

BACK PORCH RADIO BROADCASTING, INC.

WORT 89.9 FM



118 SOUTH BEDFORD STREET
MADISON, WI 53703

(608) 256-2001

www.wort-fm.org

Getting The Word Out About Your Non-Profit or Community Organization and Events

Here are a few ideas for no-cost ways that WORT can help you get out the word about your organization and events.

(Note: Please remember that the content of all on-air offerings is determined by the volunteers who produce those programs. Staff members pass on information, but do not determine program content.)

The Insurgent Radio Kiosk

Weekdays at 5am, 6:30am, 9am and 2pm

The Insurgent Radio Kiosk is a five minute segment that includes a two-minute commentary, the day-in-history, and a calendar of free and low-cost community events. Event announcements are generally run on the day of the event or on Friday for the Weekend Action Calendar. For on-going announcements or events requiring pre-registration, send in the announcement well in advance of your deadline and ask the Kiosk producers to include this item as often as time allows.

Kiosk Announcements

Prepare a two or three sentence description with all of the essential details - name of sponsoring organization, time, place, contact person, phone number, and ticket cost, if any. (Prices will *not* be mentioned, but to be included, the cost must be under \$20.)

Since the Kiosk has only one minute for announcements each day, it is not always possible to include every announcement that is submitted. Announcements are included in the Kiosk at the discretion of the volunteer producer.

Send announcements at least one week in advance to: WORT, Attn: The Kiosk, 118 S. Bedford St., Madison, WI 53703. You can also email announcements to <kioskevent@wort-fm.org>.

Kiosk commentaries

Prepare a commentary to highlight an issue and inform listeners how to get involved. Since WORT is licensed as a non-commercial station, we cannot air commentaries that promote for-profit businesses or commentaries that sound commercial. **Practice reading the commentary so that it can be read in an unhurried manner in less than two minutes.** To arrange for recording your commentary, leave a message by phone (256-2001) or email (kioskevent@wort-fm.org). We'll schedule your recording session for one of two weekly production times - **Sunday at noon or Wednesday at 7pm.**

Mail or Drop off Fliers

A lot of people pass through our station, and we have a free literature area. Mail or bring as many copies as you would like us to distribute. *Station resources do not allow us to copy your announcements!* (Be sure to include a contact name and phone number on all materials.)

If you mail your flyers, in the upper right hand corner of each sheet mark the specific mailbox or bulletin board that you want the flier to be distributed to. **Mail to:** WORT, 118 S. Bedford St., Madison, WI 53703.

(For information about having announcements read on specific WORT shows, see the attached sheet: AWhere Does Your Event Announcement Belong?@)

Public Service Announcements

As an expression of WORT's commitment to public service, the station airs public service announcements (PSAs). We do **NOT** air pre-recorded PSAs.

To be considered a PSA, the events must be sponsored by a nonprofit, tax exempt organization or a community group. Announcements should be submitted to the PSA mailbox at least ten days in advance of the event. WORT policy does not permit volunteers to add or remove PSAs from the notebook or to accept PSAs over the phone. **(For information about writing and submitting PSAs, see the attached sheet: "WORT Public Service Announcements") Please do NOT submit PSAs via email. Station resources do not allow us to print them all.**

Pitch a guest or story idea

If you have a story idea or would like to come on to one of our shows, please send a **BRIEF** pitch via email to the News Facilitator at newsfac@wort-fm.org.

If you need information about which show(s) would be most appropriate for your guest or story idea, see **"Where Does Your Announcement Belong?"** below

Promotional Exchanges

Music, news, and public affairs events in the community that are in line with WORT's mission may be eligible for promotional exchanges. In a typical promotional exchange, WORT airs a pre-recorded announcement of the event about 20 times in the week or two leading up to the event. In exchange, WORT's logo is included on all posters and tickets for the event; WORT is allowed to display a banner at the event; WORT is provided a table or space to distribute station materials; and WORT's sponsorship of the event is announced at the event. In some cases, WORT may also be offered space for an ad in a program booklet. WORT also receives several free pairs of tickets to the event, typically five pairs for on-air giveaway and three pairs for station staff and volunteers.

Promotional Exchanges are undertaken at the discretion of the staff. WORT cannot do more than a few of these at any given time.

If you are interested in a promotional exchange for a music event, email musicdir@wort-fm.org or ask for Sybil at 256-2001. For promotional exchanges for news and public affairs

events, email <newsfac@wort-fm.org> or ask for Nathan at 256-2001.

(For more information about promotional exchanges, see the attached sheet: “WORT Promotional Exchange Terms”.)

Host an Access Hour

Each Monday from 7-8pm, a different community group or individual hosts a show. Assistance is provided with recording a promotional announcement to be aired the week prior to the show and with sound board engineering the night of the show. *In order to keep the show accessible, any individual or group is limited to one show per year.* The Access Hour is often booked many months in advance. To sign up to host an Access Hour show, call Nathan Moore at 256-2001 or email: <accesshour@yahoo.com>.

Underwriting at WORT

The above are the no-cost avenues for getting your announcement out. Again, they are included based upon volunteer programmers' discretion and time availability. If you'd like to **guarantee** promotion of your event and financially support WORT Community Radio at the same time, you may want to consider our paid underwriting options.

WORT has underwriting packages for all budgets that will meet your needs and target the specific communities you want to reach.

Your original underwriting message piques the interest of WORT's listeners while telling them about your business, all in twenty seconds or less. WORT plays no more than three underwriting messages per hour, so yours won't be lost in the shuffle. **You** help create the messages and choose the programs that you underwrite. Reach listeners throughout south-central Wisconsin **B** from Whitewater to Wisconsin Dells, from Beaver Dam to northernmost Illinois **B** an area home to more than 500,000 people. Gain exposure for your business, while simultaneously supporting non-commercial, alternative radio.

Interested? Contact Business Development Director Raechel Pundsack at 256-2001 or <busdev@wort-fm.org>.

Where Does Your Event Announcement Belong?

General Announcements:

Eight O'clock Buzz (Monday-Friday), A Public Affair (Monday-Friday), In Our Back Yard, PSA Notebook, Community Events bulletin board. (*Note: for the Buzz and APA, you must supply a separate copy of the announcement for each day's show*)

For Music announcements and events:

Include one copy for each genre of music included in the event (e.g. classical, folk/international, jazz, blues, rock, experimental). Additional copies may be included for the Music Director, individual programmers and the Music Events bulletin board.

For announcements and events of interest to...

The African-American community:

Best of Gospel
Tuesday 8 O'clock Buzz (host: Stan Woodard)
Wednesday 8 O'clock Buzz - last Wednesday
of each month (host: Peaches Lacey)
Dusties Storm
PanAfrica
Cipher Zone
Universal Soul Explosion
After Hours

***The Lesbian/Gay/Bi-sexual/
Transgender/Questioning communities:***
Queery

The Spanish-speaking/Latino community:

En Nuestro Patio
Rock en Español
Los Madrugadores
Thursday 8 O'clock Buzz (host: Tony Castañeda)
La Junta

The Hmong community:

Hmong Radio

Women:

Her Turn
Her Infinite Variety
Other Voices

Announcements relating to...

Literary & Spoken Word:

Radio Literature

Labor:

Labor Radio

Developing World news and issues:

Third World View
A Public Affair

Arab-American issues:

Salamat

Science:

Perpetual Notion Machine

Health Policy:

Health Writers On The Air

Local news and issues:

In Our Backyard
A Public Affair

WORT Public Service Announcements

Submission Guidelines

B Events must be sponsored by a non-profit or community organization.

B Announcements need to be received at least ten days prior to the event.

Format

Please try to incorporate the following suggestions into your announcement. It helps us a lot. (And you, too!)

B Type your announcements, double-spaced, on 8.5 x 11" paper.

B Use a separate page for each event, if it's a series of events.

B Make the announcements about thirty seconds in length to read (8-10 typed lines).

B Include the sponsoring organization's name at the top of the page.

B Include the basic information - who, what, where, when - and if time, why.

B Use specific dates instead of phrases like, **A**Next Friday...**@**

B Use the third person voice. (Not **A**We are having...**@** or **A**Come to our...**@**)

B Do not specify the price of the event or service. WORT cannot mention prices on the air.

Procedure

Mail or drop off announcements as far in advance as possible (minimum ten days prior).

Unfortunately, station resources do not allow us to print PSAs received by email or fax. Send to:

Public Service Director
WORT-FM
118 S. Bedford St.
Madison, WI 53703

Again, please do *not* email PSA announcements. WORT reserves the right to edit all announcements for length, legality, grammar, and suitability. Unfortunately, we cannot guarantee that all announcements will be aired.