

EEO Narrative
Back Porch Broadcasting, Inc.

Back Porch Broadcasting, Inc. (“Back Porch”), licensee of WORT(FM), achieves broad and inclusive outreach by recruiting widely for vacancies and by engaging in a variety of outreach and recruitment activities. Among the recruitment sources Back Porch uses are: National Federation of Community Broadcasters, Alliance for Women in Media, National Lesbian and Gay Journalists, Isthmus Newspaper, Urban League of Madison, Indeed.com, the University of Wisconsin School of Journalism and Mass Communication, and our website and social media accounts.

Each year, station personnel participate in numerous job fairs hosted by colleges and universities in the region throughout the year, including the University of Wisconsin, Madison Public Service Fair and the Madison College, Truax Campus Volunteer Fair. Back Porch also hosts multiple volunteer open houses at the station and co-sponsors a job fair with the Wisconsin Broadcasters Association, where station staff and management attend and recruit, and the station promotes the event through on-air announcements and on social media. WORT staff have also distributed literature and information on volunteer and career opportunities in community radio at tables at events organized by community groups, including: Pride Rally organized by Outreach, Inc., South Central Wisconsin’s LGBT Community Center; Labor Fest, Madison, organized by the South Central Federation of Labor; Madison Non-Profit Day Conference; World Radio Day at the Victory Café; Record Riot Art In (Madison); the Orton Park Festival; and at programs presented by Dane County Administrators of Volunteer Services.

Through its internship program and robust volunteer opportunities, Back Porch provides numerous opportunities for students and members of the community to acquire skills needed for broadcast employment. Each year, the station has hosted several college, high school, and post-high school interns, who learn on-the-job skills in broadcasting. WORT is also the work site for Retired Senior Volunteer Program (RSVP) volunteers and a weekly disabled volunteer placed through Community Work Services.

Back Porch is committed to training volunteers and staff in relevant and necessary skills for those working in community and public radio and television. In addition to the station hosting pledge rapping workshops that provide training for on-air fundraising skills, WORT’s News Director has provided multiple one-on-one trainings to approximately 25 volunteers and staff on different topics. These include: reporting ethics recording, audio editing using Adobe Audition, how to structure a feature story and produce an entire show, and Sound Board Engineer skills.

All station staff and board members complete yearly training on avoiding workplace sexual harassment provided by the Corporation for Public Broadcasting.