

Northern Community Radio

Annual Report 2021/2022

91.7 KAXE - GRAND RAPIDS/IRON RANGE
90.5 KBXE - BAGLEY/BEMIDJI
89.9 - BRAINERD
KAXE.ORG



From the Station Manager Desk: A Year in Review



Sarah Bignall
Station Manager

*“Sometimes we’re tested.
Not to show our weaknesses,
but to discover our strengths.”*
- unknown

Dear Members,

After two years of virtual annual meetings, remote working and adapting to COVID protocols we thought this year’s Annual Meeting and Report would be like the old days. Sadly, COVID is still among us and we find ourselves once again reevaluating how we do what we do. It’s the new normal and adjusting and adapting will continue to be the name of the game.

The past year has brought a deluge of change. Maggie Montgomery, Dan Houg and John Bauer all retired making way for new leadership. Their work over the years is almost indescribable. They gave their all to KAXE/KBXE. In August, a new General Manager was hired, and though we were all hopeful that someone with outside experience would bring about fresh ideas, simply put – it just didn’t work out.

I was appointed Interim General Manager at the beginning of January 2022 and jumped in to the role with gusto. I have been working to learn everything I can. Though it isn’t easy, the process of finding out what we need in a leader had to happen. It led to an understanding of how special this organization is and how these challenges turned out to be a blessing in disguise. We learned that what we needed was solid leadership. We needed a willingness to begin a clear path to Northern Community Radio’s next chapter. We needed big dreams mixed with the nuts and bolts of running a non-profit, all while figuring out what we’ve all been through. It ignited a fire in all of us and I’m proud of the work we’ve done so far.

As part of a reset and regroup, with the help of Employment Trainer and KAXE volunteer Kevin Anderson, we embarked on a history mapping exercise where we examined and analyzed the different eras of the station. From the scrappy early years as a brand-new station in the 70s to rebellious, unstable ‘teenage years’ of the 80s and early 90s to the stable growth years seen over the past 20 years, we found some consistent threads. At the center of all that KAXE/KBXE has done was grit and determination, resilience and willingness to change – with people and the land of northern Minnesota as our guiding star. We know we are here to be an authentic voice for the community.

Through the process of looking back we crafted our next chapter: “Community 3.0.” We are using the past 46 years as a trusted source for great music, local information and events to lead us to the next generation of listeners. We know the world has changed– many have grown up without a radio and never even given it a thought and there are a million options vying for our attention. So “Community 3.0” means that we will deliver what we do well (think Phenology) to the digital platforms the next generation of supporters and users are already on. Think of it as the opposite of “if you build it they will come”. Instead, we’re going to them and giving them what we do best. We are doing all this while continuing to bring authentic stories and music to northern Minnesota via radio with the addition of digital platforms for new users and supporters. It’s change, but as a radio listener, you probably will barely notice. We realized that to make it in the future, we need to grow and include new people.

It’s been a tough year, but there have been so many bright spots. We were accepted into the CPB’s Digital Transformation Project - one of the first 20 stations across the US to embark on the project! This 9-month program has taught us how to package our on-air content and get it posted and available to a new audience. As I am writing this in mid-May, we are starting our first project with Digital Transformation and we are working

on creating a Season Watch Newsletter and re-tooling our website to house a nature/phenology web page. We are then using social media to direct people to these new offerings. We've also learned how to track and measure what is and isn't of interest to our audience. It's been fun to experiment!

The work on this project is being done in conjunction with another grant we got from the LCCMR in partnership with the University of Minnesota. The project Engaging Minnesotans in Phenology, provides funding to expand our "phenology in the school" program. We have completed 3 trainings with teachers so far with 5 more still to go. We are creating more phenology content and will be rolling out a re-tooled podcast and more. The U of MN is working on an interactive map with phenological information around the state as well as a nature notebook for people to record their own nature observations.

After what seemed like a lifetime of planning, the 91.7 tower and transmitter project was completed in late October of last year. This new tower provides a strong clear signal with additional height that sends our signal even further. Thank you to everyone who helped support this financially and thank you to Dan Houg, Dave Kne and crew for their dedication in completing the new tower.

Last year, we partnered with the City of Grand Rapids and many other community organizations to put together the 1st Annual Grand Rapids Riverfest. This festival featured a great lineup of local and national bands including, Trampled by Turtles, Yonder Mountain String Band, Langhorne Slim, Charlie Parr, Annie Humphrey, Superior Siren, Wild Horses, Sugar on the Roof, Faith Boblett, Brothers Burn Mountain, The Christopher David Hanson Band and Aaron Clifton. It was very successful and so much more than what KAXE/KBXE alone could accomplish.

Speaking of bright spots, have I mentioned Wilco is coming to Grand Rapids for the 2nd Annual Grand Rapids Riverfest?!? This year, we are partnering with the City of Grand Rapids (other community partners found it to be too big of an undertaking to continue) to bring you an even better community celebration. The 2nd Annual Grand Rapids Riverfest will be at the new Grand Rapids Library Amphitheater, that is being built this summer. The stage will be located over the book drop-off on the north side of the building. This natural sloped area makes a perfect location to host a music festival. In addition to Wilco, Shovels and Rope, Chastity Brown

and Wild Horses will perform as well. We want to thank Grand Rapids State Bank, our main sponsor, for their help. Thank you as well to Tom Pagel and the City of Grand Rapids, our amazing marketing team of Ashley Brubaker and Emily Bujold. And finally a huge thanks to Kari Hedlund for the tireless work on this event so far. It should be a great time. Get your tickets now! www.grandrapidsriverfest.com.

But back to the nuts and bolts: We've also had a strong year financially. We have seen a rebound in our underwriting revenue that took a hit over the pandemic. Membership is strong. In fact, almost 50% of our memberships are now sustaining!

This past year had a lot change and I don't think we all realized how much it was needed. The pandemic really took a toll on all of us and the burnout was and is real. Retirements have brought about new faces and new energy. Things feel different around here and we have been hearing that others have noticed it too - when they stop by the station, but also on-air. I would like to thank the staff for stepping up over the past year. A big thank you to:

Heidi Holtan for stepping up and taking many duties off my plate as I transitioned to my new role as GM and all the extra work you have put in over the past year. A thanks also for training our new producers.

Kari Hedlund for leading the Grand Rapids Riverfest project and putting together a killer line-up with all of our music events this summer. We couldn't have done it without your connections in the music world.

Penny Holcomb for taking on additional duties with the underwriting and membership team. Also, thank you for your attention to detail and patience in reconciling the tower project.

Jennifer Barr for being one of the most dependable and flexible people at the station: covering on-air shifts, meeting volunteers or stepping up to learn new things like generating rundowns. You do it all!

Katie Carter for taking a leap and trying something completely different with hosting All Things Considered daily. You have also covered music shifts and helped out wherever was needed.

Brett Carter for being flexible and working to fill volunteer shifts as we expanded shifts back out to 3 hours and helping out where needed over the past year.

Peggy Stevens for keeping our Legacy funding and records organized and in order. A thanks also for helping to get content uploaded to the website and on PRX.

John Latimer for your passion and work on inspiring the next generation of environmental stewards. And for your patience as we have dug into the LCCMR grant!

Steve Neu for having the patience of a saint as we are trying to learn new technology. Thank you for stepping up and hosting music shows and other duties we have thrown your way. You've done all of this with a smile and I appreciate your sense of humor!

Sarah Mitchell for being an incredible counterpart for our phenology programming. You've hit the ground running and have far exceeded our expectations. Plus you've taught us fun nature facts like who knew porcupines make such adorable noises!

Maxwell Philbrook for your openness and willingness to ask questions, dig in and help out where needed. Your flexibility and drive is appreciated.

Teke O'Reilly for jumping in and having patience learning Marketron. And for being open and willing to learn about digital underwriting and other ways in which we can generate revenue all while keeping our existing underwriters and business supporters going.

Board of Directors for listening to staff when things were heading in a bad direction, you took us seriously and made things right for the future. Your dedication to this organization is greatly appreciated.

Members for your support over the past year. Thank you for continuing to tell others about this amazing community asset that is KAXE/KBXE.

Stay tuned: There's more good stuff on the horizon!!

Sarah M Bignall

Sarah Bignall
General Manager – Northern Community Radio



Katie Carter: Producer/Host

It's been an exciting year. A friend of mine always says from adversity comes adventure. The Ad Factor... We've definitely had the Ad factor at Northern Community Radio. The

station has gone thru changes, grown and emerged on the other side of the pandemic... thru it all, I've continued producing Area Voices segments featuring the arts, culture and history stories of northern Minnesota. In addition to Area Voices, earlier this year, I was hosting New Music once a week as well as the occasional On The River and Green Cheese programs. These days I'm the daily host of All Things Considered and As It Happens from 4-7pm Monday thru Friday as well as the host of Weekend Edition Sunday.

NCR has been part of some stellar music events over the past year from Riverfest to Ondara. In Bemidji,

we've partnered with the Historic Chief Theater in Bemidji this year for Live at the Historic Chief Theater featuring regional musicians. Attendance at the series has grown steadily over the year and it's been inspiring to be part of that growth and community branding in Bemidji. I'm looking forward to the Bemidji Brewing Block Party June 25th and hope to see you there!

Programming



Heidi Holtan - News Director

Changes in staff and ever changing COVID precautions made this an eventful year for the Morning Show and our public affairs programming. Here are just a few topics we talked about in 2021/2022: bird decline, Enbridge pipeline, racial reckoning, local foods, local school board races, disinformation in elections/politics, clean water, renewable energy, copper

nickel mining, mental health, domestic violence awareness, COVID coverage, hunting, fishing, movies, books, binge watching, breakfast and Ojibwe language and culture just to name a few.

We're so excited to expand the phenology program with the LCCMR grant and hire a half time employee to focus on our classrooms (up to 11 per week!). We'll be holding more statewide trainings and are excited to get Phenology out to more and more people through social media and newsletters.

We've strengthened partnerships that have developed in the past year with Conservation Conversations with Northern Waters Land Trust and Mark Jacobs' theories on bird decline and forestry series. Check them out at kaxe.org.

Special thanks to Katie Carter for

her great work hosting All Things Considered and Area Voices. New hires Sarah Mitchell (phenology) and Maxwell Philbrook (Morning Show producer) have breathed new life into the work we do. And thanks to all of you who keep us informed of what's going on in your community. We're hopeful that we'll soon be able to expand the news of local areas and give northern Minnesota more reliable, local and independent media.

Special thanks to Michael Lyons, Leah Lemm, Fred Friedman, Kyle Erickson, Jeff Sundan, Tammy Bobrowsky, Katie Marshall, Aaron Brown, Laura Connelly, Karl Jacob, and Michael Goldberg. And of course my co-hosts, John Bauer, Scott Hall, Kari Hedlund and John Latimer.

Thank you for listening and thanks so much for supporting us through membership and letting your community know about us.



Kari Hedlund - Music Director
Notes from the Music Desk:

This year is going down as a big one in the history of KAXE!

- KAXE has made quite a name for itself in the radio industry for our goal of playing 50/50 male and female playlists for over 15 years! Something to be proud of, most definitely. We also have continued our work in providing equitable play-

lists, lineups and coverage. Something we will continue to focus on and do better. Thank you for supporting diverse music in all of the ways!

- We launched a new concert series in Bemidji, collaborating with the Historic Chief Theater to present some fantastic acts in that great space. We've been continuing the love of that series by featuring those concerts on our Saturday Music Specials and the recordings are just the best. Thanks to our friends at the Chief for a great first year!

- 2022 marked the last year of the CenterStage MN Concert Series at The Reif Center! That series helped get us on many Minnesota musician's radar as an excellent venue and audience for shows; a true gem. Thanks to everyone who came out to support the series over the years!

- We had the fantastic fortune to get Ondara to play in the Hibbing High School Auditorium on KAXE's 46th birthday in April. Truly a beautiful night of

music in a beautiful space.

- This summer we'll enjoy some nights of music on the river under the KAXE Rotary Tent, so get them on your calendar! Thursday, June 16th with Samantha Crain & David Huckfelt (w/ Jeremy Ylvisaker), and Thursday, July 14th with Erik Koskinen and Sarah Streitz! FREE concerts, bring your blanket, lawn chairs, coolers and friends!

- The biggest news of all is that we are presenting the 2nd annual Grand Rapids Riverfest with the City of Grand Rapids on Saturday, September 10th! Lineup is incredible, we still aren't done pinching ourselves: Wilco (WILCO!), Shovels and Rope, Chastity Brown and Wild Horses.

Again, a big sincere thank you to all who come out and support us in these concert events. In small communities like ours, that support means more than you know, and makes this all possible.

— retirements

THE TIMES THEY ARE A-CHANGIN'!

We traversed our way through new ways of doing our jobs and communicating with the community during the pandemic: add to that a new tower and then, we faced the news of 3 big retirements in 2021: Maggie Montgomery, Dan Houg and John Bauer.



Maggie Montgomery's roles and leadership over the years – from volunteer to Board President to General Manager have guided many of KAXE's eras. From ICC studios to a new building on the banks of the Mississippi, a new station in Bagley/Bemidji, and an influx of State Legacy funding – she created a bedrock for a solid future at KAXE/KBXE. Saying goodbye was hard, but we know Maggie deserves time for her family and friends and gardens. Her steady hand and national recognition have provided us a road map for the future. Congratulations on your retirement Maggie!



Now we get to **Dan Houg's** tireless and relentless pursuit of the new tower at 91.7 made our transition smooth. Dan's time at KAXE/KBXE proved he was a jack of all trades – from engineering the Great Northern Radio show from barns in McGregor to Community Centers in Fosston...participating in leadership of national engineering organizations and answering listener technology questions on-air as the IT Guy. Dan too, left us with a solid foundation for the future. Thank you Dan!



And finally, **John Bauer**. What is to say about our PLF (ask someone for the meaning)? John came to work at KAXE over 27 years ago and convinced hundreds of businesses that we were worth supporting. His dedication to building KAXE and making the studio a special place visually made a huge impact. His focus on the arts, mental health and all things breakfast are what make him stand out the most. And that he is always looking for a dog to pet. Lucky for us, we'll still get to hear him on the airwaves Friday mornings. John, we thank you for all you've done. Congratulations on this new era of your life!!!

comments

Kitty from Merrifield

I am a long time listener and now first time sustaining member. Thank you for all the great programming! I first heard JS Ondara a few years while driving and listening to KAXE. I was so intrigued by his sound, as soon as I got back to my office I had to look him up and learn more about him. I was over the moon to hear he was going to have a show in Hibbing. The fact that KAXE was giving away tickets was my deciding point that I finally need to support the programming that I have come to love so much.

new staff

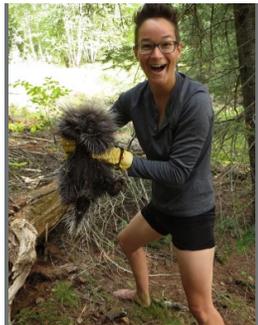


Maxwell Philbrook
Producer

Hello! My name is Max and I'm a producer at the station. I've mainly been in charge of coordinating the KAXE/KBXE events and PSAs to be read on the air by our wonderful hosts. I've also been a part of the digital transformation around the station by creating web stories based on the on-air content we produce.

I've been a writing teacher for a long time, mostly working with high school and college students as they embark on their writing careers. I'm really good at giving people writing assignments, so it's been a trip to be on the receiving end of the equation. Since I've started writing for the KAXE/

KBXE website and for on-air, I've developed a much deeper appreciation for the work that my students have put in over the years. Plus, now, I have to practice what I preach, and we all know how annoying that can be. I think a lot about the craft of writing, shaping ideas, and how to present content to a wide-audience of readers/listeners, so it's been enjoyable and rewarding working with Heidi, Sarah, Jennifer, Katie, Steve, and all the listeners who provide us with feedback and comment on our stories. Keep those comments coming! And please get in touch with me if you've got an event to promote or a story to tell!



Sarah Mitchell
Producer

Hello! My name is Sarah Mitchell, and in February I was hired as an independent contractor to be KAXE's phenology coordinator. KAXE's staff has been incredibly welcoming, inclusive, and generous with their time and expertise!

I am thrilled to be a part of the team. In my role as phenology coordinator, I work with teachers, 4H leaders, naturalists, and others to gather, edit, and summarize student phenology reports for the Phenology Talkbacks section of the Tuesday Morning Show.

In addition, I write the web stories accompanying the phenology talkbacks and phenology report sections. Behind the scenes, I work to develop resources for our partnering teachers, assist with the Phenology in the Classroom workshops, liaise with our partners at the University of Minnesota, and post to social media. I am currently working on building a website for the phenology program and starting a podcast- all exciting things! It's been truly a joy working with such committed, caring co-workers (and with adorable children who are excited about nature!). Thanks for having me, and I'm excited to get to know more of the KAXE community!



Teke O'Reilly
UW Sales Associate

I'm Teke O'Reilly, the new underwriting sales guy. I'm in the process of moving up to Grand Rapids from Minneapolis, and absolutely thrilled to be getting situated in my dream job working at Northern Community Radio, and living full time in Northern Minnesota (I've been coming up here for 12 years, with NCR as a constant companion. Green Cheese was the gateway, the music is a bona fide addiction).

In my first month, I've been learning the Marketron software system, preparing renewals and some new business supporters, while introducing myself to existing Underwriters throughout the region. My second week, I was able to participate in some Membership Drive functions, including getting back on the mic to pitch (it's been over

10 years!), and had the privilege of attending the Ondara concert at Hibbing High School.

Always looking for fresh ideas and connections to local organizations and individuals, I encourage anyone to please drop me a note anytime, or get together for coffee and a chat: teke@kaxe.org - Thank you so much for the opportunity to be a contributor to the iconic Community you've built over the last 46 years, it's a genuine honor to be on the team.



A note from Steve Neu - IT Broadcast Engineer

Allow me to introduce myself, I am Steve Neu. With over 20 years of tech work in non-profit industries under my belt, I have spent nearly my entire career at the intersection of IT and AV. Among the hats I have worn are that of a hobbyist programmer, a live sound technician, desktop & server administrator, video producer and director, AV systems designer and installer, and of course broadcast engineer. I enjoy spending time playing games with my wife and daughters and tinkering with technology I haven't yet mastered. When not at work making sure the bits and bytes go where they should, you can find this Kansas transplant staring with wide eyes at all the snow. So. Much. Snow.

My responsibilities:

- Maintain broadcast signal in Bovey, Shevlin and Brainerd by performing all needed maintenance and troubleshoot-

- ing on Transmitter technology
- Assist other staff in best use of studio equipment and automations
- Act as network and desktop administrator for computers and servers
- Serve as technician or technical liaison for KAXE/KBXE events
- Make sure pre-recorded weekend content is successfully downloaded and programmed
- Host episodes of New Music and Mix-tape as scheduled, voice Sunday morning program breaks

IT accomplishments in 2021/2022

- The Station has taken on the Digital Transformation project, seeking to increase NCR's exposure on social media, beginning with Instagram. This project will make sure that a greater audience among a wider area gets to enjoy NCR's exclusive content surrounding Nature and Phenology.

- I am pushing for the NCR staff to begin seeking IT tools to make our daily work more pleasant and productive. It is essential that this project be driven by each individual's drive to improve processes. There are a variety of tools out there, and only the staff can tell for themselves which tools are best.

Broadcast Engineering accomplishments in 2021/2022

- The transmitter and tower in Bovey have been upgraded/replaced. We are now sitting on a brand new out-building, transmitter, tower and associated infrastructure. This was Dan Houg's final project before retirement and I am absolutely grateful for his efforts to this end.
- New equipment has been installed in the Brainerd transmitter building, allowing us greater remote control of our signal there.



Brett Carter

Volunteer Coordinator

Recently I celebrated an unexpected milestone when I received a proof-of-vaccination card from the 50th vaccinated on-air volunteer—not something I ever would have planned for when I started as Volunteer Coordinator. So, yea! We have 50 people who have let me know about their vaccinations, and they are doing amazing work providing music to get you through the day and maybe through the pandemic.

It's all part of our growing new normal as we continue to find ways to provide opportunities to share the fun of keeping this wonderful

radio station on the air. Over the last year, we saw the return of a live festival involving a ton of community volunteers and that will happen again this year with Northern Community Radio taking even a bigger leadership role. I'm looking forward to showcasing the dedication of our volunteers as we participate in Grand Rapids Riverfest in September.

In the meantime, shout out to those volunteers who are waiting for things to change. We address COVID concerns on a regular basis, and know things won't always be this way. Trust us that when we

figure out ways to involve everyone again, we will. Here's hoping for more opportunities in the coming year. Watch your email, texts, Facebook and wherever we can communicate to participate in upcoming events, host a show, help with a member drive and more.

And, remember, your friends are far more likely to join us as a volunteer if you invite them, so when you have the chance, ask them to help out and have them contact me. We'll make it happen and make it fun.

awards

2022 Award Winners



Marcia Nottingham
Community Impact Award
 Itasca Clean Energy Team

The Itasca Clean Energy Team has been working with the city’s municipal utility to build a 1-megawatt community solar array and battery storage system in Grand Rapids

2021 Winner:
 Harry Hutchins



Harry Hutchins Conservation Award
 Mark Jacobs

This year we award Mark Jacobs the Harry Hutchins Conservation Award. Described as a “forest visionary” in his former role as Aitkin County Land Commissioner, he now produces monthly segments for KAXE/KBXE dealing with climate change, bird decline, forests and carbon and more...

2021 Winner:
 Laura Erickson



Phil Collins Volunteer of the Year Award
 Jack Shelton

Jack has been an on-air host, board member (including treasurer for many years) member and contributor, at-home party host, and now, spokesperson for how to continue volunteering when your body fights against you.

2021 Winner:
 Fred Friedman



Debbie Lentz Silent Start Award
 Tom Pagel

As the City Administrator for Grand Rapids, Tom is always thinking up new ideas for the community. Ideas with lasting impacts, economic benefit, ways to progress this logging town on the river. Last year, his big idea was Grand Rapids Riverfest, and tapped us in. Ready, set, GO! We are so grateful for his willingness to make stuff happen, big or small.



Dodger Community Art Award
 Sonja Merrild

Sonja and Dodger shared a passion for rural arts. Sonja grew up in Denmark in a home filled with a love of the arts and was instrumental in the creation of the Grand Rapids Arts and Culture Commission. And, she attends everything she possibly can – from First Friday events to orchestra performances to KAXE concerts, Sonja is always there.

About the “Dodger Community Art Award”

Kathy Dodge was a longtime volunteer at KAXE who was known for connecting people, ideas and arts organizations around the region. Her accomplishments are legendary – teacher, non-profit director, arts and culture commission chair and instrumental in building a vibrant arts community in Grand Rapids with public art, First Friday events and artists in residence at Central School. She was an advocate of the arts, through and through.

Member & Business Services

Peggy Stevens - Grant & UW Manager

This past year my job with NCR as Grant and Underwriting Manager has been fun and challenging. KAXE and KBXE had 17 programs/events funded through the Minnesota Arts and Cultural Heritage Fund this past fiscal year.

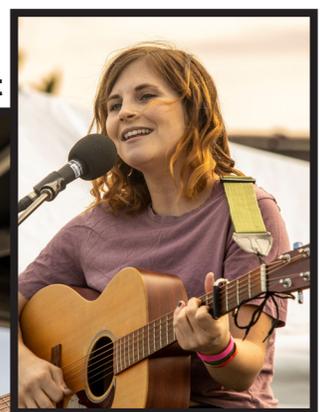
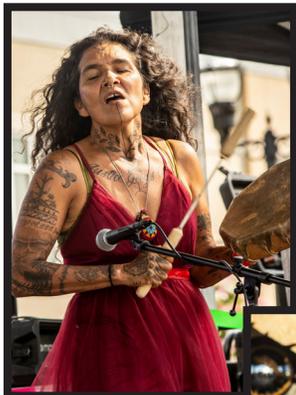
As legacy coordinator it is my job to collect the data needed to track and provide metrics for ACH reporting that are in keeping with the organization's grant

agreement with the State of Minnesota. Much of the program information gathered is used for the annual report to the Minnesota State Legislature that is put together by the Association of Minnesota Public Educational Stations (Ampers).

My underwriting duties include initiating, negotiating and maintaining accounts for the Bemidji area, along

with short-term contracts for events throughout the listening area and using our traffic system by entering underwriters for tracking and making script changes.

I look forward to next year with excitement that we are making positive changes for the KAXE/KBXE future!



A note from Jennifer Barr - Member Services

Thank you so much to all the members of KAXE/KBXE! I've been going over lots of statistics from the past year, trying to tell some kind of interesting story about our membership.

For example, 15% of our membership comes from the Twin Cities, and 9% comes from places besides Minnesota. Nearly half of our members are now sustaining members. Their monthly, ongoing payments help in so many ways.

Most importantly, we know we can count on them. What these numbers really mean is that we have a solid membership base, from all parts of our listening area. Of course, there is always room for more! Members help us create radio that connects our communities, and we are so grateful for you!

Financials



Northern Community Radio had another clean audit. Its financial condition is good. Net assets at the end of FY21 were \$2,191,547 which is \$368,622 more than last year.

Cash and cash equivalents on hand at the end of FY21 were \$318,053. The full audit is available at kaxe.org.

Audited FY 2021 Revenue

Federal CPB Community Service Grant	356,062
State of MN Com Svc/Equipment Grant	53,344
MN Arts & Culture Heritage Grant	163,561
Listener Support	296,789
Business Support	151,872
Foundation Grants	62,000
SBA	123,378
<u>Endowment/Events/Misc</u>	<u>271,378</u>

TOTAL Revenue \$1,478,384

Audited FY 2021 Expenses

Salary/Benefits/Training/Travel	720,186
Equipment/Supplies/Maintenance	42,780
Program Acquisition/NPR	108,547
Utilities/ Rent	81,457
Facility Insurance	39,066
Dues/Banking/Bad Debt/Misc	28,645
Event Expenses	34,500
Professional/ Acct/Promotion	54,780
<u>Depreciation/Amortization</u>	<u>64,893</u>

TOTAL Expenses \$1,174,854

Staff and Board

Sarah Bignall, General Manager
Heidi Holtan, News & Public Affairs Director
Penny Holcomb, Director of Business Services
Kari Hedlund, Music Director
Steve Neu, IT Broadcast Engineer
Jennifer Barr, Member & Fundraising Manager
Brett Carter, Producer/Volunteer Coordinator
Katie Carter, Producer
Peggy Stevens, Development Associate, Legacy Coordinator
Teke O'Reilly, Underwriting Sales Associate
John Latimer, Staff Phenologist
Sarah Mitchell, Phenology Producer
Maxwell Philbrook, Producer

BOARD OF DIRECTORS 2020-21

Doug Baker, Grand Rapids, President
Charlie Parson, Puposky, Vice President
Chris Bergquist, Grand Rapids, Secretary
Jefferson Reynolds, Hibbing, Treasurer
Jenn Gorman, Bovey
Kathleen Hermerding, Brainerd
Mary Mitchell, Bemidji
David John Scribner, Bemidji

Social Media

● GRAND OPENING JOHN OLIVIER EXHIBIT | 5.9K

● 2022 GRAND RAPIDS RIVERFEST LINEUP | 5.8K

● LIVE AT THE HISTORIC CHIEF THEATER | 4.7K

● REMEMBERING KATHY DODGE | 4.3K

● CELEBRATING INDIGENOUS PEOPLE'S DAY | 3.5K

Top Facebook Posts

comments

Julie in Sagle, ID

I often look to you for ideas we might use at our much smaller community radio station here in Sandpoint, Idaho. KRFY, 88.5 fm. I am a volunteer broadcaster and a board member here, but originally from White Bear lake.

Listening this morning (Tuesday Jan 4), to Heidi and John L—it is a delight to spend this morning with these two friends who genuinely seem to love what they are doing, and share it over the radio. Slipping Charlie Parr's "Rain," off of his recent Last of the Better Days Ahead, as a music break—had me setting aside my work to feel it and soak in the emotions. Thanks—again and always.

Peter in Kansas

Just want to let you all know how much I, as many others do, appreciate your existence! This past fundraising effort seemed to be especially fun. When I wasn't out deer hunting, I was listening to you all, moreso because I was spending hours in my kitchen processing deer....I went to Minneapolis to visit my kids the day after the new tower was completed last month and was able to hear you all the way to Milaca! Previously, I would lose you just south of Aitkin... Thanks again for all you do for the community! And thanks to John Bauer for making me the manager of the baseball team on the Sports Page!

Bill from Grand Rapids

Social Media by the Numbers

May 1, 2021 - April 30, 2022

Facebook

76,359 Page Reach - up 77.6%
7,536 Page Visits - down 11.9%
365 - New Page Likes up 8.6%

Top Cities

Grand Rapids, MN - 10%
Bemidji, MN - 8.7%
Minneapolis, MN - 5.4%
Duluth, MN - 4%
St. Paul, MN - 2.5%
Brainerd, MN - 2.2%
Hibbing, MN - 1.9%
Cohasset, MN - 1.5%
Virginia, MN - 1%

Instagram

3,187 Reach - up 129.3%
1,057 Profile Visits - up 57.5%
189 - New Followers

Top Cities

Grand Rapids, MN - 9.8%
Bemidji, MN - 8.6%
Minneapolis, MN - 7%
Duluth, MN - 3.7%
Cohasset, MN - 2.2%