

WESTERN NEW YORK PUBLIC BROADCASTING ASSOCIATION DIVERSITY & INCLUSION

2020 ANNUAL REPORT

Reporting Period October 1, 2019 through September 30, 2020

As a demonstration of the Western New York Public Broadcasting Association's (Buffalo Toronto Public Media - BTM) commitment to diversity and inclusion with regard to its workforce, management and boards, the following initiatives have been implemented:

- BTM's commitment to D&I is reflected in our employment policies. Our definition of diversity covers the categories listed in our Equal Employment Opportunity Statement which can be found in our Employee Handbook:

We provide equal opportunity for all applicants, employees, interns and volunteers without regard to sex, race, color, religion, creed, national origin, ancestry, age, marital status, sexual orientation, gender identity or expression, transgender status, gender dysphoria, pregnancy, disability, military or veteran status, predisposing genetic characteristics, status as a victim of domestic violence, or any other status protected by law.

Buffalo Toronto Public Media prohibits unlawful discrimination against qualified employees, interns, applicants and volunteers in all aspects of employment including, recruitment and hiring.

It is important that any question or concern related to discrimination, whether formal or informal, is taken seriously and reported to Human Resources immediately. Employees who believe they have been subjected to conduct that may violate this policy should contact Human Resources. Supervisors are also responsible for immediately reporting a discrimination or retaliation complaint. All complaints will be promptly reviewed and investigated. Employees have an obligation to participate in any investigation. To the extent appropriate, disciplinary action will be taken against any employee violating this policy. No retaliatory action will be taken against any employee utilizing the complaint process under this Handbook.

- BTM celebrates diversity, embraces innovation, values lifelong learning and partners with those who share our passion for public service. Recognizing that this can only be fulfilled by valuing diversity in the community and the workplace, we are strongly committed to increasing the diversity of the station, the content of our programming, and the communities we serve by recruiting individuals of exceptional ability and talent from a broad range of ethnic and academic backgrounds, experiences, cultures, and lifestyles, and are dedicated to the inclusion, retention and advancement of all such individuals. Therefore, BTM annually reviews with employees and the Board of Trustees our written policy and practices that are designed to fulfill Buffalo Toronto Public Media's commitment to diversity and inclusion. (*Attachment A*)

- BTPM is committed to finding professionals from diverse backgrounds for our Board of Trustees, Community Advisory Board, and our Education Services Committee.
 - BTPM’s Board of Trustees has 27 voting members, 37% of whom are women and 26% are minorities. Our Trustees are multi-generational and represent a variety of professional and life experiences.
 - BTPM’s Community Advisory Board has 17 members, 41% of whom are women and 18% are minorities.
 - Education Services Committee has 16 members, 75% of whom are women and 19% are minorities.
- BTPM operates under the Federal Communications Commission’s (FCC’s) Equal Employment Opportunity regulations which are incorporated into BTPM’s search process for every position for which we recruit.

Commission’s EEO rules have three recruitment and outreach prongs:

1. Each Station Employment Unit must widely recruit across its entire community for every full-time job vacancy;
2. Each Station Employment Unit must distribute job notifications to community and recruitment organizations that have requested vacancy announcements; and
3. Each Station Employment Unit must complete at least four supplemental recruitment initiatives in each two-year period.

To comply with the FCC’s EEO rules, open positions are distributed to organizations as well as sites that serve veterans, minorities, persons with disabilities, and state employment agencies.

- Formal annual diversity training for all staff to further institutional effectiveness and enhance the commitment to D&I, BTPM requires completion of compliance training for all employees.
 - Due to COVID mandates/restrictions, our annual interactive Diversity training had to be cancelled. We are rescheduling a virtual training to be held in November 2020.
 - Preventing Discrimination and Harassment training is held in person annually. Due to COVID mandates/restrictions, this year’s training had to be provided virtually, via the webinar provided by CPB NavEx Global.
- Year-round internship program designed to provide undergraduate students meaningful professional-level experience with training and experience related to their academic and/or career goals and further public broadcasting’s commitment to education. The interns come from diverse backgrounds and are placed in a variety of functional areas across BTPM including Journalism, Radio and TV production, Corporate Communications, and Development.
 - In partnership with “Say Yes Buffalo”, BTPM offers two summer internships to underserved youth in the city of Buffalo on our production team and WBFO newsroom.

- Participation in minority or other diversity job and internship fairs
 - Attend job fairs offered by area colleges that provide exposure to a diverse candidate pool. Buffalo State Job Fair on March 2020; Buffalo Broadcasters Association Job Fair in November 2019
- Annual Report posted on the Buffalo Toronto Public Media’s website and made available for public inspection upon request within a reasonable amount of time. (*Attachment B*)

Other Initiatives

- Free virtual community education series on race, “*Let’s Talk About... Race.*” This series features three presentations led by distinguished speakers as they shine a light on how racially-charged issues are covered in media, the importance of African American storytelling, and the devaluation of human beings. Moderated by Francesca B. Mesiah. Mesiah serves as the vice president of the NAACP Buffalo branch, chairperson of the Health Committee, and co-chair of the NAACP NYS Health Committee.
 - Retired University at Buffalo Professor Gary Earl Ross will present “Subconscious Imprinting of Ethnic Imagery in the Valuation and Devaluation of People”. Ross has authored “The Wheel of Desire,” “Shimmerville,” “Blackbird Rising,” “Beneath the Ice,” and the Gideon Rimes mysteries “Nickel City Blues” and “Nickel City Crossfire” (Black Opal Books).
 - Storyteller and retired librarian Sharon Jordan Holley will present “African American Storytelling in Families, Cultural Tradition, and Civil Rights”. Holley as a storyteller, is a founding member of Spin A Storytellers and Tradition Keepers: Black Storytellers of WNY.
 - Buffalo News columnist Rod Watson will present “The Media’s Role in Advancing or Impeding Civil Rights”. Watson in addition to writing a weekly column, Watson serves as urban affairs editor, helping oversee coverage of education, politics, and city government.
- **WBFO RACIAL EQUITY PROJECT** funded by The Community Foundation for Greater Buffalo. WBFO is examining the ways discrimination can leave some residents out of the resurgence – in areas such as education, public safety, housing and the economy. By telling personal stories from across Buffalo, we can spark community discussions and help develop solutions. Reports are on radio broadcasts, Facebook Live events and digital platforms.
 - ***WNY Conversations About Race*** - WBFO NPR is launched a five-part series on race relations — bringing people together to talk about equity, white privilege, systemic racism and diversity.
 - ***Young Men of Color – Changing the Narrative*** - BTM partnered with Say Yes Buffalo and Breaking Barriers for a series of Facebook Live events recently on the topic of changing the narrative for young men of color. Young men from the Breaking Barriers program lead the Facebook Live discussions, taking the opportunity to exercise their youth voices.
 - ***The Working Poor*** - The working poor struggle to afford the basic necessities of housing and food, and they make up almost a third of the population of Erie County. WBFO recently focused on the working poor in a series of reports and a Facebook Live event.

- ***East Lake Meadows: A Public Housing Story by Ken Burns*** – Free screening and moderated discussion held March 5, 2020. Through the stories of former residents, East Lake Meadows gives voice to some of the most marginalized people in our society and raises critical questions about how we, as a nation, have created concentrated poverty and limited housing opportunity for African Americans, and what can be done to address it. Following the screening of the film, WBFO News Director Dave Debo moderated a discussion about the film, public housing, and other race and socioeconomic issues.
- Buffalo Toronto Public Media is producing **Making Buffalo Home**, a two-year long in-depth digital engagement initiative, that aims to help the region develop a better understanding of the shared opportunities and challenges we face together as long-time residents and new immigrants and refugees. Together we'll explore the rich diversity of people who are Making Buffalo Home!

<https://www.wned.org/community/makingbuffalohome/> Here you'll find a series of digital-first videos, details on community conversations and Facebook Live events. We'll highlight food traditions and cultural celebrations, showcase WBFO stories on the subject and explore the larger impact on our community. We'll also be producing WNET PBS television specials and have an ongoing social media presence.

- Human Resources continuing education:
 - Equity and Poverty in the Pandemic - September 24, 2020 - Discussion focused on racial equity community goals and income and wealth inequality in our region. Presenters:
 - Felicia Beard, Racial Equity Roundtable & Racial Equity Community Goals
 - Christy Panagkis, Income and Wealth Inequality in our Region
 - Doris Carbonell-Medina, A Call to Action
 - Employing DE&I in WNY - October 27, 2020 - To better understand where companies are along their D&I journey and what resources are needed, the 2020 WNY D&I Community Assessment was conducted to find out exactly how Western New York companies are approaching diversity and inclusion in the workplace.
 - Public Television Major Market Group - HR Peer Group – Monthly meetings with feature presentations around Diversity, Equity, and Inclusion policies and practices at other PBS stations.

WORKPLACE DIVERSITY AND INCLUSION STATEMENT

Buffalo Toronto Public Media celebrates diversity, embraces innovation, values lifelong learning and partners with those who share our passion for public service. Recognizing that this can only be fulfilled by valuing diversity in the community and the workplace, we are strongly committed to increasing the diversity of the station, the content of our programming, and the communities we serve by recruiting individuals of exceptional ability and talent from a broad range of ethnic and academic backgrounds, experiences, cultures, and lifestyles, and are dedicated to the inclusion, retention and advancement of all such individuals. We are active in our efforts to promote diversity in the media and the community at large, having founded and supported numerous initiatives focused on enhancing diversity. Many Buffalo Toronto Public Media employees are active in groups and organizations – often in leadership positions – that support the inclusion and advancement of individuals of diverse backgrounds.

Buffalo Toronto Public Media is committed to promoting an environment in which differences are respected, unique ideas, perspectives, and contributions of our employees, board members, interns, volunteers, partners and the communities we serve are valued, and employees are treated fairly. These perspectives offered from many different backgrounds not only strengthen Buffalo Toronto Public Media and provide greater innovation and creativity, but enable us to thoughtfully respond to the needs of our stakeholders. Therefore, Buffalo Toronto Public Media's diversity initiatives are applicable, but not limited to, our practices and policies on recruitment and selection of staff and board members, compensation and benefits, talent development, promotions, and the ongoing development of an organizational culture built on the premise of gender and diversity equity that encourages and enforces:

- Respectful communication and cooperation between all employees, board members, interns and volunteers
- Teamwork and collaboration, permitting the representation of all groups and employee perspectives
- Engagement with the communities we serve to promote a greater understanding and respect for diversity and inclusion

Employees have a responsibility to exhibit conduct that reflects inclusion during work and at all company-sponsored events. All employees are also required to attend and complete annual diversity awareness training to enhance their knowledge to fulfill this responsibility. Any employee found to have exhibited any inappropriate conduct or behavior against others may be subject to disciplinary action.

MANAGEMENT COMMITMENT

All members of management are responsible for supporting Buffalo Toronto Public Media's commitment to a diverse workforce and to actively assuring that the diversity plan is implemented.

QUESTIONS AND COMPLAINTS

Employees who believe they have been subjected to any kind of discrimination that conflicts with Buffalo Toronto Public Media's diversity policy and initiatives, or any other status protected by law, should seek assistance from a supervisor or the Director of Human Resources.

Buffalo Toronto Public Media is an Equal Opportunity Employer committed to excellence through diversity and inclusion.

EMPLOYMENT STATISTICS

A. Full-Time Positions Opened & Filled – October 1, 2019 - September 30, 2020

Date Opened	Date Filled	Position	Job Group	Total Interviewed	EEO/Gender	Referral Source
07/05/2019	01/06/2020	Membership Manager	1	28	W/M	OW
07/25/2019	11/04/2019	Membership Payment Coordinator	5	25	B/F	OW
10/01/2019	12/09/2019	Membership Associate	5	31	W/F	OW
02/21/2020	03/13/2020	Major Gifts Coordinator	5	4	W/F	IR
07/09/2020	09/02/2020	Membership Payment Coordinator	5	19	W/M	OW
9/14/2020	10/13/2020	Broadcast and Education Associate	5	9	W/F	OW

Job Group

- 1 – First/Mid-Level Officer
- 2 - Professionals
- 3 - Technicians
- 4 – Sales Workers
- 5 – Administrative Support
- 6 – Craft Workers (skilled)
- 7 – Operatives (semi-skilled)
- 8 – Laborers & Helpers
- 9 – Service Workers

EEO/Gender

- W – White (not Hispanic)
- B – Black/African American
- H – Hispanic/Latino
- A – Asian
- P - Pacific Islander/Native Hawaiian
- I – American Indian/Native Alaskan
- S – Two or More
- U - Unknown

Referral Source

- CR – Campus Recruiting
- ER – Employee Referral
- IN – Intern
- IR – Internal Referral
- FE –Former Employee/Volunteer
- OW –Other Website
- BW – BTPM Website
- SM – Social Media
- SR – System Referral

To comply with the FCC’s EEO requirements and to strive to include at least one qualified diversity candidate in every hiring pool of jobs at all levels of the organization, Buffalo Toronto Public Media distributes every open position to a variety of community-based organizations, as well as sites that serve veterans, minorities, persons with disabilities and state employment agencies, examples include but are not limited to: Buffalo Urban League, Hispanics United, Community Action Organization of Erie County, NAACP, Educational Opportunity Center/Buffalo State, NYSDOL Job Bank and WNYACC (expands BTPM outreach to many community based colleges and universities).

Buffalo Toronto Public Media also takes advantage of job posting sites through the public radio diversity recruitment group, including: Minority Media Telecommunications Council, All Women in Media, National Association of Black Journalist, Diversity.com.

In addition, external job-posting services such as Indeed.com as well as industry job-posting services such as Current and CPB Jobline are utilized when appropriate.

All Buffalo Toronto Public Media job postings contain the statement: “Buffalo Toronto Public Media is an Equal Opportunity Employer committed to excellence through diversity and inclusion.”

B. Buffalo Toronto Public Media Full Time Staff and Intern Diversity Data as of September 30, 2020

A regular examination of external recruiting practices, internal promotion opportunities, pay and seniority practices are done to determine equity and to assure that employees are being hired, promoted and paid in an equitable and fair manner.

	Male		Male		Female		Female		Totals	
	Non-Minority		Minority		Non-Minority		Minority			
	Count	%	Count	%	Count	%	Count	%	Count	%
Headcount	38	47.5%	6	7.5%	31	39%	5	6%	80	100%
	55%				45%				80	100%
Management	12	43%	2	7%	12	43%	2	7%	28	100%
New Hires	4	57%	0	0%	2	29%	1	14%	7	100%
Promotions	0	0	0	0	1	100%	0	0	1	100%
Voluntary Turnover	1	17%	0	0	4	66%	1	17%	6	100%
Interns*	3	25%	1	8%	6	50%	2	17%	12	100%

Notes:

- Minority includes: Black or African American; Indigenous; Asian; Hispanic/Latino(a); Pacific Islander; Two or More Races.
- Management includes those positions that supervise others.

*includes interns for the following semesters: Fall 2019, Spring 2020, Summer 2020, Fall 2020 (interns excluded from total headcount)

BTPM coverage audience (nine county demographic area), figured using July 1, 2019 estimates from US Census Data Quick Facts Database

Race and Origin	Average
Black or African American	5%
American Indian and Alaska Native	1%
Asian	1%
Hispanic or Latino	4%
Native Hawaiian and Other Pacific Islander	0%
Two or More Races	2%
White	87%
87% white, 13% minority	
Gender	
Female	50%
Male	50%