

2023 ANNUAL PUBLIC FILE REPORT

BACK PORCH RADIO BROADCASTING
STATION: WORT 89.9 FM MADISON
COMMUNITY OF LICENSE: MADISON, WI

REPORTING PERIOD: August 1, 2022 - July 31, 2023
NUMBER OF FULL-TIME EMPLOYEES: 5-10
SMALL MARKET: NO

INITIATIVES

<i>Initiative #1: Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i>			
What:	Date:	Who attended/person contacted:	Description:
News Internship	January 2023 - present	News & Public Affairs Director Chali Pittman	A journalism student at UW-Madison (A.L.) participated in a news reporting internship to present. This internship was paid through UW-Madison's Successworks program at a rate of at least 7 hrs/wk.
News Internship	February 2023 - May 2023	News & Public Affairs Director Chali Pittman	A communication arts student at UW-Madison (J.L) participated in a news reporting internship from Tuesday, February 7 - to May 1. It was paid through UW-Madison's Successworks program at a rate of 7 hrs/wk/
News Internship	February 2023 - May 2023	News & Public Affairs Director Chali Pittman	A student pursuing journalism at UW-Madison (K.C.) participated in a news reporting internship program. It was paid, through UW-Madison's Successworks program at about 7 hrs/wk.
News Internship	June - July 2023	News & Public Affairs Director Chali Pittman	A student (B.D.) interested in writing participated in a news reporting internship administered through The

			EmployAbility Project, which assists those with disabilities and other underserved populations.
Volunteer & Outreach	June 2022 - Ongoing	Volunteer Coordinator's Department	This is a paid intern through the UW-Madison program Success Works. The intern works on summer outreach events, promotional exchanges, promotional materials, backup programming, audio editing, merchandise, and engineering.

<i>Initiative #2: Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting.</i>			
What:	Date:	Who attended:	Description:
Willy Street Fair	September 17 -18, 2022	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT sponsored part of the musical stage for this event. Additionally, we were a media sponsor. table space for community outreach and volunteer recruitment.
Eken Park	August 20, 2022	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.
WORTstock	May 21, 2023	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 volunteer opportunities at WORT, as well as at other local broadcasting outlets.
Juneteenth Culture by	June 17, 2023	Volunteer & Outreach	This event celebrated

Design		Coordinator, Adrienne Ranney	<p>Juneteenth and had open panels discussing entrepreneurship in the arts, business, and nonprofit world.</p> <p>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.</p>
Marquette Waterfront Festival	June 10 - 11, 2023	Volunteer & Outreach Coordinator, Adrienne Ranney	<p>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.</p>
La Fete De Marquette	July 14-16, 2023	Volunteer & Outreach Coordinator, Adrienne Ranney	<p>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.</p>

Initiative 3: Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions.			
What:	Date:	Who attended/person contacted:	Description:
WBA Job Fair & Student Seminar	February 25, 2023	Chali Pittman & Adrienne Ranney	<p>Adrienne Ranney Volunteer & Outreach Coordinator & Chali Pittman, News & Public Affairs Director attended the in-person WBA Job Fair. They spoke with multiple people and followed up with them. We</p>

			recruited one as a news volunteer. Chali participated in the "Speed Networking" event that was also held during the fair, providing advice to young journalists embarking on their broadcasting career.
WBA Student Virtual Mixture	April 11 ,2023	Adrienne Ranney, Thom Jones	Virtual Mixer for students across Wisconsin sponsored by Wisconsin Broadcasters Association. Students went to timed impromptu meetups with various statewide broadcasters in order to discover opportunities.

Initiative #4: Participation in at least four events or programs sponsored by educational institutions related to career opportunities in broadcasting.

What:	Date:	Who attended:	Description:
UW-Madison Public Service Fair	September 15, 2022	Adrienne Ranney (Volunteer Coordinator) & Chali Pittman (News Director)	The Public Service Fair is described as "an opportunity for local area nonprofits engaged in social impact and public service work to connect with UW-Madison students. Organizations are encouraged to share volunteer, internship and service year opportunities as ways for students to get involved." We received about 20 sign-ups from interested students.
Edgewood College & Internship Fair	October 4, 2022	Adrienne Ranney (Volunteer Coordinator) & Chali Pittman (News Director)	Adrienne Ranney, Volunteer & Outreach Coordinator, and Chali Pittman, News & Public Affairs Director attended Edgewood College in the Washburn Heritage Room for their Career and Internship Fair. They spoke with many students and followed up with them via email. None of the students we spoke with ended up volunteering.
UW-Madison Equity and Inclusion Career & Internship Fair	October 6, 2022	Chali Pittman (News Director)	The fair was billed as "an opportunity for our diverse UW-Madison student population to meet with organizations across a variety of industries that are actively seeking diverse talent. This event is specifically designed to provide career opportunities for underrepresented student job seekers (first-generation, low-income, students

			of color, LGBTQ+, and other marginalized social identities)." We received at least eight students interested in pursuing broadcast.
UW-Madison Spring Public Service Fair	January 31, 2023	Adrienne Ranney (Volunteer Coordinator) & Chali Pittman (News Director)	<p>The Public Service Fair is an opportunity for local area nonprofits engaged in social impact and public service work to connect with UW-Madison students. The fair is open to current UW-Madison students and recent alumni who want to learn about organizations in our community and to explore volunteer roles, internships, service year opportunities, and ways to get involved now or in the future.</p> <p>Adrienne and Chali spoke with many students and followed up with them via email. Although none of them became volunteers right away, months later one contacted us and started volunteering.</p>
Edgewood College Employer Visibility Table	February, 23, 2023	Adrienne Ranney (Volunteer Coordinator) & Chali Pittman (News Director)	Edgewood College's Visibility Days was a way for WORT to promote our organization and opportunities. We spoke to a few students but none of them ended up volunteering with us.
Edgewood College Internship Fair	March 7, 2023	Adrienne Ranney (Volunteer Coordinator) & Chali Pittman (News Director)	News Director and Volunteer Coordinator attended spring internship fair at nearby Edgewood College and disseminated information.
Edgewood College Keynote Address	March 23, 2023	Chali Pittman (News Director)	News Director attended student research symposium at Edgewood College, and delivered a keynote speech for the event on the topic of broadcasting. She spoke with students about careers in radio, and delivered a speech on the power of broadcasting in staying informed and curious about the world.

LIST OF POSITIONS FILLED DURING REPORTING PERIOD

NO POSITIONS BECAME AVAILABLE / WERE FILLED IN THIS REPORTING PERIOD.

INTERVIEWEE REFERRAL SOURCE SUMMARY

Job Title of Position: 0

Date of hire: N/A

Total number of applications received: N/A

Total number of persons interviewed: N/A

Recruitment sources referring applicants/interviewees during reporting period:	Number of applicants that the source referred:
N/A	