

# **Back Porch Radio Broadcasting 2024 Annual Report**

Back Porch Radio Broadcasting Inc (dba WORT 89.9 FM) is a non-profit, listener-sponsored, volunteer-driven community radio station broadcasting from Madison, WI to the South-Central Wisconsin area.

Our mission is to provide an alternative to commercial and public radio by offering music, news, and talk not covered by other broadcast media and to afford opportunities for those groups not traditionally represented in broadcast media.

Our terrestrial signal extends approximately 50 miles in most directions from our Madison tower. A contemporaneous online stream (as well as archives of past shows) is available at [wortfm.org](http://wortfm.org).

We broadcast 24 hours a day, 7 days a week, 365 days a year. All on-air hosts, engineers and reporters are volunteers (approximately 300 per week), assisted by 7 full-time and 5 part-time staff.

WORT is a 501(c)3. It is a non-profit recognized by both the State of Wisconsin and the United States Government. Our federal tax ID/employee identification number (EIN) is 23-7328965.

All financial information, including Audited Financial Statements, IRS 990 Filings, and Center for Public Broadcasting Annual Financial Reports going back at least 9 years, is available on our website at [wortfm.org/about/legal-and-financial-information/](http://wortfm.org/about/legal-and-financial-information/).

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## **2024 Full Time Staff**

The full-time staff is organized as a collective that operates under written policies established by the Board. The staff collective oversees the day-to-day operations of the station.

Sybil Augustine Music Director  
Doug Holtz Business and Event Development ,Director  
Adrienne Ranney Volunteer Coordinator  
Chali Pittman News and Public Affairs Director  
Aaron Scholz Production Director  
Susan Sheldon Donor Relations Director  
Thom Jones Technology/Facilities Director

## **2024 WORT Board of Directors**

The WORT Board of Directors sets WORT's overall goals, priorities, and policies regarding the facility, equipment, committees, staff, volunteers, and programming of WORT. The Board also manages the business, finances, and properties of WORT. The following listing reflects the board members who served in 2024.

Stuart Levitan

President

Tanya Graham

Vice President

Laura Gutknecht

Treasurer

Daniel Graupner

Secretary

Jessica LaPointe

Member at Large

Julia McAnly

Member at Large

Nicole Allee

Member at Large

Doug Holtz

Staff Representative

Jeff Spitzer-Resnick

Member at Large

Phil Rhein

Member at Large

## **WORT Mission Statement**

WORT is a non-commercial, listener-sponsored, member-controlled community radio station broadcasting to South-Central Wisconsin and maintaining an active Internet presence. WORT programming shall respect all peoples and their environments, and shall serve a broad spectrum of the community by:

- (i) Providing a forum for both the discussion of public issues, and the expansion of musical and cultural experience, in order to promote greater communication, education, entertainment, and understanding.
- (ii) Facilitating community expression and providing community access to share music, culture, news, and information.
- (iii) Challenging the cultural and intellectual assumptions of our listeners through unique and diverse programming.
- (iv) Including audiences and programmers under-represented by other media.

## **2024 Finances**

### **Expenses**

#### Program Services

Programming and Production           \$345,100

Broadcasting                               \$159,203

Programming Info & Promotion           \$65,950

Total Program Services	\$570,253
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Supporting Activities

Management and General	\$177,363
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Fundraising (Individuals)	\$135,910
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Fundraising (Business)	\$104,801
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Total Supporting Services	\$417,874
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Total Expenses	\$988,127
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**Income**

Listener Donations	\$727,497	(76%)
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Underwriting	\$40,542	(4%)
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Events	\$59,964	(6%)
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CPB Grant	\$113,523	(12%)
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Donated Materials & Services	\$8,202	(1%)
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Interest	\$5,285	(0.6%)
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Other	\$3,116	(0.4%)
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Total Income	\$958,129
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Donations From Individuals

Automatic Monthly Donations (Evergreen)	\$207,545
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Bequests	\$0
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Car Donations	\$32,330
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CSW	\$18,100
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Direct Mail	\$44,620
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Donor Restricted Funds	\$20,700
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Employee Matching	\$2,220
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Event Donations	\$387
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In Honor/ In Memory	\$4,765
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In Kind Donations	\$2635
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IRA Distribution	\$79,390
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Major Donor	\$50,970
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Miscellaneous	\$20,870
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On-Air Fundraising Drives	\$223,270
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Sales to Volunteers of Leftover TY Gifts	\$695
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	\$727,497
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Business & Event Income

Underwriting	\$40,542
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Events	\$59,964
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CPB Grant	\$113,523
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Donated Materials & Services	\$8,202
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	\$222,231
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Administrative Income

Interest	\$5,285
Other	\$3,116
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	\$8,401
 Total Income	 \$969,164

### **Reserves**

WORT finished 2024 with 5 ½ months of operating reserves.

### **Our Donors**

In 2024, WORT added 430 new donors (12% of total 2024 donors). 70% of the donors who gave in 2023 gave again in 2024. 90% of the donors who gave in either 2022 or 2023 gave again in 2024. This is twice as many as the national average for non-profits.

### **Building Maintenance Fund**

Estimates of building exterior repair or replacement needed in the near future:

\$80,000 for a new roof

\$10,,000 for new windows

\$20,000 to prep and paint the building

\$6000 to repack the elevator

\$2000 to replace and relocate gutters.

\$500 to tuckpoint our chimney.

Total = \$118,500 in estimated repairs.

At the end of 2024, donors had provided \$46,000 in restricted funds for the Building Maintenance Fund with construction set to begin in 2025.