

# 2019 ANNUAL EEO PUBLIC FILE REPORT

## Back Porch Radio Broadcasting, Inc.

Station: WORT-FM  
Community of License: Madison, WI  
Reporting Period: July 22, 2018 – July 21, 2019  
No. of Full-time Employees: 5 to 10  
Small Market: No

During the Reporting Period, one full-time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

WORT had a literature table, staffed by the Volunteer & Outreach Coordinator and the News Director, at each Job Fair.

**9/17/18 – University of Wisconsin, Madison Public Service Fair**

**10/2/18 – Madison College, Truax Campus**

**1/30/19 - Wisconsin Broadcasters Association Job Fair, Concourse Hotel, Madison (the station also ran an on-air announcement promoting the Job Fair for those interested in careers in broadcasting)**

**2/20/19 – Madison College, Truax Campus**

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

In the events listed below, WORT had a literature table in which we distributed literature and information about career opportunities in Community Radio. In addition, the station announced these events on-air to the general public during the weeks prior to help inform listeners of them.

**8/19/18 – Booth and recruitment at annual**

**Pride Rally organized by Outreach Inc., South Central Wisconsin's LGBT Community Center**  
*Volunteer and Outreach Coordinator staffed table.*

**9/3/18 - Labor Fest, Madison organized by the South Central Federation of Labor**  
*Volunteer and Outreach Coordinator staffed table.*

**10/5/18 – Madison Nonprofit Day Conference**  
*Volunteer and Outreach Coordinator staffed table.*

Station staff presented at the following event:

**6/13/19 – Wisconsin Broadcasters Association Summer Conference “Toolbox for Young Professionals”**

*News Director gave keynote presentation to early career broadcasters.*

**Also, year-long – Memberships in Center for Change. Participation by Station's Volunteer & Outreach Coordinator in programs presented by Dane County Administrators of Volunteer Services.**

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Station had six **(6)** interns during this reporting period—one **(1)** from college-level educational institutions (Edgewood College); Four **(4)** interns through programs for high-school youth in the AVID/TOPS program; and one **(1)** Post High School intern.

College student interns receive credit through their institution of higher education for a fixed number of hours per semester as arranged with their instructor.

WORT is the work site for **two (2)** RSVP (retired senior volunteer program) volunteers.

WORT is the work site for **one (1)** weekly disabled volunteer placed through Community Work Services.

WORT also provided Community Service work opportunities for **one (1)** individual.

*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).*

In all of the events listed below, WORT had a literature table in which we distributed literature and information about all the various volunteer and career opportunities in Community Radio. In addition, the station announced these events on-air to the general public during the weeks prior to help inform listeners of them.

**Dane County Timebank – Organizational Member**

*Volunteer and Outreach Coordinator posts information about the station in their online directory.*

**2/26/19 - Community Shares of Wisconsin Latinx Café**

*Volunteer and Outreach Coordinator staffed table.*

**2/13/19 - World Radio Day Celebration**

*Volunteer and Outreach Coordinator staffed table.*

*Participated in at least 4 **events or programs** sponsored by **educational institutions** relating to career opportunities in broadcasting.*

Station staff presented on career opportunities for students in broadcasting and journalism at the following events:

**2/12/19 – University of Wisconsin-Madison Advertising and Communications Job Fair.**

Sponsored by Public Relations Student Society of America, Women in Communications, Ad Club, Communications Arts Student Association and co-sponsored by the Dept. of Communication Arts, School of Journalism and Mass Communications. *News Director and Assistant News Director staffed booth at event.*

**3/15/19 – University of Wisconsin-Madison School of Journalism and Mass**

**Communication Graduate Student Visit Day.**

*News Director met with prospective professional-track master's degree students and gave talk on career and internship opportunities.*

**6/9/19 - The station promoted and participated in the Madison Area Music Awards, a non-profit which raises money “to foster the next generation of musicians by funding youth**

**music programs and putting instruments in the hands of kids who otherwise might not have them.”** The station is a promotional partner and frequent honoree. *Music Director attended.*

**6/25/19 – Workshop for students, grades 7-10 participating in the Wisconsin 4-H Youth Leadership Conference**

*News Director led educational workshop for students looking to learn about broadcasting and communication arts.*

*Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

**When WORT has full-time openings, it lists them with Wisconsin Broadcasters Association and the National Federation of Community Broadcasters.**

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

**All staff and Board members annually complete CPB Anti-Harassment Online Training Seminar**

*Provided 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.*

**3/12/19 – Presentation to Dane Buy Local made by Business and Foundation Development Director**

*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.*

**89.9 Social Club – Monthly socials organized at venues throughout the community (2018: 7/26, 8/22, 9/19, 10/25, 11/28, 12/17) (2019: 1/24, 2/13, 3/20, 4/25, 5/22, 6/26, 7/24)**

**10/17/18 – Wisconsin Broadcasters Association Fall Conference. Board President Dave Devereaux-Weber attended and presented.**

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
3/1/19	Technology and Facilities Maintenance Director	Social Media Announcement

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period:   3  

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Isthmus Newspaper	1
Wisconsin Broadcasters Association	1
Social Media Announcement	1

RECRUITING SOURCES USED

Job Title of Position: Technology and Facilities Maintenance Director

Date of Hire: 3/1/19

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Isthmus Newspaper	N	100 State Street, Ste 301, Madison, Wisconsin 53703	Brodie Birkel	608-308-4182 <a href="mailto:bbirkel@isthmus.com">bbirkel@isthmus.com</a>
Wisconsin Broadcasters Association	N	44 E Mifflin St #900, Madison, WI 53703	Kyle Geissler	608-255-2600 <a href="mailto:kgeissler@wi-broadcasters.org">kgeissler@wi-broadcasters.org</a>
Society of Broadcast Engineers, Chapter 24	N	WISC TV 7025 Raymond Road Madison, WI	Richard Wood	608-839-3950 <a href="mailto:rwoodsky@frontier.com">rwoodsky@frontier.com</a>
National Federation of Community Broadcasters	N	P.O. Box 806 Paonia, CO 81428	Ernesto Aguilar	<a href="tel:970-279-3411">970-279-3411</a> <a href="mailto:listserv@nfcfb.org">listserv@nfcfb.org</a>
Pubtech	N	Electronic listserv for public radio engineers	n/a	<a href="mailto:pubtech@lists.pubtech.org">pubtech@lists.pubtech.org</a>
Station email list, website, and social media accounts	N	118 S. Bedford Street, Madison, WI 53703	Molly Stentz	<a href="mailto:Volannounce@wortfm.org">Volannounce@wortfm.org</a> , <a href="mailto:@wortradio">@wortradio</a> , <a href="mailto:@wortnews">@wortnews</a> , <a href="https://www.facebook.com/WORT-FM">facebook.com/WORT-FM</a>

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.