

2025 ANNUAL PUBLIC FILE REPORT

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

REPORTING PERIOD: August 1, 2024 - July 31, 2025
NUMBER OF FULL-TIME EMPLOYEES: 5-10
SMALL MARKET: NO

INITIATIVES

<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	9/20/24 - 9/21/24	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.
Orton Park	8/24/24 - 8/25/25	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	5/18/25	Volunteer & Outreach Coordinator Adrienne Ranney, Business Development Director Doug Holtz, IT & Facilities Director Thom Jones	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.
Marquette Waterfront Festival	6/14/25 - 6/15/25	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	7/10/25 - 7/13/25	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.

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 Equity and Inclusion Career & Internship Fair	October 9, 2024	Volunteer Coordinator Adrienne Ranney, Spanish Language Programming Fellow Carlos Dávalos, News Director Chali Pittman	Number of sign-ups: 15
Madison College Make a Difference Day	October 10, 2024	Spanish Language Programming Fellow Carlos Dávalos, News Director Chali Pittman	Our news director and outreach fellow traveled to Madison College to share with students careers in broadcasting.
LaFollette High School Career Day	November 13, 2024	News Director Chali Pittman	Our news director traveled to a Madison high school to share opportunities with students about a path in broadcast journalism.
East High School Spanish classroom tour	March 20, 2025	News Director Chali Pittman, Volunteer Coordinator Adrienne Ranney, Production Director Aaron Scholz	Our staff hosted a Spanish classroom at Madison East High School, after being approached by the Spanish teacher there. We outlined principles of broadcasting, had students record Legal IDs, shadow a DJ, and learn interviewing skills using a field recorder. The tour and activities were held in Spanish.

UW-Madison 2025 Spring All-Campus Career & Internship Fair	2/18/25	Volunteer & Outreach Coordinator Adrienne Ranney	UW Madison - 21 sign-ups for volunteer opportunities
Equity & Inclusion Career & Internship Fair	2/20/25	Volunteer & Outreach Coordinator Adrienne Ranney	UW Madison - 13 sign-ups for volunteer opportunities
Humanities Career Fair	2/21/25	Volunteer & Outreach Coordinator Adrienne Ranney	UW Madison - 18 sign-ups for volunteer opportunities
Spring LGBTQIA+ Affirming Career Fair	4/23/25	Volunteer & Outreach Coordinator Adrienne Ranney	Madison College-Goodman South 11 sign-ups for volunteer opportunities

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:
Hmong New Year @ Madison Alliant Expo Center	November 2, 2024	Chali Pittman & members of Madison Hmong Radio	Our news director and four programmers of our Hmong talk radio program had an outreach table during the Madison Hmong New Year, where thousands attended. We shared information with members of the community about culturally-specific opportunities in radio broadcasting.

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	August 1-31, 2024	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. 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)

		<p>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 last four 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 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
News, Talk, and Public Affairs Director	5/30/25	7/21/25	WORT, WBA	4	1

RECRUITING SOURCES USED

No.	Recruitment Source	Contact Website	Contact Email	Total Intv.	Entitled to Notification?
1	Journalism Jobs	journalismjobs.com		0	N
2	Job Center of Wisconsin	https://jobcenterofwisconsin.com		0	N
3	Portal Wisconsin	portalwisconsin.org		0	N
4	NFCB	https://nfcbof.org		0	N
5	NFCB Listserve		listserv@nfcbof.org	0	N
6	Wisconsin Broadcasters Association	wi-broadcasters.org		2	Y
7	Urban League of Madison		jobs@ulgm.org	0	N
8	Hmong Association		webmaster@hmongmadison.com	0	N
9	National Lesbian & Gay Journalists Association		jobboard@nlgja.org	0	N

10	Out Professional and Executive Network		info@openmadison.org	0	N
11	UW Journalism School		advising@journalism.wisc.edu	0	N
12	Our Lives Magazine	www.ourlivesmagazine.com		0	N
13	UW School of Journalism and Mass Communication (website)	https://journalism.wisc.edu/careers/job-listings/post-a-job-to-our-website/		0	N
14	Indeed.com	https://indeed.com		0	N
15	Jobs That Help	jobsthathelp.com		0	N
16	Community Shares Wisconsin		jyoung@communityshares.com	0	N
17	WORT web site	https://www.wortfm.org		2	Y
18	WORT Over The Air Promotion		wort@wortfm.org	0	N
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