

**EEO Public File Report - 2021**  
**Western New York Public Broadcasting Association**  
**Buffalo Toronto Public Media**  
**(WNED-DT, WNED-FM, WNJA, WBFO, WOLN, WUBJ)**  
**February 1, 2020 – January 31, 2021**

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, 2020 through January 31, 2021:

| <b>Vacancy Number</b> | <b>Full Time Vacancy</b>          |
|-----------------------|-----------------------------------|
| 1.                    | Major Gifts Coordinator           |
| 2.                    | Broadcast and Education Associate |
| 3.                    | Membership Payment Coordinator    |

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, 2020 through January 31, 2021.

## Attachment A

|    | Full Time Position                | Total No of Interviewees | Recruiting Source of Hire |
|----|-----------------------------------|--------------------------|---------------------------|
| 1. | Major Gifts Coordinator           | 4                        | Employee Referral         |
| 2. | Broadcast and Education Associate | 9                        | Indeed.com                |
| 3. | Membership Payment Coordinator    | 19                       | Indeed.com                |

### RECRUITING SOURCES

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

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

| <b>Outreach</b>   | <b>Employee</b>                           | <b>Activity</b>  |
|---|---|--|
| 47 CFR 73.2080 (c)(2) (i)<br><b>Participation in Job Fairs</b>  | HR Director & HR Coordinator              | <ul style="list-style-type: none"> <li>WNYACC annual job and internship fair – regional colleges and universities. Attended virtual event.</li> </ul>  |
| 47 CFR 73.2080 (c)(2) (iv)<br><b>Participation in events</b> sponsored by organizations interested in <b>broadcast employment</b>                 |   | Due to COVID no events took place  |
| 47 CFR 73.2080 (c)(2)(v) <b>Internships</b>   | Director, WBFO News                       | <ul style="list-style-type: none"> <li>Average 2 interns per semester from local area colleges &amp; universities majoring in journalism, broadcasting or related field – Spring and Summer 2020</li> </ul>  |
|   | Executive Producer                        | <ul style="list-style-type: none"> <li>Average 2 interns per semester from local area colleges &amp; universities majoring in digital media, broadcasting or related field – Spring, Summer and Fall 2020</li> </ul>   |
|   | Manager, Web and Digital Content          | <ul style="list-style-type: none"> <li>1 intern each summer from local area colleges &amp; universities majoring in digital media</li> </ul>   |
|   | Senior Director, Corporate Communications | <ul style="list-style-type: none"> <li>Average 2 interns per semester from local area colleges &amp; universities majoring in digital media or related field – Spring 2020</li> </ul>  |
| 47 CFR 73.2080 (c)(2)(vi) <b>Job banks</b> in general   | Human Resources Coordinator               | <ul style="list-style-type: none"> <li>Submitted all full time and part time vacancies to WNYACC – Western New York Association of College Career Centers</li> <li>New York State Job Bank - <a href="https://newyork.usnlx.com/">https://newyork.usnlx.com/</a></li> <li>Submitted all vacancies to Indeed.com</li> </ul> |
| 47 CFR 73.2080 (c)(2)(viii) <b>Training</b> programs designed to enable station personnel to acquire skills to qualify for higher level positions | Chief Operating Officer                   | <ul style="list-style-type: none"> <li>Public Media Women in Leadership Webinar (May)</li> <li>SEI Leadership Summit (Dec)</li> <li>Quarterly PTMMG virtual conferences (March, July, Nov)</li> <li>Various webinars on remote work, the PPP, and PBS DEI GM discussion.</li> </ul>  |
|   | Leadership team                           | <ul style="list-style-type: none"> <li>Leadership development workshops: Authentic Leadership; Growth and leadership mindset; Advanced leadership communication; Leading high performing teams – Spring 2020</li> </ul>  |
|   | Digital Marketing Coordinator             | <ul style="list-style-type: none"> <li>Digital Marketing Udemy course</li> <li>Data Literacy course with PBS</li> </ul>  |
|   | Art Director                              | <ul style="list-style-type: none"> <li>Udemy and Creative Live courses throughout the year</li> </ul>  |
|   | Assistant VP, Finance                     | <ul style="list-style-type: none"> <li>CPB - SAS webinar January 2021</li> </ul>   |
|   | Senior Accountant                         | <ul style="list-style-type: none"> <li>Exempt Organizations conference November</li> <li>CBP - Introduction to financial reporting webinar October</li> </ul>  |

| Outreach  | Employee                                  | Activity   |
|---|---|--|
|   | Director, Human Resources; HR Coordinator | <ul style="list-style-type: none"> <li>Compliance updates on federal and state regulations – Hodgsons &amp; Russ, Law Firm</li> <li>COVID compliance and updates – webinars throughout the year – Bond, Schoeneck, and King</li> </ul> |
| 47 CFR 73.2080 (c)(2)(ix) Establishment of a <b>mentoring</b> program   | Director, Human Resources                 | <ul style="list-style-type: none"> <li>PMWC – Public Media Workforce Collaborative – working together with Cleveland, Detroit, and Pittsburgh PBS stations, establishing mentorships across the region.</li> </ul>                     |
| 47 CFR 73.2080 (c)(2)(x) Participation in <b>events sponsored by educational institutions</b> related to careers in broadcasting  | Human Resources Coordinator               | <ul style="list-style-type: none"> <li>WNYACC annual job and internship fair – regional colleges and universities.</li> </ul>  |
| 47 CFR 73.2080 (c)(2)(xii) <b>Listing of upper category openings</b> in media trade groups whose members include substantial participation of <b>women and minorities</b> | Director, Human Resources                 | No upper category openings for 2020  |
| 47 CFR 73.2080 (c)(2)(xiv) Provision of <b>training</b> to management regarding methods of ensuring <b>equal employment opportunity</b> and prevention of discrimination  | All Staff                                 | <ul style="list-style-type: none"> <li>Diversity Training – via webinar – December 2020</li> <li>Workplace Harassment webinar offer by Corporation for Public Broadcasting - ongoing</li> </ul>  |
|   | New employees                             | <ul style="list-style-type: none"> <li>New employee orientation, held quarterly – includes our EEO policy and all other organization policies</li> </ul>   |
| 47 CFR 73.2080 (c)(2)(xv) <b>Training</b> 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"> <li>Buffalo Broadcasters Association (BBA): Board Member</li> </ul>   |
| 47 CFR 73.2080 (c)(2)(xvi) Participation in   | Chief Operating Officer                   | <ul style="list-style-type: none"> <li>Executive Exchange Program – Niagara Partnership, Buffalo Chamber of Commerce – ongoing 2020</li> </ul>   |

| Outreach  | Employee                  | Activity   |
|---|---------------------------|--|
| other activities reasonably calculated to further the goal of <b>disseminating information as to employment opportunities in broadcasting to job candidates</b> | Director, Human Resources | <ul style="list-style-type: none"> <li>• LIFT WNY – Human Resource professional development group</li> <li>• Buffalo Niagara Human Resources Association – Monthly meetings on HR updates and employment opportunities – ongoing 2019</li> <li>• ATD – Association for Training and Development, Buffalo</li> <li>• SHRM – Society of Human Resource Management New York State, Buffalo chapter</li> </ul> |