

2011 ANNUAL EEO PUBLIC FILE REPORT

Back Porch Radio Broadcasting, Inc

Station: WORT-FM
Community of License: Madison, WI
Reporting Period: July 22, 2010 – July 21, 2011
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.
9/23/10 – University of Wisconsin Volunteer Fair
9/27/10 - Madison Area Technical College Volunteer Fair - Downtown Campus
9/28/10 - Madison Area Technical College Volunteer Fair - Truax Campus
1/26/11 – Wisconsin Broadcasters Assn job fair
1/26/11 - University of Wisconsin Student Organization Fair, Kohl Center
1/27/11 - Public Service Fair (jobs, internships & volunteering) at UW Madison
4/12-13/11 – Madison College Volunteer Fair – Downtown and Truax campuses.

*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.

9/6/10 - Labor Fest

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

Station had 14 interns during this reporting period. 13 from educational institutions, 1 through a program for returning workers.

- News Aid – 20-25 hours per week (Age Advantage, since April 2008, now Greater Wisconsin Agency on Aging Resources)
- 6 Interns from University of Wisconsin-Madison
- 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.

- 7/31/10 - Atwood Summerfest
- 7/31/10 - Johnny Winston Jr. Block Party
- 8/14/10 - Great Taste of the Midwest
- 8/20-22/10 - Wisconsin Capitol Pride
- 8/21/10 - Africa Fest
- 8/21/10 - Gandy Dancer Festival
- 8/15/10 - Triangle Ethnic Fest
- 8/28-29/10 - Orton Park Festival
- 8/29/10 – Black-Latino Unity Cookout
- 9/26/10 - Willy St. Fair
- 10/3/10 - NAMI-Dane Walk (National Alliance)

on Mental Illness)
1/30/11 - Celebrating Youth
6/12-13/11 - Marquette Waterfront Festival
6/18/11 - Juneteenth Celebration in South
Madison
6/18/11 - Madison Blues Society Picnic
7/7-10/10 - Fete de Marquette

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

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

11/15/10 – University of Wisconsin Curriculum and Instruction Social Methods class tour.
1/28/11 – Globe University - Music Business student tour.
4/28/11 – Edgewood College – Radio Production class student tour.
5/19/11 – Tour for staff of Morgridge Center for Public Service at the University of Wisconsin.

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

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.

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

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.

9/27/10 and 1/11/11 - WORT Diversity Group meetings

Station created ad-hoc committee to review its AA/EEO policy documents.

10/11/10, 11/22/10 & 12/6/10 committee meetings.

*Provided **training** to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to*

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

better refer job candidates for broadcast positions.

10/14/10 – Community Shares of Wisconsin Campaign Kickoff and Celebration.

*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:

2/21/11 – Two tours of Tiger Scouts from Franklin & Randall schools in Madison and Arena, WI.

6/28/11 - Tours for two groups of teenagers attending the Wisconsin 4-H and Youth Conference on the UW-Madison Campus

7/18 + 20/11 – Two tours for 13-16 year olds in the Neighborhood Intervention Program