

2022 ANNUAL EEO PUBLIC FILE REPORT

BACK PORCH RADIO BROADCASTING, INC.

STATION: WORT 89.9 FM MADISON

COMMUNITY OF LICENSE: MADISON, WI

REPORTING PERIOD: AUGUST 1, 2021 - JULY 31, 2022

NUMBER OF FULL-TIME EMPLOYEES: 5-10

SMALL MARKET?: NO.

INITIATIVES

Initiative #1: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

What:	Date:	Description:
Volunteer & Outreach	June 2022 - Ongoing	Volunteer comes into the station and works from home on several summer outreach events, recruitment tactics, on air promotions, merchandise, programming, and engineering.
News Intern	May - August 2022	Summer reporting intern trained on news gathering and reporting. Learned to write copy, use professional recording and editing equipment, and voice stories. Paid through partnership with Edgewood College's Inclusive Internship Program.
News Intern	June-July 2022	Summer reporting intern trained on news gathering and reporting. Learned to write copy, use professional recording and editing equipment, and voice stories. Paid through partnership with Boys and Girls Club of Dane County.
News Intern	June- August 2022	Summer reporting intern trained on news gathering and reporting. Learned to write copy, use professional recording and editing equipment, and voice stories. Also learned basic elements of sound board operation. Paid through partnership with Boys and Girls Club of Dane County.

Initiative #2: Participation 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).

What:	Date:	Who attended/person contacted:	Description:
UW-Whitewater outreach	September 9, 2021	Volunteer & Outreach Coordinator, Adrienne Ranney News & Talk Director, Chali Pittman Digital Production Director, Aaron Scholz	WORT staff members met with outreach staff and faculty of UW Whitewater to tour the campus radio station. Discussions led to plans of UW Whitewater students possibly interning at WORT in the summer of 2022 and other future collaborations.
Station's own recruiting - on-air promos and volunteer vacancies site			
UW-Whitewater LGBTQIA outreach	January 2022	University of Wisconsin -Whitewater Pride Center	Contacted UW-Whitewater Pride Center with information about our locally-produced LGBTQIA program, <i>Queery</i> , and invited students to participate. Was distributed in newsletters and personal recommendations.
UW-Madison LGBT Campus Center	January 2022	Chali Pittman, WORT News Director University of Wisconsin - Madison LGBT Campus Center	Contacted UW-Whitewater Pride Center with information about our locally-produced LGBTQIA program, <i>Queery</i> , and invited students to participate. Was distributed in newsletter, discord server, and social media.
UW - Madison Work Study Program	1/31/22 - 9/12/22	University of Wisconsin - Madison Volunteer & Outreach Coordinator, Adrienne Ranney	The UW Work Study program is designed to connect UW students with non-profits for paid summer internships. Some students qualify for government funding for an hourly wage so the non-profit does not have to pay. Created a summer internship for a Volunteer and Outreach Coordinator assistant from June 2022 -

			September 2022.
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Initiative #3: Participation in at least four events or programs sponsored by educational institutions related to career opportunities in broadcasting.			
What:	Date:	Who attended:	Description:
Madison College Volunteer Fair	October 13, 2021	Volunteer & Outreach Coordinator; News & Public Affairs Director	Tabling, handing out WORT literature and merch, discussing opportunities with students and staff.
UW-Madison Advertising and Communications Career Fair	December 10, 2021	News & Public Affairs Director, Chali Pittman Volunteer & Outreach Coordinator, Adrienne Ranney	This was a virtual fair where Chali and Adrienne spoke with three students who were interested in WORT. All three were sent follow up emails to visit the station to discuss volunteer opportunities that would grow their resumes and reels.
UW-Madison Advertising and Communications Career Fair	January 28, 2022	News & Public Affairs Director, Chali Pittman Volunteer & Outreach Coordinator, Adrienne Ranney	This was a virtual fair where Chali and Adrienne spoke with three students who were interested in WORT.
UW-Madison Advertising and Communications Career Fair	February 1, 2022	News & Public Affairs Director, Chali Pittman Volunteer & Outreach Coordinator, Adrienne Ranney	This was a tabling event that Adrienne Ranney and Chali Pittman attended to recruit volunteers. Layla Ma is now a reporter for the news department because of this fair.
UW-Madison Advertising and Communications Career Fair	March 4, 2022	News & Public Affairs Director, Chali Pittman	This was a virtual fair where Chali spoke with three students who were interested in WORT. Katelyn Davis and James Kovaleski were interested and was followed up with. Katelyn is now a local news weather reporter.
WBA Career Fair	March 5th, 2022	News & Public Affairs Director, Chali Pittman Volunteer & Outreach Coordinator, Adrienne Ranney	Chali Pittman participated in a speed connection event to meet other broadcasters and others interested in broadcasting.

			Adrienne Ranney worked an outreach table to connect with students and members of the public interested in broadcasting.
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Initiative #4: Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.			
What:	Date:	Who attended:	Description:
WORTstock	May 22nd, 2022	Volunteer & Outreach Coordinator, Adrienne Ranney Business Development Director, Doug Holtz	WORT funded WORTstock and brought in many local vendors and non-profits to the event. There was a WORT outreach booth where members of the public learned about all the volunteer opportunities at WORT, as well as at other local broadcasting outlets.
Eken Park	8/21/21	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT was a media sponsor for this event through a promotional exchange. In exchange for an on air promotion for the event WORT was featured on the event's promotional materials and given a free table space for community outreach and volunteer recruitment.
It Takes a Village	6/30/22	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT was a media sponsor for this event through a promotional exchange. In exchange for an on air promotion for the event WORT was featured on the event's promotional materials and given a free table space for community outreach and volunteer recruitment.
Juneteenth	6/18/22	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT was a media sponsor for this event through a promotional exchange. In exchange for an on air promotion for the event WORT was featured

			on the event's promotional materials and given a free table space for community outreach and volunteer recruitment.
Willy Street Fair	9/18/21 - 9/19/21	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT was a media sponsor for this event through a promotional exchange. In exchange for an on air promotion for the event WORT was featured on the event's promotional materials and given a free table space for community outreach and volunteer recruitment.
Marquette Waterfront Festival	6/11/22 - 6/12/22	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT was a media sponsor for this event through a promotional exchange. In exchange for an on air promotion for the event WORT was featured on the event's promotional materials and given a free table space for community outreach and volunteer recruitment.
La Fete De Marquette	7/15/22 - 7/17/22	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT was a media sponsor for this event through a promotional exchange. In exchange for an on air promotion for the event WORT was featured on the event's promotional materials and given a free table space for community outreach and volunteer recruitment.

<i>Initiative #5: Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions.</i>			
What:	Date:	Who attended:	Description:
Rooted	September 2021 - ongoing	News Director Chali Pittman	We provided technical direction and in-depth training on how to set up a news feature and podcast highlighting local immigrant elder gardeners/farmers who work with local nonprofit org. Rooted. These segments are slated to

			be broadcast on WORT later this fall. The name of the project is "Rooted in Land, Preserving through Generations." We also provided a letter of support for a grant to assist with Hmong and Spanish translation services for these interviews.
Madison College GED Spanish program	1/10/22	.	For the Access Hour broadcast five participants were taught how to produce a radio show, proper structure, FCC regulations, how to speak on mic, what format audio files should be saved, and how to refer others to the volunteer opportunities at WORT.
Defending Black Girlhood	August 2021 - ongoing	News Director Chali Pittman	We provided members of the Defending Black Girlhood podcast/organization with technical assistance in recording and editing interviews and audio.
Midwest Mujer	10/4/21	Volunteer & Outreach Coordinator, Adrienne Ranney	For the Access Hour broadcast one participant was taught how to produce a radio show, proper structure, FCC regulations, how to speak on mic, what format audio files should be saved, and how to refer others to the volunteer opportunities at WORT.
United Way	6/6/22	Volunteer & Outreach Coordinator, Adrienne Ranney	For the Access Hour broadcast one participant was taught how to produce a radio show, proper structure, FCC regulations, how to speak on mic, what format audio files should be saved, and how to refer others to the volunteer opportunities at WORT.
Dairy Drive Shelters	3/14/22	Volunteer & Outreach Coordinator, Adrienne Ranney	For the Access Hour broadcast one participant was taught how to produce a radio show, proper structure, FCC regulations, how to speak on mic, what format audio files should be saved, and how to refer others to the volunteer opportunities at WORT.
Veterans for Peace	5/30/22		For the Access Hour broadcast three participants were taught how to produce a radio show, proper structure, FCC

			regulations, how to speak on mic, what format audio files should be saved, and how to refer others to the volunteer opportunities at WORT.
Women's Medical Fund	9/20/21	Volunteer & Outreach Coordinator, Adrienne Ranney	For the Access Hour broadcast one participant was taught how to produce a radio show, proper structure, FCC regulations, how to speak on mic, what format audio files should be saved, and how to refer others to the volunteer opportunities at WORT.

LIST OF POSITIONS FILLED DURING REPORTING PERIOD

Position:	Open Date:	Date of hire:	Recruitment source:
Digital Audio/Production Coordinator	9/1/21	9/1/2021	Promoted from part-time position to full-time position. Original part-time production and music assistant positions were open hires. Original music assistant hire was in summer 2014, with 60 diverse applicants.
Assistant News Director	October 17, 2021	Tuesday, November 2, 2021	Internal notification of position

INTERVIEWEE REFERRAL SOURCE SUMMARY

Job Title of Position: Assistant News Director

Date of hire: November 2, 2021

Total number of applications received: 6

Total number of persons interviewed: 6

Recruitment sources referring applicants/interviewees during reporting period	Number of applicants that the source referred
Suggested by station employee/station	3

promo/social media/email	
UW-Madison School of Journalism & Mass Communication	1
UW-Whitewater Communications Department	1
Madison College	1

Referral source	Address of source	Contact person at source	Telephone number and e-mail address	*
WORT on-air promo aired Sunday, Oct 17 - Monday, Oct 25.	118 S Bedford St. Madison, WI 53703	Aaron Scholz, Production Director	608-256-2001, aaron@wortfm.org	N
WORT volunteers email distribution —	118 S Bedford St. Madison, WI 53703	Chali Pittman, News Director	608-256-2001, chali@wortfm.org	N
WORT social media & website	118 S Bedford St. Madison, WI 53703	Chali Pittman, News Director	608-256-2001, chali@wortfm.org	N
Wisconsin Broadcasters' Association	44 E Mifflin St Unit 900, Madison, WI 53703	Kyle Geissler, Director of Operations and Public Affairs	kgeissler@wi-broadcasters.org , 608-255-2600 800-236-1922	N
University of Wisconsin—Madison School of Journalism & Mass Communication	821 University Ave, Madison, WI 53706	Pam Garcia-Rivera, Media, Information and Communication Career Advisor	pgarcia@wisc.edu , 608-890-1046	N
WSUM 91.7 FM	333 E Campus Mall, Madison, WI 53715	Kelsey Brannan, General Manager	gm@wsum.wisc.edu (608) 261-9786	N

University of Wisconsin – Whitewater	College of Letters & Sciences Laurentide Hall 4100 University of Wisconsin-Whitewater 800 W. Main Street Whitewater, WI	Bill Lowell, lowellw@uww.edu , UW-Whitewater University Master Advisor Director of Interns	262-472-1286 lowellw@uww.edu	N
Madison College (formerly Madison Area Technical College)	1701 Wright St, Madison, WI 53704	Doug Kirchberg, Senior Program Coordinator Student Life Adviser for Clarion newspaper, Clarion Radio, Clarion Broadcasting, Yahara Journal and Student Ambassadors	dkirchberg@madisoncollege.edu , 608.246.6576	N
Edgewood College	1000 Edgewood College Drive Madison, WI 53711	Bonnie Sierlecki, Faculty Advisor & Assistant Professor	bsierlecki@edgewood.edu	N
Northside News	1219 N. Sherman Ave./ Madison, WI 53704	Lauri Lee, (608) 203-1229	editor@northsidenews.org	N
Daily Cardinal	2142 Vilas Communication Hall / 821 University Avenue / Madison, Wis. 53706	Hope Karnopp, News Editor	edit@dailycardinal.com , (608) 262-8000	N

The Black Voice	N/A	Lauryn Azu, Editor	blackvoicesuw@gmail.com	N
Tone Madison	N/A	Scott Gordon, Publisher	scott@tonemadison.com	N
Wisconsin Examiner	Suite #24, 111 King St, Madison, WI 53703	Ruth Conniff, Editor-in-Chief	ruth@wisconsinexaminer.com , phone number N/A	N
Madison365	8426 Red Granite Rd Madison, WI 53719	Robert Chappell, Executive Editor and Associate Publisher 608-492-0365	news@madison365.org	N
Isthmus	Isthmus Community Media, Inc. P.O. Box 1542 Madison, Wisconsin, 53701	Judy Davidoff, Editor Jason Joyce, Publisher Dylan Brogan, Senior Writer	Judy Davidoff, jdavidoff@isthmus.com ; Jason Joyce, jjoyce@isthmus.com ; Dylan Brogan, dbrogan@isthmus.com 608-251-5627	N
Progressive	931 E. Main Street, Suite 10. Madison, Wisconsin 53703	Norm Stockwell, Publisher Bill Lueders, editor	normstoc@progressive.org blueders@progressive.org (608) 257-4626	N
Cap Times	1901 Fish Hatchery Rd Madison, WI 53713	Katie Dean, Executive Editor	kdean@madison.com , (608) 252-6400	N
Madison Minutes	N/A	Hayley Sperling, Sam Hoisington, co-editors	hayley@madisonminutes.com , sam@madisonminutes.com Phone number n/a	N

Latino Academy of Workforce Development	1917 Lake Point Dr, Madison, WI 53713 (608) 310-4573	Baltazar De Anda Santana, co-founder and Executive Director	baltazar@latinoacademy.wi.org , phone number n/a	N
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** Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.*