

2024 ANNUAL PUBLIC FILE REPORT

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

REPORTING PERIOD: August 1, 2023 - July 31, 2024
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:	Supervisor:	Description:
UW-Madison Successworks Internship Program	July - August 2023	News Director Chali Pittman	A student at UW-Madison (E.W..) participated in a news reporting internship, producing reports for our evening newscast. This internship is paid through UW-Madison's Successworks program at a rate of at least 7 hrs/wk.
UW-Madison Successworks Internship Program	June 2023 - May 2024	News Director Chali Pittman	A student at UW-Madison (M.B..) participated in a news reporting internship, producing reports for our evening newscast. She later transitioned to roles on our Spanish-language and international news programs. This internship was paid through UW-Madison's Successworks program at a rate of at least 7 hrs/wk.
Madison College Journalism Practicum	October - December 2024	News Director Chali Pittman	A high school student (G.R.M.) completed a journalism practicum through Madison College, receiving college credit for her news reporting at WORT.
UW-Madison Successworks Internship Program	January - April 2024	News Director Chali Pittman	A student at UW-Madison (E.S..) participated in a news reporting internship, producing reports for our evening newscast. This internship was paid through UW-Madison's Successworks program at a rate of at least 7 hrs/wk.

UW-Madison Successworks Internship Program	March - May 2024	Music Director Sybil Augustine	A student at UW-Madison (C.T.) participated in a music internship from early March to late May, adding to digital media efforts through the Music Department. It was paid through UW-Madison's Successworks program.
UW-Madison Successworks Internship Program	June - July 31, 2024	News Director Chali Pittman	A student at UW-Madison (K.M..) is participating in a news reporting internship from June to present. This internship is paid through UW-Madison's Successworks program at a rate of at least 7 hrs/wk.

<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	Sept. 16-17, 2023	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT sponsored part of the musical stage for this event. Additionally, we were a media sponsor. We provided table space for community outreach and volunteer recruitment.
Eken Park	August 19, 2023	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 19, 2024	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 Parade	June 15, 2024	Volunteer & Outreach Coordinator, Adrienne Ranney	WORT representatives participated in a community parade celebrating Juneteenth.

Marquette Waterfront Festival	June 8-9, 2024	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.
La Fête de Marquette	July 11-14, 2024	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.
McPike Park Sessions	June 16, 2024	Adrienne Ranney (Volunteer & Outreach Coordinator) and Doug Holtz (Business Development Director)	WORT was a media sponsor for this event and had a literature table, staffed by the Volunteer & Outreach Coordinator, in which we distributed literature and information about all the various volunteer and career opportunities in Community Radio. In addition, the station announced this event on-air to the general public during the weeks prior to help inform listeners of them.

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 Student Virtual Mixture	October 23, 2023	Thom Jones, IT & Facilities Director	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:
Edgewood College & Internship Fair	October 3, 2023	Adrienne Ranney (Volunteer & Outreach Coordinator)	Adrienne Ranney, Volunteer & Outreach Coordinator 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 Advertising and Communications Fair	November 1, 2023	Chali Pittman (News Director) and Community Access and Development Fellow (Diego Alegria)	News Director Chali Pittman and Community Access and Development Fellow Diego Alegria attended UW-Madison to share information about broadcasting with interested students.
UW-Madison Spring Public Service Fair	January 31, 2024	Adrienne Ranney (Volunteer Coordinator)	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.
UW-Madison Equity and Inclusion Career & Internship Fair	February 22, 2024	Chali Pittman (News Director) and Community Access and Development Fellow (Diego Alegria)	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 twenty students interested in pursuing broadcast.
WSUM 91.7 FM Technical News Training	March 17, 2024	News Director Chali Pittman	Our News Director was invited to speak to the growing news team at a local college radio station (WSUM 91.7 FM). She outlined WORT's news gathering operation and conducted technical training in using field recording equipment, with which students were previously unfamiliar. Five students attended.
Eagle School Workshop	April 5, 2024	Evening News	Our evening news producer traveled to

Visit		Producer Faye Parks	Eagle School, her alma mater K-8 private school, to share information about a career in radio journalism and broadcasting. She answer questions from classrooms of third and fourth graders about a day in the life of a journalist, the importance of telling stories, and what it's like to work at a radio station.
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Initiative #6: Participation 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).

What:	Date:	Who attended/person contacted:	Description:
Open House	January 21, 2024	Adrienne Ranney (Volunteer & Outreach Coordinator), Chali Pittman (News Director), Aaron Scholz (Digital Production Director), Thom Jones (IT & Facilities Director), and Sybil Augustone (Music Director)	WORT invited a broad swath of community members to the station for tours and information about what WORT offers and provides the community.
Open House	May 30, 2024	Adrienne Ranney (Volunteer & Outreach Coordinator) and Aaron Scholz (Digital Production Director)	WORT invited a broad swath of community members to the station for tours and information about what WORT offers and provides the community.

Initiative #7: Provision of 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.

What:	Date:	Description:
Summer Journalism Collaborative	June 17 - July 31, 2024	<p>In a detour from our traditional volunteer model, WORT launched a pilot program to pay people from underrepresented communities to learn the basics of broadcasting, audio production, and storytelling.</p> <p>Funded completely by major donors and local grants, this program is training five adult Storytelling Fellows who have a prior interest in media/audio but little experience. These Fellows were recommended to the program by (mostly) external nonprofits asked to be WORT's partners in this project, including Worker Justice Wisconsin, Midwest Mujeres, the Progress Center for Black Women, Rooted Dane County, and the City of Madison Division of Civil Rights.</p> <p>This entry details the first six of the ten total weeks of the program, during which the Fellows have learned techniques in interviewing, field recording, audio editing, feature editing, media ethics, and personal storytelling, alongside an</p>

		<p>understanding of local media opportunities enhanced by weekly guest speakers.</p> <p>The goal of the program is to extend opportunities in broadcast and other local media for folks who would otherwise be economically unable to volunteer their time to learn these skills. We hope to repeat this program in future summers, dependent on fundraising ability.</p>
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FULL-TIME HIRES: 1

Full-Time Position:	Date Open:	Date Filled	Recruitment Source(s) cited by interview finalists	Number interviewed	Number hired
Evening News Producer	7/24/23	8/24/23	Volunteer referral	2	1

RECRUITING SOURCES USED

No.	Recruitment Source	Contact Website	Contact Email	Total Intv.	Entitled to Notification?
1	Wisconsin Broadcasters Association	https://www.wi-broadcasters.org/	kgeissler@wi-broadcasters.org	0	NO
2	Indeed.com	indeed.com	n/a	0	NO
3	WORT website and social media accounts	https://www.wortfm.org , @wortradio, @wortnews	chali@wortfm.org	0	NO
4	WORT on-air promo	https://www.wortfm.org ,	aaron@wortfm.org	0	NO
5	WORT volunteer listserve	https://www.wortfm.org	chali@wortfm.org	2	NO
6	UW-Madison School of Journalism and Mass Communication	https://journalism.wisc.edu/	pgarciariver@wisc.edu	0	NO
7	WSUM 91.7 FM	https://wsum.org/	kbrannan@wisc.edu	0	NO
8	UW-Whitewater College of Arts and Communication	https://www.uww.edu/coac/advising-and-registration	lucasb@uww.edu, kranenbk@uww.edu, lowellw@uww.edu	0	NO
9	Madison College Journalism & Professional Writing Programs	https://madisoncollege.edu/academics/programs/journalism-certificate	dkirchberg@madisoncollege.edu	0	NO
10	Edgewood College	https://www.edgewood.edu/	bsierlecki@edgewood.edu, ote.edgewoodnews@gmail.com	0	NO

11	Isthmus newspaper	https://isthmus.com/	jjoyce@isthmus.com, j davidoff@isthmus.com	0	NO
12	Wisconsin Public Radio	wpr.org	erin.cook@wisc.edu, david.hyland@wpr.org	0	NO
13	UMOJA Magazine	https://www.umojamagazine.com/	publisher@umojamagazine.com	0	NO
14	Wisconsin Examiner	https://wisconsinexaminer.com/	ruth@wisconsinexaminer.com	0	NO
15	The Capital Times	https://captimes.com/	kdean@madison.com	0	NO
16	The Progressive	https://progressive.org/	normstoc@progressive.org	0	NO
17	Madison365	https://madison365.com/	news@madison365.com	0	NO
18	Latino Academy	https://www.latinacademywi.org/	baltazar@latinoacademywi.org	0	NO
19	Tone Madison	https://tonemadison.com/	editor@tonemadison.com	0	NO
20	UW-Madison's The Black Voice	https://blackvoicesuw.com/the-black-voices-of-uw/	blackvoicesuw@gmail.com	0	NO
21	WUWM	https://www.wuwm.com/	wuwm@uwm.edu	0	NO
22	WMSE	https://wmse.org/	wmse@msoe.edu	0	NO
23	UW-Madison Daily Cardinal	https://www.dailycardinal.com/	editor@dailycardinal.com	0	NO
24	UW-Madison SuccessWorks	https://successworks.wisc.edu/	SuccessWorks@wisc.edu	0	NO