

2021 ANNUAL EEO PUBLIC FILE REPORT  
Outreach Initiatives  
Back Porch Radio Broadcasting, Inc.  
Station: WORT 89.9 FM  
Community of License: Madison, Wisconsin  
Reporting Period: August 1, 2020 through July 31, 2021  
  
Number of full-time employees: 5 to 10  
Small market: No

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INITIATIVES

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

<i>Participated in six (6) virtual job fairs by station personnel who have substantial responsibility in making hiring decisions.</i>	WORT participated in virtual events in light of the COVID-19 pandemic, staffed by the Volunteer & Outreach Coordinator and the News and Talk Director.
	September 16, 2020 UW Madison Public Service Fair (virtual)
	October 5, 2020 to October 9, 2020 Madison College Volunteer Fair (virtual with News Director)
	February 15, 2021 UW-Madison Public Service Fair (virtual with Volunteer & Outreach Coordinator & News Director)
	February 22, 2021 to February 26, 2021 Madison College Volunteer Fair (virtual with News Director)
	March 1, 2021 - March 5, 2021 Wisconsin Broadcasters Association Job Fair (virtual with News Director)
	Jun 7, 2021 to June 11, 2021

	<p>Wisconsin Broadcasters Association Job Fair (virtual with Volunteer &amp; Outreach Coordinator)</p> <p>22 people submitted resumes to or indicated in WORT. All were contacted for interviews.</p>
<p><i>Participated in at least <b>5 (five)</b> events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.</i></p>	<p>WORT distributed literature and recruited individuals about the various volunteer and career opportunities in community radio.</p>
	<p>May 12-13, 2021 Madison Nonprofit Day Conference (virtual booth with Volunteer &amp; Outreach Coordinator)</p>
	<p>June 19, 2021 (morning) Juneteenth Festivities at Fountain of Life Church to Penn Park</p> <p>WORT volunteers and the Outreach Coordinator participated in the Juneteenth march/parade with other community organizations.</p>
	<p>June 19, 2021 (afternoon/ evening) Outreach at Juneteenth event at Elver Park.</p> <p>WORT volunteers, hosts, and the Outreach Coordinator distributed WORT literature and discussed training and broadcasting opportunities at WORT.</p>
	<p>June 26th, 2021 (afternoon/ evening) Pride Prom at Madison Central Library WORT volunteers and the Outreach Coordinator distributed WORT literature and discussed summer opportunities that WORT had to offer to the students for 3.5 hours.</p>
	<p>July 20th, 2021 It Takes a Village event at Penn Park.</p>

	<p>WORT volunteers and the Outreach Coordinator distributed WORT literature and discussed training and broadcasting opportunities at WORT for 6 hours.</p>
<p><i>Established an <b>internship</b> program designed to assist students and members of the community acquire skills needed for professional broadcast employment.</i></p>	<p>Station had 2 interns during this reporting period from nearby educational institutions.</p>
	<p>From February to May 2021, the station had one intern through the UW-Madison School of Journalism and Mass Communication. The student received course credit.</p>
	<p>Beginning in June 2021, the station had one intern through the University of Whitewater Department of Communication. The student is receiving course credit.</p>
<p><i>Established a mentoring program for station personnel</i></p>	
	<p>The News Director provided one-on-one, time-intensive training to over ten volunteers on news reporting. The training covered reporting ethics, how to use a recorder, how to edit audio, and how to structure a story. It was largely remote due to COVID-19.</p>
	<p>The News Director sent information regarding professional development and journalism job opportunities to volunteers, particularly those working with Her Turn, Labor Radio and the Evening News Shows.</p>

EEO Public File Recruitment Source Report
WORT 89.9 FM Madison
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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.

#### LIST OF POSITIONS FILLED DURING REPORTING PERIOD

Position	Date open	Date of hire	Recruitment Source
Volunteer & Outreach Coordinator	March 15th, 2021	April 27, 2021	Personal contact (internal)

#### INTERVIEWEE REFERRAL SOURCE SUMMARY

Job Title of Position: Volunteer & Outreach Coordinator

Date of hire: April 27, 2021

Total number of applications received: 13

Recruitment sources referring applicants during reporting period	Number of applicants that the source referred
Station email list, website, on-air announcements	4
Indeed.com	3
Jobs That Help	1
National Federation of Community Broadcasters job board	1
Word of mouth	2
N/A	2

Total number of persons interviewed: 4

Recruitment sources referring interviewees during reporting period	Number of persons interviewed that the source referred
Station email list, website, on-air announcements	2
Indeed.com	2

### RECRUITING SOURCES USED

Job Title of Position: Volunteer & Outreach Coordinator

Date of hire: April 27, 2021

Referral Source	*	Address of Source	Contact Person at Source	Telephone Number and Email Address of Source
Indeed.com	N	Indeed, Inc. 6433 Champion Grandview Way Building 1 Austin, TX 78750	indeed.com	indeed.com
Madison365	N	Madison365	Rob Chappell	rchappell@madison365.org 608.492.0365
Jobs That Help	N	P.O. Box 70447, Milwaukee, WI 53207	N/A	info@jobsthathelp.com 414-436-9796
Capital City Hues	N	P.O. BOX 259712 Madison WI 53725	Jonathan Gramling	608-469-0009/608-241-2000 gramling@capitalcityhues.com
Progress Center for Black Women (social media)	N		Sabrina Madison	608-467-6744 hello@centerforblackwomen.org
Our Lives (online job board)	N	P.O. Box 1202, Madison, WI 53701	Doug Rowe	(608) 358-8680 <a href="mailto:doug@ourlivesmadison.com">doug@ourlivesmadison.com</a>
National Federation of Community Broadcasters (NFCB listserve)	N	P.O. Box 608 Paonia, CO 81428	Ernesto Aguilar	<a href="mailto:listserve@nfcfb.org">listserve@nfcfb.org</a> 970-279-3411

Wisconsin Broadcasters Association	N	44 E Mifflin St UNIT 900, Madison	Kyle Geissler	kgeissler@wi-broadcasters.org 608-255-2600
Morgridge Center for Public Service (Morgridge Mail and Community Partner newsletters)	N	154 Red Gym, 716 Langdon St. Madison, WI 53706	Christina Johnson	cjohnson48@wisc.edu, 608-262-8446
Community Shares of Wisconsin, (newsletter and Facebook group)	N	931 E. Main Street, Suite 10 Madison, WI 53703	Cheri Dubiel	(608) 256-1066, cdubiel@communityshares.com
Rooted	N	501 E Badger Road Madison, WI 53713	Hedi Rudd	608.960.4615, <a href="mailto:hedi@rooted.wi.org">hedi@rooted.wi.org</a>
Progressive Magazine	N	30 W Mifflin St #703, Madison, WI 53703	Norm Stockwell	608-257-4626 <a href="mailto:normstoc@progressive.org">normstoc@progressive.org</a> normstoc@gmail.com
Station email list, website, on-air announcements	N	118 S Bedford Street Madison, WI 53703	Thom Jones	<a href="mailto:volannounce@wortfm.org">volannounce@wortfm.org</a> , phans@wortfm.org, wortfm.org,

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