

# 2010 ANNUAL EEO PUBLIC FILE REPORT

## Back Porch Radio Broadcasting, Inc

Station: WORT-FM  
Community of License: Madison, WI  
Reporting Period: July 22, 2009 – July 21, 2010  
No. of Full-time Employees: 7  
Small Market Exemption: N/A

During the Reporting Period, no full-time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

WORT had a literature table, staffed by the Volunteer & Outreach Coordinator, at each Job Fair.

9/24/09 - UW Volunteer Fair

9/28/09 - Madison Area Technical College  
Volunteer Fair - Truax Campus

10/1/09 - Madison Area Technical College  
Volunteer Fair - Downtown Campus

1/27/10 - Wisconsin Broadcasters' Association  
Job Fair

1/28/10 - Public Service Fair (jobs, internships & volunteering) at UW Madison

*Hosted at least one **job fair**.*

9/15/09 - Volunteer and Outreach Coordinator hosted Volunteer Recruitment Open House at the station

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

In all of the events listed below, WORT 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 these events on-air to the general public during the weeks prior to help inform listeners of them.

9/7/09 - Labor Fest  
9/24/09 - Presentation to Capitol Neighborhoods Inc. organized by WORT's Community Advisory Board  
2/13/10 - WORT Community Advisor Board event at Free Thinkers' Hall in Sauk City (rural outreach)

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Station had 16 interns during this reporting period. 14 from educational institutions, 2 through programs for returning workers.

- News Aid – 20-25 hours per week (Age Advantage, since April 2008, now Greater Wisconsin Agency on Aging Resources)
- Engineering Intern – 15 hours per week (Division of Vocational Rehabilitation, State of Wisconsin Dept. of Workforce Development)
- 6 Interns from University of Wisconsin-Madison
- 1 Intern from University of Wisconsin – Eau Claire
- 7 Interns from Madison Area Technical College

Interns receive credit through their institution of higher education for a fixed number of hours per semester as arranged with their instructor.

We also employ work/study students through the university who receive pay towards their tuition expenses at the UW through the Federal work/study program. This is considered a form of “financial aid” by the University. In this reporting period, we had three work/study employees. The work/study program enables students interested in pursuing a career in broadcasting to work for the station in exchange for financial aid.

*Participated 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).*

In all of the events listed below, WORT 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 these events on-air to the general public during the

weeks prior to help inform listeners of them.

7/25/09 - Atwood Summerfest  
8/8/09 - Johnny Winston Jr. Streetball & Block Party  
8/8/09 - Great Taste of the Midwest  
8/15-16/09 - Wisconsin Capitol Pride  
8/15/09 - Africa Fest  
8/15/09 - Gandy Dancer Festival  
8/16/09 - Triangle Ethnic Fest  
8/29-30/09 - Orton Park Festival  
9/18-19/09 - Forward Music Festival  
9/20/09 - Willy St. Fair  
3/11/10 - Overture After Work  
10/4/09 - NAMI-Dane Walk (National Alliance on Mental Illness)  
1/31/10 - Celebrating Youth  
5/11 & 5/18/10 - Tabling at the East Side Farmers Market at the WilMar Community Center  
6/6/10 - Run WILDD— organized by the Wisconsin Institute for Learning Disabilities and Dyslexia  
6/12-13/10 - Marquette Waterfront Festival  
6/19/10 - Juneteenth Celebration in South Madison  
6/19/10 - Madison Blues Society Picnic  
7/9-11/10 - Fete de Marquette

*Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.*

Volunteer and Outreach Coordinator together with News Director presented on career opportunities for students in Community Radio Broadcasting and other Media including the field of Public Relations & Marketing.

8/20/09 - Tour - Creative Learning Center  
11/6/09 - Presentation to UW class (Sustainable & Socially Just Consumption)  
1/27/10 - Student Organization Advisor Orientation at UW Madison  
4/27/10 - Madison Area Technical College Internship Class

*Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of*

When WORT has full-time openings, it lists them with Wisconsin Broadcasters Association, the CPB's "Job's in Public Radio," the NFCB and Grassroots Radio & Pacifica listservs.

women and minorities.

*Provided **training** to **management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

10/1/09 - WORT Outreach Summit to define goals and agendas for outreach and recruitment - including presentations by Public Relations, Outreach and Marketing Committee(PROM); Community Advisory Board (CAB); Events Committee; Fund Raising Committee; and Diversity Work Group.

11/11/09 - WORT Diversity Group meeting - The Station maintains a "Diversity Work Group" which addresses issues of increasing diversity in WORT's staffing and governance. They gather data and make recommendations for outreach to diverse communities.

*Provided **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.*

Volunteer and Outreach Coordinator presented on career opportunities for youth in Community Radio Broadcasting.

9/23/09 - Community Shares of Wisconsin Annual Campaign Kickoff and Celebration  
4/22/10 - Community Volunteer Awards, United Way of Dane County

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

Volunteer and Outreach Coordinator hosted:

6/22/10 - Tours for two groups of teenagers attending the Wisconsin 4-H and Youth Conference on the UW-Madison Campus  
7/7/10 - Tour for 13-16 year olds in the Neighborhood Intervention Program