keep it thriving.

As technology evolves, music discovery is increasingly dictated by algorithms on social media and streaming service. While there’s plenty of good music to be found that way, there’s little replacement for a person speaking to you directly on a frequency with a special song they have history with, and specifically chose to share with you as a radio listener. Thanks to everyone who keeps the radio dance going.
Summer on the Radio:

Join us for these one-of-a-kind radio events all throughout the summer.

**WTIP live from the Grand Marais Art Fair, July 13**

**Make a splash during the Radio of 2,000 Lakes Summer Member Drive, July 10—16**

**Live from the Gunflint Trail Canoe Races, July 17**

**Fisherman’s Picnic Bingo with WTIP***

**It’s Radio on a Stick! WTIP live from the Minnesota State Fair, August 28***

**Radio Waves Music Festival, Sept 6-8**

* Date pending. Stay tuned to 90.7 FM for event updates.

We would love to hear from you.

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Membership & Development contact
staci@wtip.org

Listen at
www.wtip.org

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