

# New BOD Application from | Leeza Foley

1 message

## Background

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

I am a strong supporter of local media and community-based programming and have followed WORT's role as an independent voice in Madison. I value stations that prioritize authentic community connection, diverse perspectives, local arts, and accessible information. My professional background in promotions, events, and audience engagement has also given me an appreciation for radio and live media to bring people together.

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

I have been actively involved in the Madison community through professional event work, volunteerism, and community engagement. I have supported local events, festivals, tailgates, and live promotional activations throughout the Madison area. I have also volunteered with organizations such as The Leukemia & Lymphoma Society's Light the Night event and Ironman Madison. My work has consistently centered around creating positive experiences, building connections, and supporting community participation.

## Ideas

**What are your goals for WORT?**

My goals for WORT would be to help strengthen community engagement, grow awareness among younger and more diverse audiences, support sustainable fundraising efforts, and continue preserving WORT's identity as an independent community voice. I would also like to support operational efficiency behind the scenes so staff and volunteers can focus on delivering strong programming and outreach.

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

WORT's major responsibilities include providing independent and trustworthy media, amplifying underrepresented voices, supporting local music and arts, offering educational and culturally relevant programming, and creating a platform where the Madison community feels informed, represented, and connected. Community radio also has an important responsibility to remain accessible and responsive to the people it serves.

**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 be willing to assist with:

- Community outreach and partnership development
- Event planning, logistics, and fundraising events
- Volunteer recruitment and engagement
- Audience growth initiatives and promotional campaigns
- Process improvement and organizational systems
- Sponsorship/member drive support
- Board committee work requiring planning, communication, and accountability
- Administrative support, scheduling, and project coordination

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

I would like to serve on WORT's Board because I value independent community media and believe my professional skills could contribute meaningfully to the station's future success. My background includes managing projects, coordinating events, working with multiple stakeholders, maintaining professionalism under pressure, and improving systems in regulated environments. I would bring strong organization, reliability, and a collaborative mindset while helping WORT continue to grow and serve the Madison community.

**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, I am able to regularly attend Board meetings and commit to active participation.

**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.**

I would be able to commit approximately 5-10 hours per month outside of meetings, with flexibility for special events, fundraising efforts, or committee projects when needed.

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

My professional experience spans event operations, promotions, healthcare quality systems, and community-facing roles. I am detail-oriented, dependable, and comfortable balancing multiple priorities while meeting deadlines. I also enjoy connecting people, supporting mission-driven organizations, and helping create positive experiences for the community. I would be honored to bring that energy and work ethic to WORT.