

## **SUMMARY FY2016 ANNUAL REPORT FOR BACK PORCH RADIO BROADCASTING, INC.**

**WORT 89.9FM - 118 S Bedford St, Madison WI 53703-2626**

**(608) 256-2001; [www.wortfm.org](http://www.wortfm.org) This report is made available on our website at <https://www.wortfm.org/about/legal-and-financial-information/>**

**WORT 89.9FM** offers radio access to South Central Wisconsin. Community members have the opportunity to be heard on the **WORT** airwaves and the station offers programming that is not available from other stations in the listening area. This unique programming appeals to **WORT's** over 30,000 listeners by offering folk, jazz, rock, blues, hip hop, soul, experimental, gospel, international, women's, and classical music. The music heard on **WORT** is complemented by our volunteer-produced news and public affairs programs that provide a multitude of perspectives unusual in the mainstream media.

**WORT** is the only radio station in the area to provide grassroots coverage of local elections, including *all* of the candidates and their issues. **WORT** also airs speeches by local activists at community events, and—more than any other media outlet—offers a forum where non-profit groups can promote their causes and activities to a listening audience known for its concern and participation. All of this provides access to information unavailable in other media.

In Jan 2003, “*En Nuestro Patio*,” **WORT's** volunteer-produced weekly Spanish-language news show expanded to a full hour (6-7 pm Tuesdays) in order to be able to better cover news and cultural events of interest to the rapidly expanding Latino/a population of southcentral Wisconsin. *En Nuestro Patio* began as a 7-minute feature on In Our Backyard in 2001, becoming a half-hour weekly show in 2002. **WORT** again aired Madison's only bilingual election coverage in November of 2006. The station also added a new Spanish language music program call “*Rock en Espanol*” to the evening line-up. Special programming in FY2012 included extensive coverage of national and local elections as well the Democratic and Republican National Conventions. **WORT** also received a Special Merit Award in 2011 from the Wisconsin Broadcasters Association for its coverage of State news. In 2016, **WORT** won three journalism awards from the Milwaukee Press Club; first and third place in the feature story category, and first place in the breaking news category.

In addition to radio programming—including numerous collectively-produced local programs—**WORT** annually produces concerts and sponsors musical stages at several neighborhood festivals, including remote broadcasts. **WORT** prides itself on the diversity of music offerings, and these are an example of **WORT's** mission to expand the musical and cultural experiences available to our community. At the Willy Street Fair, **WORT** again presented a New Music stage to introduce the audience to local up-and-coming musicians. Best of all, **WORT** held the nineteenth annual **WORT** Block Party in May of 2016 with an eclectic lineup for the entire family.

After being voted for the twenty-first time as “Madison's Favorite Radio Station” by the local weekly *ISTHMUS*, **WORT** celebrated its fortieth anniversary in the year 2015 with a special concert at the High Noon Saloon. In December 2005, both the County Board and the Mayor recognized **WORT** with proclamations, recognizing the station's contributions to Madison and Dane County.

**WORT's** active volunteer base, over 300 people from all walks of life, run the programming of the station. Our volunteers are energetic and knowledgeable, often experts in their fields. In FY2016, the station also had over 3,600 listener-sponsors who donated money, goods, and services to keep the station running.

These listener-sponsors are an active part of the **WORT** programming. **WORT** encourages — and receives — a plethora of comments from the listenership and posts these comments in a log for volunteers to consider as they prepare their programs.

**WORT** provided training for dozens of community members in FY2016: new volunteers were offered mentoring in engineering, news writing and interviewing, program production, and on-air vocal techniques. Volunteers and trainees of all ages are afforded hands-on experience and numerous opportunities for challenge, responsibility, and growth. **WORT** volunteers are able to carry this experience to other aspects of their lives and to careers in media. **WORT** also offers summer internships for high-school and college age students through AVID/TOPS and the Simpson St. Free Press.

Volunteers are central to **WORT's** functions in both economy and principle. Only five full-time and nine part-time paid staffers maintain the day-to-day operations of the station and facilitate volunteers in creating their own radio programming. **WORT** is governed by a eleven-member elected Board of Directors who set policy and guide the long-term vision of the station. An active Community Advisory Board of listeners keeps the station in close touch with the needs of the listening audience.

**WORT** is funded through listener-sponsor contributions (\$467,732 in FY2016), business underwriting (\$55,535), fundraising benefits and special events (\$51,315), funding from the Corporation for Public Broadcasting (\$89,043), and donated goods and services valued at \$10,165 (which does not include volunteer hours, CDs for the record library, or premiums). All revenue is used for the station's operation: basic operating expenses, equipment repair and upgrade, and purchase of basic supplies.

The station also began full-time webstreaming in February of 2006, and HD digital broadcasting in July of 2005. In 2008, we began to launch an HD2 channel and purchased new mixing boards for the studios thanks to a generous Federal grant. In early 2010 we renovated the Newsroom and News production facilities, and in 2011 we purchased new equipment to allow for easier and better remote broadcasting from community events. We also launched a totally redesigned website in 2015, offering visitors more interactive components. In FY 2016, **WORT** created new opportunities for people to share their knowledge with the **WORT** community through 13 different podcasts. **WORT** podcasts are available on a variety of platforms

In FY2013-2014, the station undertook an extensive long-range planning process with significant public input. Plans and initiatives from that process are now being scheduled for implementation. The station hired several part-time assistants to help accomplish all of the new goals and objectives emerging from the long-range plan.

As **WORT** goes into its fourth decade with improvements in equipment, including better remote-broadcast capabilities for covering live events, a brand new broadcast antenna, an HD transmitter, an exciting influx of new, energetic volunteers, and other technological advances, we look forward to an even greater variety of quality informational and cultural programming and increased community access in 2017.