

# 2022 ANNUAL EEO PUBLIC FILE REPORT

## Western New York Public Broadcasting Association Buffalo Toronto Public Media

Station(s): WNED-DT, Buffalo, NY  
WNED-FM, Buffalo, NY  
WNJA, Jamestown, NY  
WBFO, Buffalo, NJ  
WOLN, Olean, NY  
WUBJ, Jamestown, NY

Reporting Period: 2/1/2021 – 1/27/2022

No. of Full-time Employees: More than 10  
Small Market Exemption: NA

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

<i>Participated in at least 4 <b>job fairs</b> by station personnel who have substantial responsibility in making hiring decisions.</i>	3-24-2021 HR Director was panelist for Buffalo Broadcasters Assoc. virtual career fair. 3-26-2021 HR Coord. attended CUNY virtual job fair. 3-31-2021 HR Coord. attended Current.org virtual fair.
<i>Participated in at least 4 <b>events</b> sponsored by <b>organizations</b> representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.</i>	2-24-2021 WBFO News Director panelist for Buffalo Association of Black Journalists event.
<i>Established an <b>internship</b> program designed to assist members of the community to acquire skills needed for broadcast employment.</i>	Hosted 4 interns all unpaid/course credit given: Spring 2021 Social Media, 6 hours/week (Ithaca College) Summer 2021 Production, 12-15 hours/week, (Univ of Notre Dame) Fall 2021 Production, 10 hours/week (SUNY Buffalo State)

Fall 2021 Journalism, 12-15 hours/week; (Canisius College)

*Participated in **job banks, internet programs, and other programs** designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).*

LinkedIn, Twitter, Instagram, Facebook

*Established **training programs** designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

Sr. Dir. Of Corporate Communications - PBS Digital Immersion Advanced Program (various dates)  
Sr. Dir. Of Corporate Communications and Sr. Digital Marketing Coord. – Accelerator Program sponsored by CPB (Jan 2021-Dec 2022)  
Asst. VP of Finance – PMBA Conference (June 2021)  
Asst. VP of Finance – Exempt Organizations Conference (December 2021)  
Accountant – 42 hours of CEUs (various dates)  
Major Gifts Coord. – Veritus Group Academy: Certification Course for Major Gift Fundraisers, in partnership with Greater Public. (Jun-Sept 2021)

*Established a **mentoring program** for station personnel.*

Public Media Workforce Collaborative (PMWC) – cohort of HR leaders from Cleveland, Detroit, Pittsburgh, Buffalo.  
Major Gifts Coord. – PBS Corporate Support Performance Initiative (CSPI) mentor program (10-2021 through 10-2022).

*Participated in at least 4 **events or programs** sponsored by **educational institutions** relating to career opportunities in broadcasting.*

President & CEO – speaking engagements with students/classes at various schools:  
Canisius College – digital media arts program  
University at Buffalo – media studies program  
SUNY Buffalo State – media & film production program  
Executive Director – speaking engagement at SUNY Buffalo State for media & film students on advanced film production techniques.  
Chief Content Officer – Fall 2021 advisor for student capstone project, sponsored by Canisius College Digital Media Studies department.  
Ongoing – WBFO News Director participated in collaboration efforts with SUNY Buffalo State, Canisius College, University at Buffalo and Doug

Mitchell’s Next Generation Radio Project to promote public media job opportunities.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

Buffalo Niagara Partnership (BNP) sponsor – COO involvement in Executive Exchange Program (quarterly meetings).  
2021 Buffalo International Film Festival sponsor.

*Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.*

Developed internal committee – including women board members – for President & CEO search. Selected woman-owned search firm to lead the search with specific focus on BIPOC and women candidates.

*Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.*

May 2021 - Online training course for all staff by CPB/Everfi: Preventing Harassment & Discrimination.  
1-24 to 1-26-2022 - NETA & CPB Virtual Conference attended by VP, Engineering and Technology  
3-11-2021 Chief Content Officer – DEI in the Workplace

*Participated in **other** activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

Participation/membership by HR Dir. in: LIFT WNY – professional development group; Buffalo Niagara HR Association (BNHRA); Association for Training & Development (ATD); Society for HR Management (SHRM)  
Participation/membership by Major Gifts Coord. in Association for Fundraising Professionals Western NY chapter.  
WBFO Asst. News Director and WNEB Radio Host are board members of the Buffalo Broadcasters Association (BBA).  
COO member of Public Media Women in Leadership.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
02/08/2021	Education & Outreach Specialist	indeed.com
02/17/2021	Development Coordinator	indeed.com
03/31/2021	Reporter	internal promotion of intern
05/21/2021	Fundraising & Special Projects Producer	internal promotion of intern

06/14/2021	Accountant	indeed.com
06/21/2021	Social Media Coordinator	indeed.com
08/02/2021	President & CEO	search firm
10/04/2021	Managing Editor	employee referral
10/04/2021	Human Resources Coordinator	linkedin.com
11/15/2021	Membership Associate	previous applicant
01/03/2022	Post Production Editor/Producer	internal referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
indeed.com (all vacancies posted)	40
Corporation for Public Broadcasting (CPB)	0
BTPM social media (Twitter/Facebook)	0
The Non-Profit Network	0
LinkedIn	11
Western New York Association of College Career Centers (WNYACCC)	0
Internal posting/referral	11
Sally M Sterling Executive Search Firm	9
Purple Briefcase – Erie Community College	0
Total Number of Persons Interviewed during the Reporting Period:	71

RECRUITING SOURCES USED

Job Title of Position: Education & Outreach Specialist      Date of Hire: 02/08/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
CPB	N	cpb.org	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Development Coordinator      Date of Hire: 02/17/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
CPB	N	cpb.org	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Reporter

Date of Hire: 03/31/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Fundraising & Special Projects Producer

Date of Hire: 05/21/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
The Non-Profit Network	N	thenonprofitnetwork.org	NA	NA
Purple Briefcase	N	purplebriefcase.com	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Accountant

Date of Hire: 06/14/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
Internal posting	N	140 Lower Terr, Buffalo, NY 14202	Lisa Welling (past Director of HR)	hr@wned.org
CPB	N	cpb.org	NA	NA
WNYACCC	N	wnycollegeconnection.com	NA	NA
The Non-Profit Network	N	thenonprofitnetwork.org	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Social Media Coordinator

Date of Hire: 06/21/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: President & CEO

Date of Hire: 08/02/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Sally M Sterling Executive Search Firm	N	sallymsterlingexecutivesearch.com	Sally Sterling	sallymsterling@outlook.com

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Managing Editor

Date of Hire: 10/04/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
WNYACCC	N	wnycollegeconnection.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Human Resources Coordinator

Date of Hire: 10/04/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
WNYACCC	N	wnycollegeconnection.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Membership Associate

Date of Hire: 11/15/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Post Production Editor/Producer

Date of Hire: 01/03/2022

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Note: Revised after review by counsel in preparation for audit.