



WTIP Project Plan: *Wavelengths*

Project Description

WTIP's Wavelengths Initiative will engage 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 demographic. The priority development of a school-age youth community advisory board (YCAB) will incorporate a new level of membership diversity. Based on the YCAB experience and recommendations, WTIP will work to identify relevant, new content and share the work of young radio performers and programmers. Youth engagement will be showcased at the Radio Waves Music Festival in September, and progress measured through increased participation in monthly School News features, throughout the year.

Station Overview

WTIP North Shore Community Radio went live in April 1998 and serves the Arrowhead region of Minnesota from Two Harbors to the Canadian border. Our signal also reaches across Lake Superior to Wisconsin and Michigan, and our internet broadcast is heard all over the world. After 21 years, WTIP has become more than a radio station. Through strong community support, WTIP has grown our programming in response to community needs. Our listeners rely on us, and respond positively to our outreach efforts. Because of our community's commitment to local radio, WTIP has grown into an essential and highly valued resource.

Project Overview

To identify and develop creative ways to honor our community through audio and radio education, live musical performance, and school-aged youth engagement over the short and long term. The ultimate goals of this initiative are to strengthen our existing partnerships with organizations that engage young people, grow our audience, broaden our listener demographic and share all of the positive outcomes with new and long-time WTIP listener members. A short-term timeline is included, that provides further detail.

Project Plan: Goals, Actions, Outcomes and Measurements

Engagement Section

Goals

- Establish a Youth Community Advisory Board (YCAB).
- Increase school-aged youth engagement with local radio over the short and long term.

Actions	Outcomes/Measurements
Establish a Youth Advisory Board , ages 8 to 30, meeting three times a year, in January, May and October. Core board members will be asked to serve a two-year term, with new members added after the first year to ensure continuity.	Open new communication lines between radio and youth. The YCAB Group will be structured as an independent group that includes a WTIP staff member age appropriate member serving as a liaison between the YCAB and WTIP administrative staff (goal of 10 people within the desired demographic, who agree to a one-year commitment to serving on the YCAB).
Develop new partnerships with area teachers, home-school parents, and musicians who work with young people.	Access to an increased network of families, young people and collaborators who work with young people. Collaborators include the GM Music Collaborative, language and music teachers at our area schools, the home-school network of parents and caregivers, the Stonebridge Singers drum group, etc (goal of outreach to all potential collaborators by May 31).
Feedback & Analysis	The YCAB will provide survey feedback (goal of two times in Year One: in July and December of 2019. December survey and analysis will be used in reporting, as well as developing a framework for Year Two).

Content Section

Goals

- Increase opportunities for live musical performances for local youth.
- Expand school news and sports programming.

Actions	Outcomes/Measurements
Coordinate live musical performances for local youth,	Showcase new talent and support the work of young people. Performances include spoken-word, essays written for the ear, or musical pieces, either solo or as part of a

both on-air and at the Radio Waves Music Festival in September.	collaboration showcased before and during Radio Waves Music Festival, Sept 6-8, 2019 (goal of 4 local youth highlighted).
School news to include all area schools including the home school network. Working with program staff, create a sustainable plan to collaborate with all of our school partners.	Expand coverage of school aged youth in Cook County. WTIP Wavelengths will introduce new listeners to radio through active participation in content development, by creating audio pieces to be played on the air. New listeners will include young people and their parents, from all areas of Cook County including Grand Marais, Lutsen, Tofte, Schroeder, Hovland, Grand Portage and the Gunflint Trail. Goal of monthly school news features from Birch Grove, Oshiki Ogimaag, Great Expectations, Sawtooth Elementary and the home-school network, beginning fall of 2019, at the start of the school year and continuing into 2020.
Expand local, high-school sports coverage to include all seasons, and an increased variety of sporting events.	Increase outreach and on-air radio presence during the summer. Include high-school sports events not previously reported on, expanding the role of Sterling Anderson as sports reporter. Goal of increased coverage throughout the year of hockey, baseball, softball, ski meets, player and coach interviews. Baseball and softball coverage beginning summer of 2019.

Revenue Section

Goals

- Increase revenue streams including individual membership, sustaining membership, underwriting, grant opportunities and events based on expanding the youth demographic and strengthening connections to the North Shore community.

Actions	Outcomes/Measurements
Develop a plan to leverage youth related engagement and content for membership growth. Efforts will require additional actions based on recommendations of the YCAB.	Gain new members through increased youth participation in radio. Goal of 5% increase (\$7,450 annually) after two years, from families with school-aged children, and local people in the 19 – 30 demographic.
New members and/or volunteers in the 19-30 demographic.	Increase WTIP membership within the 19-30 demographic (goal of 5% within three years).

Organizational Capacity Section

Goals

- Increase engagement and listenership - Matter More to More People.
- Embrace new technology by incorporating streamlined technological systems.
- Refine staff roles in order to expand programming in a sustainable way.
- Expand targeted outreach and reporting utilizing the new DonorPerfect membership database.

Actions	Outcomes/Measurements
Implement project plan with the goal of strengthening service to the community, fostering deeper connections and ultimately increasing listenership.	There is qualitative and quantitative information that points to positive project outcomes. Track community engagement and listenership. Potential data sources include: station call logs, listener surveys, social media metrics, website metrics, streaming metrics, partner input, increased membership, funder input, increased financial support, etc.
Develop a multi-platform system for the delivery of content, including podcasts and video.	Explore youth-oriented podcast projects for 2020 (goal of 1). Incorporate video in news stories and special features, particularly for new grant projects, youth-oriented programming, the Boundary Waters podcast and arts and culture related stories.
Determine new staffing plan based on project feedback and reflection.	Based on YCAB surveys and recommendations, a redefinition of staff roles will be completed to allow for a sustainable framework for Wavelengths activities in 2020 and 2021 (goal to have ready for 2020).
Set up and gain expertise with the DonorPerfect membership database.	Utilize DonorPerfect for expanded and targeted outreach and reporting (goal to increase efficiency and achieve better results by end of year).

Monthly Timeline 2019

Late March	Brainstorm potential Youth Advisory Board Members (Matthew, Staci, Staff) Reach out to potential collaborators, GM Music Collective, area schools, home-school network and others (Staci, Rhonda, C.J.) Preparations for spring & summer H.S. sports coverage (Sterling, Joe, Jeff, Matthew)
April	Identify Youth Advisory Board Coordinator & hire as part-time staff (Matthew, Staci) Finalize outreach to Youth Advisory Board (Matthew, Staci) Create an agenda and list outcomes for the first YCAB meeting (Matthew, Staci) Meet with school and home school collaborators to discuss logistics for school news (Rhonda, Staci, C.J.)

<p>May</p>	<p>First meeting of Youth Community Advisory Board (YCAB Coordinator, Aaron, Sterling, Matthew, Staci) Spring sports coverage begins with softball & baseball (Sterling, Joe, Jeff) Meet with youth group collaborators to discuss on-air features, on-air live performances and Radio Waves activities for 2019 (Staci, Matthew, Will, Rhonda, C.J.) Radio Waves promotions and outreach, specifically for youth involvement (Staci, Jana) Schedule summer on-air musical performances, leading up to Radio Waves (Will)</p>
<p>June - July</p>	<p>Youth Community Advisory Board survey analysis and advisory work begins. Work continues throughout the summer (YCAB Coordinator) On-air musical performances and in-studio interviews begin. Continue throughout the summer. (Will) Radio Waves promotions and outreach continues (Staci, Jana) Framework and funding strategy for 2020 incorporated into long and short-term strategic plan, including potential funding sources. (Matthew, Staci)</p>
<p>August</p>	<p>All initiative activities continue (Staff) Outreach and preparation complete for School News features from all area schools (Rhonda, C.J., Staci)</p>
<p>September</p>	<p>Radio Waves Music Festival September 6 – 8 (All hands on deck) School News airs, for every school in Cook County, on a weekly basis. Starts mid to late September (Rhonda, CJ, Sterling) Live and in-studio youth performances archived, for future produced pieces, etc. (Will)</p>
<p>October</p>	<p>Second meeting of the Youth Community Advisory Board. Program assessment data is collected. It's a party! School News continues throughout the year.</p>
<p>November</p>	<p>Staff reviews data and recommendations from the YCAB for 2019.</p>
<p>December</p>	<p>Wavelengths Initiative survey assessment and reporting process for Year One is complete. (Staff) Framework and funding strategy for 2020 incorporated into budget. (Matthew, Staci)</p>



Final Story

The story of WTIP is told through thousands of different voices. It has a beginning, and a middle, but does not have an end. It starts at a kitchen table deep in northern Minnesota, not far from the north shore of the largest freshwater lake in the world, by surface area. The early radio stars filled the gap in local communications, helping to connect people within 1,500 square miles of woods and waters. By the time the first transmitter went full-power in 1998, a morning calendar show, live sports coverage, classical and folk music programming, an old time radio hour and a youth program called *Ragamuffin Radio* made up the first locally produced programming on WTIP. For over twenty-one years, WTIP has continued to grow our batch of locally produced radio, expanding to include two full-time news reporters, a music director, a development team and an always dynamic group of volunteers, who range in age from 8 to 95. In 2018 there was a change in leadership, providing the opportunity to redefine the role of local radio, and take the story of WTIP to new places—not knowing, exactly what that means, or what is possible.

So, with the help of the *Community Counts* cohort stations and consultants, we went back to that kitchen table, cleared away some plates, lifted up the placemats to see what was underneath, and lit the candles of fellowship, inviting in all of the voices of the past, while extending our warm welcome to new voices and perspectives, with the intention of finding out what local radio really means to people of all ages here on the North Shore.

Building on the tradition of *Ragamuffin Radio*, the *Youth Radio Project* and the *Community Producers Project*, in 2019 we launched an open-ended initiative called *Wavelengths*--engaging 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 demographic. The priority development of a school-age youth community advisory board (YCAB) has incorporated a new level of membership diversity. Based on the YCAB experience and recommendations, WTIP will work to identify relevant, new content and share the work of young radio performers and programmers with our community of listener members. Using the *Circle of Engagement* model to guide us into new areas of growth and organizational change, we have already experienced an influx of fresh views on content production and delivery and

have welcomed new voices ages 8 to 18 to sit at the leadership table (not the “kid’s” table).

As our formal time with the CCI cohort comes to a close, the story of WTIP continues on, told through thousands of different voices—a living story, with a beginning, a middle and no end-- because the work of community radio continues to come full circle every time a new voice is heard on the air, and anytime a new person joins us around the kitchen table.

