

EEO Public File Report - 2022
Western New York Public Broadcasting Association
Buffalo Toronto Public Media
(WNED-DT, WNED-FM, WNJA, WBFO, WOLN, WUBJ)
February 1, 2021 – January 27, 2022

This EEO Public File Report is filed in WNY Public Broadcasting Association’s (Buffalo Toronto Public Media) public inspection file pursuant to Section 73.2080 of the Federal Communications Commission’s (FCC) rules.

The following full-time vacancies were filled for the period February 1, 2021 through January 27, 2022:

Vacancy Number	Full Time Vacancy
1.	Reporter
2.	Fundraising & Special Projects Producer
3.	Accountant
4.	Social Media Coordinator
5.	Human Resources Coordinator
6.	Managing Editor
7.	Post Production Editor/Producer
8.	Membership Associate
9.	President and Chief Executive Officer

WNY Public Broadcasting Association’s (Buffalo Toronto Public Media) provides notification of each vacancy to any organization that distributes information about employment opportunities to job seekers or refers job seekers to employers if the organization requests notification. No organizations have specifically requested notice of such vacancies.

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy.
- The recruitment source that referred the person hired for each full-time vacancy.
- The total number of persons interviewed for each full-time vacancy.
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of Supplemental Outreach Initiatives completed for the period February 1, 2021 through January 27, 2022.

Attachment A

	Full Time Position	Total No of Interviewees	Recruiting Source of Hire	Recruiting Source of Interviewees
1	Reporter	8	Former Intern	Internship (2); website (3); Internal candidate (1); Employee Referral (1); Indeed (1)
2	Fundraising & Special Projects Producer	17	Former Intern	Internship (1); Internal candidate (1); website (5); Indeed (9); Employee Referral (1)
3	Accountant	4	Indeed	Indeed (4)
4	Social Media Coordinator	4	Indeed	Indeed (3); Employee Referral (1);
5	Human Resources Coordinator	16	LinkedIn	LinkedIn (8); Indeed (5); website (3)
6	Managing Editor	7	Networking Referral	LinkedIn (2); Indeed (1); Internal Candidate (1); Website (2); Networking Referral (1)
7	Post Production Editor/Producer	7	Facebook job posting	Facebook (2); Indeed (3); LinkedIn (1); website (1)
8	Membership Associate	5	Previous applicant	Previous applicant (1); Indeed (4)
9	President and Chief Executive Officer	9	Search Firm/Search Committee – Press Coverage/Referral	Search Firm/Search Committee conducted outreach to public media outlets/individual candidates with an intentional focus on BIPOC & females. 7 candidates were from public broadcasting system; 2 were from commercial broadcasting

RECRUITING SOURCES

	Recruiting Source	Online Address	Vacancy Posted
Professional Recruit			
	Indeed	www.indeed.com	1-8
	Corporation Public Broadcasting	www.cpb.org	1-8
	The Non Profit Network	http://www.thenonprofitnetwork.org	1-8
	Linked In	www.linkedin.com	1-8
	NYS Broadcasters Association	www.nysbroadcasters.org	7, 8
	NETA – National Education Telecommunication Association	http://www.netaonline.org/	1-8
	NYS Job Bank	https://newyork.us.jobs/	1-8
	PMBA – Public Media Business Assoc.	http://www.pmbaonline.org/IndustryJobs	1-8
Local Organizations			
	Assoc. of Fundraising Professionals, WNY	https://community.afpglobal.org/afpwny/career	2
	Say Yes Buffalo		1-8
	SUNY at Buffalo -Veteran Affairs	dryan@buffalo.edu	1-8
	WNY Job Bank	http://www.wnyjobs.com/	1-8
	WNYACC (Colleges) Blasts post to all local colleges	www.wnyacc.org	1-8
	University at Buffalo	Buffalo.edu	1-8
	Public Media Workforce Collaborative (Cleveland, Detroit and Pittsburgh PBS stations)	Internal job posting	1-8
	Current publication	https://jobs.Current.org/	9
	Buffalo Toronto Public Media intranet	Internal job posting	1-8
	BTPM Website	https://www.wned.org/about/jobs-internships/	1-8
	BTPM Twitter	@WNEDTV @ClassicalWNED @WBFO	1-8
	BTPM Facebook	WNED-TV Classical 94.5 WNED WBFO-FM 88.7	1-8

Attachment B – SUPPLEMENTAL OUTREACH (47 CFR 73.2080 (c) (2))

Outreach	Employee	Activity
47 CFR 73.2080 (c)(2) (i) Participation in Job Fairs	HR Director & HR Coordinator	<ul style="list-style-type: none"> • Craig Newmark Graduate School of Journalism at CUNY Speed Networking Fair – interacted with students and recent graduates in virtual interview process • <i>Current's</i> Public Media Virtual Career Fair – connected with early to mid-career jobseekers • Buffalo Broadcaster's Association Job and Intern Fair – HR Director was a panelist at virtual career fair
47 CFR 73.2080 (c)(2) (iv) Participation in events sponsored by organizations interested in broadcast employment	HR Director	<ul style="list-style-type: none"> • Craig Newmark Graduate School of Journalism at CUNY Speed Networking Fair – interacted with students and recent graduates in virtual interview process • <i>Current's</i> Public Media Virtual Career Fair – connected with early to mid-career jobseekers • Buffalo Broadcaster's Association Job and Intern Fair – HR Director was a panelist at virtual career fair
	Director, WBFO News	<ul style="list-style-type: none"> • Buffalo Association of Black Journalists panelist – Diversification of News Staff and Content
47 CFR 73.2080 (c)(2)(v) Internships	Director, WBFO News	<ul style="list-style-type: none"> • 1 intern from Canisius College majoring in Journalism/English – Fall 2021
	Executive Producer	<ul style="list-style-type: none"> • 3 interns from Buffalo State College majoring in media production – Winter 2021 (1) Fall 2021 (2); 1 intern from University of Notre Dame majoring in film production – Summer 2021
	Social Media Coordinator	<ul style="list-style-type: none"> • 1 intern from Ithaca College majoring in journalism and politics – Spring 2021
47 CFR 73.2080 (c)(2)(vi) Job banks in general	Human Resources Coordinator	<ul style="list-style-type: none"> • Submitted full time and part time vacancies to WNYACC – Western New York Association of College Career Centers • New York State Job Bank - https://newyork.usnlx.com/ • Submitted vacancies to Indeed.com
47 CFR 73.2080 (c)(2)(viii) Training programs designed to enable station personnel to acquire skills to qualify for higher level positions	Chief Operating Officer	<ul style="list-style-type: none"> • Public Media Women in Leadership Conference (August) • Quarterly PTMMG virtual conferences (March, July, Nov) • Various webinars on remote work, the PPP, and PBS DEI GM discussion.
	Senior Director of Corporate Communications	<ul style="list-style-type: none"> • PBS Digital Immersion Advanced Program
	Senior Digital Marketing Coordinator	<ul style="list-style-type: none"> • Full year participation in the Digital Culture Accelerator Program sponsored by the Corporation for Public Broadcasting (CPB) • PBS Digital Immersion Program Scholarship Kickoff
	Art Director	<ul style="list-style-type: none"> • Adobe Max Conference and various Adobe courses throughout the year

Outreach	Employee	Activity
	Assistant VP, Finance	<ul style="list-style-type: none"> PMBA Conference, June 2021 Exempt Organizations Conference, December 2021 Labor & Employment Conference, December 2021
	Senior Accountant	<ul style="list-style-type: none"> Exempt Organizations conference December Not-for-Profit Accounting, Report, Financial Stmts, October 2021
	Director, Human Resources; HR Coordinator	<ul style="list-style-type: none"> Compliance updates on federal and state regulations – Hodgson & Russ, Law Firm COVID compliance and updates – webinars throughout the year – Bond, Schoeneck, and King
	VP of Engineering & Technology	<ul style="list-style-type: none"> NETA Conference – Leading Through Change: Innovation & Diversity
	VP, Membership	<ul style="list-style-type: none"> CPB Digital Culture Accelerator Program, various webinars and speaker series Public Media Development & Marketing Conference American Public Television Virtual Conference PBS Technology Conference
	Membership Manager	<ul style="list-style-type: none"> Public Media Development & Marketing Conference PBS Technology Conference
	Membership Coordinator	<ul style="list-style-type: none"> Public Media Development & Marketing Conference
	Major Gifts Program Coordinator	<ul style="list-style-type: none"> PBS Corporate Support Performance Initiative (CPSI) – participated in Mentor Program and attended various workshops Member of Association of Fundraising Professionals Completed certification course for Major Gifts Fundraisers through Veritus Group Academy
	Corporate Support Account Executives	<ul style="list-style-type: none"> NYS Broadcaster’s Association - Sales Training
	VP of Broadcast Services	<ul style="list-style-type: none"> Public Television Programmer’s Association Annual Conference PBS Tech Conference
	Program Director, Classical	<ul style="list-style-type: none"> PRPD Annual Conference
	Director, Education & Outreach	<ul style="list-style-type: none"> Public Media Workforce Collaborative – Education Peer Group Meetup, Quarterly PBS Kids Value Workshop Series
	Manager, Web and Online Content	<ul style="list-style-type: none"> NPR Digital Best Practices PBS Tech Conference

Outreach	Employee	Activity
47 CFR 73.2080 (c)(2)(ix) Establishment of a mentoring program	Director, Human Resources	<ul style="list-style-type: none"> PMWC – Public Media Workforce Collaborative – working together with Cleveland, Detroit, and Pittsburgh PBS stations, establishing mentorships across the region.
47 CFR 73.2080 (c)(2)(x) Participation in events sponsored by educational institutions related to careers in broadcasting	Human Resources Director	<ul style="list-style-type: none"> Craig Newmark Graduate School of Journalism at CUNY Speed Networking Fair – interacted with students and recent graduates in virtual interview process
	President & CEO	<ul style="list-style-type: none"> Canisius College – speaking engagement with students in the Digital Media Arts program University at Buffalo – speaking engagement with students in Media Studies Program Buffalo State College – speaking engagement with students in Media & Film Production Program
47 CFR 73.2080 (c)(2)(xii) Listing of upper category openings in media trade groups whose members include substantial participation of women and minorities	President & CEO	<ul style="list-style-type: none"> Search Firm & Committee conducted outreach to public media outlets and to individual candidates with an intentional focus to BIPOC and females.
47 CFR 73.2080 (c)(2)(xiv) Provision of training to management regarding methods of ensuring equal employment opportunity and prevention of discrimination	All Staff	<ul style="list-style-type: none"> Workplace Harassment & Discrimination webinar offer by Corporation for Public Broadcasting – ongoing
	Chief Content Officer	<ul style="list-style-type: none"> Buffalo Niagara Partnership – DEI in the Workplace
	New employees	<ul style="list-style-type: none"> New employee orientation, held quarterly – includes our EEO policy and all other organization policies
47 CFR 73.2080 (c)(2)(xv) Training to personnel in broadcast employment opportunities that would enable them to better refer candidates	WBFO Reporter/On Air Host	<ul style="list-style-type: none"> Buffalo Broadcasters Association (BBA): Board Member
47 CFR 73.2080 (c)(2)(xvi) Participation in	Chief Operating Officer	<ul style="list-style-type: none"> Executive Exchange Program – Niagara Partnership, Buffalo Chamber of Commerce – ongoing 2021

Outreach	Employee	Activity
other activities reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates		<ul style="list-style-type: none"> • SHRM – Society of Human Resource Management New York State, Buffalo Chapter • BNHRA – Buffalo Niagara Human Resources Association
	Director, Human Resources	<ul style="list-style-type: none"> • LIFT WNY – Human Resource professional development group • Buffalo Niagara Human Resources Association – Monthly meetings on HR updates and employment opportunities – ongoing 2021 • ATD – Association for Training and Development, Buffalo • SHRM – Society of Human Resource Management New York State, Buffalo chapter
	Director, WBFO News	<ul style="list-style-type: none"> • Collaboration with SUNY Buffalo State, Canisius College, the University at Buffalo, and the Doug Mitchell’s Next Generation Radio Project to promote public media job opportunities to a diverse potential candidate pool
	Chief Content Officer	<ul style="list-style-type: none"> • Canisius College Digital Media Studies – advisor for capstone digital media student project
	Executive Producer	<ul style="list-style-type: none"> • SUNY Buffalo State College – gave lecture to students in the film/media studies program on Advanced Film Production Techniques