

## Contact Information

### Name

Shannon Heibler

### Email Address

[shannon.heibler@gmail.com](mailto:shannon.heibler@gmail.com)

### Member Type?

Participating Member

### Length of term

Until June of 2026

### Current Occupation

Presenting Manager (Overture Center)

### Any past felony convictions?

No

## Background:

### Please indicate your involvement with WORT, past or current.

I am one of the hosts for Better Living Through Showtunes. I began in summer of 2023.

### Please indicate your involvement with communit(ies) in WORT's listening area.

I have been active in Dane County's robust theater community since 2010, both amateur and professional. I am an advisory company member for Forward Theater Company, a creative board composed of professional theater artists in good standing. I taught at UW-Madison's theater department from 2018-2022. I work at Overture Center for the Arts as the presenting manager, tasked with booking and managing touring artists as well as booking and coordinating local talent for Overture's involvement in programs like Make Music Madison and International Festival.

## Ideas

### What are your goals for WORT?

Increased relevancy and engagement with an audience that better represents the listening area - younger, more diverse in general. Work with staff on better communication with volunteers as well as better care of facilities.

### What do you see as WORT's major responsibilities to the community?

Radio has played an enormous part, throughout history, in uniting communities during troubled times. It's hard to argue that we're not facing those times now, certainly when you examine the division and rancor between citizens. WORT has a responsibility to both present trustworthy news sources and also offer the community common interests and events to unite through. WORT's advertising is a terrific example of symbiotic community partnerships, receiving funding through ads but also holding space for groups to promote themselves which might be prohibitive for time and money elsewhere.

### There are many areas where WORT could improve and many new activities WORT could undertake. Please list specific tasks on which you would be willing to work.

I would gladly undertake a project to spruce up the physical facilities - deep cleaning, eliminating unused items and generally making WORT a more inviting space to all who visit/work/volunteer. I would also love to see virtual spaces for WORT listeners to get to know each other and the folks behind WORT. While I generally

prefer meeting in person, you cannot ignore more and more studies indicating that younger generations prefer getting together online. We can bemoan it all we want, but if we want to welcome people to \*our\* community, we need to meet them where they are at.

**Why do you wish to be on WORT's Board of Directors?**

I find myself craving community more and more. To me, WORT represents community that I have always admired but thought I couldn't be part of. This time that I've spent hosting BLTS has meant a lot to me, connecting both to folks in the community with shared interests and also to myself. I want to do more for WORT and the listeners.

Additionally as a (relatively) young, queer woman, I believe I have a lot to add to the Board and the way that they approach the work to be done.

**The Board currently meets monthly on a Wednesday night. Meetings are scheduled at 7:00 p.m. and may finish as late as 11 p.m.. Are you able to regularly attend Board meetings?**

Yes!

**WORT's Board is an active participant in station affairs. Board members do committee work and participate in pledge drives and other fundraising events. Board members are expected to commit to five to ten hours a month in addition to meetings. Roughly estimate the time you have available for work in addition to Board meetings.**

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**Feel free to add any additional relevant material.**

I worry I used the word "community" too much in this application but that's what this is all about. Thank you so much for your time, consideration, and what you do to keep WORT going.