

2020 ANNUAL EEO PUBLIC FILE REPORT

Back Porch Radio Broadcasting, Inc.

Station: WORT-FM
 Community of License: Madison, WI
 Reporting Period: July 22, 2019 – July 21, 2020
 No. of Full-time Employees: 5 to 10
 Small Market: No

During the Reporting Period, two full-time positions were 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):

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| <i>Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.</i> | WORT had a literature table, staffed by the Volunteer & Outreach Coordinator and the News Director, at each Job Fair |
| | 9/9/19 – University of Wisconsin, Madison Public Service Fair |
| | 10/1/19 – Madison College, Truax Campus Volunteer Fair |
| | 1/29/20 – UW-Madison Public Service Fair |
| | |
| | 2/12/20 - Madison College, Truax Campus Volunteer Fair |
| <i>Hosted at least one job fair</i> | 9/23/19 – Volunteer Open House at the WORT studios (Full-time staff: Volunteer & Outreach Coordinator, News Director, Music Director. Part-time staff: Music Assistant) |
| | 2/1/20 – Volunteer Open House at the WORT studios (Full-time staff: Volunteer & Outreach Coordinator, News Director and Music Director) |
| <i>Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities</i> | 1/29/20 - Wisconsin Broadcaster Association Job Fair, Concourse Hotel, Madison. The station promoted the event through on-air announcements, social media and email. Full-time staff, Volunteer & Outreach Coordinator and News Director recruited at this event. |
| <i>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.</i> | In the events listed below, WORT had a literature table, staffed by a full-time employee of the station, providing information about career opportunities in Community Radio. In addition, the station announced events on-air during the weeks prior. |
| | 8/28/19 – Participation in the 15 th anniversary |

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| | celebration for Ad 2 Madison, a not-for profit organization devoted to ongoing skills development and networking for marketing, public relations and communications professionals and students ages 18-32. The station provided promotional support. Volunteer and Outreach Coordinator made a presentation and distributed literature about the station. |
| | 10/31/19 – Madison Nonprofit Day Conference. The station provided promotional support. Volunteer and Outreach Coordinator staffed the information table and distributed literature about the station and networked with conference participants. |
| | 11/12/20 - Business and Event Development Director made a presentation about underwriting to the Board of the Sun Prairie Media Center |
| | 2/11/20 – 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. WORT’s News Director recruited at this event. |
| <i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i> | The station had three (3) interns during this reporting period. Two (2) youth interns through Simpson Street Free Press and one (1) from college level educational institutions. |
| <i>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).</i> | In the events listed below, WORT had a literature table in which we distributed literature and information about various volunteer and career opportunities in Community Radio. In addition, the station announced these events on-air during the weeks prior. |
| | Dane County Timebank – Organizational Member posting opportunities |
| | 11/23/19 - Record Riot at Art In (Madison) raising funds for the station through the sale of used vinyl records. Music provided by WORT DJs. Staffed by the station’s Business and Event Development Director and Music Assistant. Station literature available. |
| | 2/13/20 - World Radio Day—Two hour live remote broadcast of the “Eight O’clock Buzz” from the Victory Café. Staffed by the station’s News Director and Tech and Facilities Director. Station literature available. |

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| <i>Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting</i> | WORT sponsored Summer Coff (legal name Benjamin Coff) to participate in National Public Radio's Engineering Training Program, for a course of study to become a certified Public Radio Operator. |
| <i>Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions</i> | 12/14/19 - Training in Adobe Audition presented by Johan Chester, former podcast producer for a Fortune 500 company (attended by 8 volunteers and staff) |
| | 1/24/20 - Training in Adobe Audition presented by Johan Chester, former podcast producer for a Fortune 500 company (attended by 9 volunteers and staff) |
| | 2/28/20 - News Gathering Seminar presented by Gionofer Fields, award winning broadcast journalist, producer of Radio Chipstone on WORT and WUWM Milwaukee Public Radio, and host of Chazen Unplugged from the Chazen Museum of Art, UW-Madison (attended by 23 volunteers and staff) |
| <i>Established a mentoring program for station personnel</i> | Pledge rapping workshops were held prior to the fall 2019 and winter 2020 pledge drives, to support the development of on-air fundraising skills essential for those working in community and public radio and tv. |
| | The News Director provided one-on-one, time-intensive training to over a dozen volunteers and two staff members covering reporting ethics, recording, audio editing using Adobe Audition, structuring a feature story and producing an entire show in conjunction with other volunteers. |
| | The News Director also trained more than a dozen volunteers and two staff members as Sound Board Engineers. |
| | The News Director sent information regarding journalism job opportunities to volunteers, particularly those working with Her Turn, Labor Radio and the Evening News Shows. |
| | The Music Director, News Director and one of our long-time volunteers posted resources to the WORT volunteer page on the use of software for program creation. They created documents and guides including the March 2020 "Producing Your Show from Home" to assist volunteers producing content remotely during the closing of the station to volunteers during COVID-19. |
| <i>Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i> | Station staff presented on career opportunities for students in broadcasting and journalism at the following events: |

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| | 11/19/19 - News Director participated in "speed networking event" for journalism and communications students at UW-Madison. Connected and shared knowledge with students about professional journalism, particularly radio and audio journalism. |
| | 2/22/20 - News Director spoke at high school journalism convention, and introduced ~10 high school students to the world of radio broadcasting and audio journalism. Convened by editors of the student publication at the James Madison Memorial High School student publication. |
| <i>Sponsored at least 2 events in the community designed to inform and educate the public as to employment opportunities in broadcasting</i> | 8/23/19-8/25/19 – WORT Booth at the Orton Park Festival staffed by the Volunteer and Outreach Coordinator, providing information about opportunities for involvement. |
| | 9/15/19 – WORT Booth at the Willy St. Fair, staffed by the Volunteer and Outreach Coordinator, providing information about opportunities for involvement. |
| | 9/17/19 – Volunteer & Outreach Coordinator made a presentation at Urban Land Interests about the station and opportunities for involvement. |
| <i>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.</i> | When WORT has full-time openings, it lists them with Wisconsin Broadcasters Association and the National Federation of Community Broadcasters. |
| <i>Provided assistance to unaffiliated non-profit entities in maintaining web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting.</i> | N/A |
| <i>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</i> | All staff and Board members annually complete CPB Anti-Harassment Online Training Seminar |
| <i>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.</i> | N/A |
| <i>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.</i> | 89.9 Social Club – Monthly socials organized at venues throughout the community (2019: 9/19, 10/22, 11/21, 12/18) (2020: 1/23, 2/19) |

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|---------------------------------|------------------------------------|
| 1/15/20 | New and Public Affairs Director | Internal Promotion |
| 4/6/20 | Assistant News Director | WORT Internal |

| Recruitment Sources Referring Interviewees during Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| WORT website/internal | 3 |
| indeed.com | 1 |
| Isthmus | 1 |
| Social Media (Facebook) | 2 |
| Email/Word of mouth | 1 |

Recruiting Sources Used

Job Title of Position: News and Public Affairs Director

Date of Hire: 01/15/2020

| Referral Source | * | Address of Source | Contact Person at Source | Tel. No. and E-Mail Address of Source |
|---|---|---|-----------------------------------|---|
| Alliance for Women in Media | N | 2365 Harrodsburg Rd. A325 Lexington, KY 40504 | Catherine Combs | 202.750.3664 https://allwomeninmedia.org/career-center/ |
| National Federation of Community Broadcasters | N | P.O. Box 806 Paonia, CO 81428 | Ernesto Aguilar | (970) 279-3411 https://nfcbr.org |
| Website and social media accounts | N | 118 S. Bedford St Madison, WI 53703 | Thom Jones | https://www.wortfm.org , @wortradio, @wortnews |
| National Lesbian and Gay Journalists | N | 2120 L Street NW, Suite 850 Washington, DC 20037 | info@nlgja.org Kimmy Baggelaar | https://nlgja.org |
| Isthmus Newspaper | N | 100 State Street, Ste 301 Madison, WI 53703 | Dylan Brogan | 608.251.5627 info@isthmus.com |
| National Educational Telecommunications Association | N | 939 S Stadium Rd Columbia, SC 29201 | Jennifer Fisher | 803.978.1571 https://netaonline.org jfisher@netaonline.org |
| Wisconsin Broadcasters Association | N | 44 E Mifflin St #900, Madison, WI 53703 | Kyle Geissler | 608-255-2600 kgeissler@wibroadcasters.org |

| Referral Source | * | Address of Source | Contact Person at Source | Tel. No. and E-Mail Address of Source |
|-------------------------|---|--------------------------------------|--------------------------|---------------------------------------|
| Urban League of Madison | N | 2222 S Park St. Madison, WI 53713 | Laura Hiebing | jobs@ulgm.org |
| indeed.com | N | https://indeed.com | n/a | https://indeed.com |

Job Title of Position: Assistant News Director

Date of Hire: 04/06/2020

| Referral Source | * | Address of Source | Contact Person at Source | Tel. No. and E-Mail Address of Source |
|--|---|---|--------------------------|---|
| Wisconsin Broadcasters Association | N | 44 E Mifflin St #900, Madison, WI 53703 | Kyle Geissler | 608-255-2600 kgeissler@wibroadcasters.org |
| Website and social media accounts | N | 118 S. Bedford St Madison, WI 53703 | Thom Jones | https://www.wortfm.org, @wortradio, @wortnews |
| UW School of Journalism and Mass Communication (website) | N | 831 University Ave. Madison, WI 53706 | Hemant Shah | 608.263.4898 https://journalism.wisc.edu/careers/job-listings/post-a-job-to-our-website/ |
| Email outreach | N | Various connections in the news reporting field | Various | |

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