



**WESTERN NEW YORK PUBLIC BROADCASTING ASSOCIATION  
DIVERSITY & INCLUSION INITIATIVE**

**ANNUAL REPORT**

**SEPTEMBER 2019**

As a demonstration of the WNY Public Broadcasting Association's (WNED | WBFO) commitment to diversity and inclusion with regard to its workforce, management and boards, the following initiatives have been implemented:

- Review with employees and the Board of Trustees our written policy and practices that are designed to fulfill WNED | WBFO's commitment to diversity and inclusion. *(Attachment A)*
- Annual Diversity Training for all staff
  - *"Implicit Bias" a mandatory on-site training seminar, delivered by Harden Training Partners, on understanding implicit bias, the consequences and how to minimize bias. – September 2019.*
- Robust internship program designed to provide meaningful professional-level experience in order to reflect the diversity of the community and further public broadcasting's commitment to education
  - *WNED | WBFO partners with "Say Yes Buffalo" to offer internships to underserved youth in the city of Buffalo.*
- Participation in minority or diversity job and internship fairs
  - *Attend job fairs offered by area colleges that provide exposure to a diverse candidate pool.*
- Broadly disseminates job openings on job boards throughout the region and sometimes nation to various groups where diverse candidates are likely to view them.
- Annual Report posted on the WNED | WBFO website and made available for public inspection upon request within a reasonable amount of time. *(Attachment B)*



## WORKPLACE DIVERSITY AND INCLUSION STATEMENT

WNEB | WBFO 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 WNEB | WBFO employees are active in groups and organizations – often in leadership positions – that support the inclusion and advancement of individuals of diverse backgrounds.

WNEB | WBFO 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 WNEB | WBFO and provide greater innovation and creativity, but enable us to thoughtfully respond to the needs of our stakeholders. Therefore, WNEB | WBFO'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 WNEB | WBFO'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 WNEB | WBFO's diversity policy and initiatives, or any other status protected by law, should seek assistance from a supervisor or the Director of Human Resources.

WNEB | WBFO is an Equal Opportunity Employer committed to excellence through diversity and inclusion.



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Following is data in support of actions taken by WNEB | WBFO to satisfy the Corporation for Public Broadcasting's Diversity & Inclusion requirements.

**EMPLOYMENT STATISTICS**

**A. Full-Time Positions Opened & Filled – October 1, 2018 - September 30, 2019**

Date Opened	Date Filled	Position	Job Group	Total Interviewed	EEO/Gender	Referral Source
09/11/2018	11/05/2018	Managing Editor – Special Projects	2	6	B/F	WE
10/05/2018	11/18/2018	Human Resources Coordinator	5	6	W/F	OW
10/19/2018	12/03/2018	Education & Broadcast Coordinator	5	10	W/F	OW
06/02/2018	01/07/2019	Senior Director, TV Production	1	11	H/F	OW
11/01/2018	02/11/2019	Digital Fundraising Analyst	5	17	W/F	OW
12/18/2018	02/11/2019	TV / Radio Operations Technician	3	9	W/M	FE
08/29/2018	02/11/2019	Building Maintenance Technician	8	14	A/M	OW
11/09/2018	03/07/2019	Senior Accountant	5	33	W/F	OW
11/01/2018	03/14/2019	Reporter	2	15	W/F	CR
02/12/2019	04/24/2019	Leadership & Legacy Coordinator	5	9	W/F	OW
03/15/2019	07/24/2019	Reporter	2	11	W/M	SR
04/30/2019	06/07/2019	Membership Associate	5	19	W/F	OW
05/09/2019	10/07/2019	Broadcast Maintenance Engineer	3	18	W/M	OW
08/09/2019	09/24/2019	Building Maintenance Technician	8	13	W/M	OW
08/05/2019	09/25/2019	Digital Marketing Coordinator	5	20	W/F	SM

**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
- WE – WNEB | WBFO Employee
- FE – Former Employee/Volunteer
- OW – Other Website
- WW – WNEB | WBFO 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, WNEB | WBFO 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, including: Buffalo Urban League, Hispanics United, Community Action Organization of Erie County, International Institute, NAACP, Educational Opportunity Center/Buffalo State and NYSDOL Job Bank.

WNED | WBFO 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 and CareerBuilder as well as industry job-posting services such as Current and CPB Jobline are utilized when appropriate.

WNED | WBFO’s internship program this past year included diverse students. These internships provided professional level experiences to college and high school level students in various areas of the organization including Journalism, Radio and TV production, Development, and Communications. List of students available upon request.

All WNED | WBFO job postings contain the statement: “WNED | WBFO is an Equal Opportunity Employer committed to excellence through diversity and inclusion.”

## B. WNED | WBFO Full Time Staff as of September 2019

	Male		Male		Female		Female		Totals	
	Non-Minority		Minority		Non-Minority		Minority		Totals	
	Count	%	Count	%	Count	%	Count	%	Count	%
Headcount	37	48%	6	8%	30	39%	4	5%	77	100%
Management	11	46%	2	8%	9	38%	2	8%	24	100%
	55.8%				44.2%				77	100%

**Notes:**

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