

EEO Public File Report for
Western New York Public Broadcasting Association
(WNED-DT, WNED-FM, WNJA, WBFO, WOLN, WUBJ)
February 1, 2018 – January 31, 2019

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

During the period February 1, 2018 through January 31, 2019, WNED filled the following full-time vacancies:

| Vacancy Number | Full Time Vacancy |
|-----------------------|--|
| 1. | Director, Corporate Communications |
| 2. | Director, WBFO News |
| 3. | Director, Fundraising Events |
| 4. | Content Associate |
| 5. | Vice President, Development |
| 6. | Program Host, Classical Radio |
| 7. | Social Media Coordinator |
| 8. | Managing Editor – Special Projects – WBFO News |
| 9. | Human Resources Coordinator |
| 10. | Education & Broadcast Coordinator |
| 11. | Senior Director, TV Production |

WNY Public Broadcasting Association’s (WNED) 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, identified by name, address, contact person and/or office, and telephone number.
- 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, 2017 through January 31, 2018.

RECRUITING SOURCES

| | Recruiting Source | Online Address and contact information | Vacancy Number |
|-----------------------------|---|---|-----------------------|
| Professional Recruit | | | |
| 1 | Indeed | www.indeed.com | All |
| 2 | Corporation Public Broadcasting | www.cpb.org | All |
| 3 | The Non Profit Network | http://www.thenonprofitnetwork.org | All |
| 4 | NYS Broadcasters Association | www.nysbroadcasters.org | 1,2,3, 5,8,11 |
| 5 | Linked In | www.linkedin.com | 1,2,3,5,8 |
| 6 | NETA – National Education Telecommunication Association | http://www.netaonline.org/ | 1,2,3,5,10 |
| 7 | Current | http://jobs.current.org.r.jobs/post/post.cfm | 1,2,5,11 |
| 8 | PMBA – Public Media Business Assoc. | http://www.pmbaonline.org/IndustryJobs | 2,5,8,11 |
| 9 | Latino Public Broadcasting | Janine.vogel@lbbp.org | 2,5,8,11 |
| 10 | Career Builder | www.careerbuilder.org | 1,5 |
| 11 | Association of Fundraising Professionals | www.afpnet.org | 3, 5 |
| 12 | Chronicle of Higher Education | https://careers.chronicle.com/careers | 5 |
| 13 | PRNDI – Public Radio News Directors | www.prindi.org | 2,8 |
| 14 | Native American Journalists Association | https://www.naja.com/store/job-listings/ | 2,8 |
| 15 | National Association of Black Journalist | http://nabjcareers.org/ | 2,8 |
| 16 | NYS Job Bank | https://newyork.us.jobs/ | 4 |
| 17 | Journalism Next | http://journalismnext.com/ | 2, 8 |
| 18 | Matt’s List, local PR firm | matt@martingroupmarketing.com | 1,3 |
| 19 | Pacific Islanders in Communication | www.piccom.org | 2,8 |
| 20 | JournalismJobs.com | http://www.journalismjobs.com/post-new-job | 2,8 |
| 21 | Jobsgalore | https://www.jobsgalore.com/ | 1, 3 |
| 22 | Upward | Upward.net | 6 |
| Local Organizations | | | |
| 23 | Buffalo Urban League | http://buffalourbanleague.org/ jking@BuffaloUrbanLeague.org | 8 |
| 24 | Assoc. of Fundraising Professionals, WNY | https://community.afpglobal.org/afpwny/career | 3, 5 |
| 25 | WNY Planned Giving Consortium | info@leavealegacywny.org | 5 |
| 26 | Hispanics United of Buffalo | http://www.hispunited.org/ liglesias624@hotmail.com | 8 |
| 27 | NAACP | www.buffalonaacp.org NAACP@Apollo3.com | 8 |
| 28 | SUNY at Buffalo -Veteran Affairs | dryan@buffalo.edu | 2,3, 8 |
| 29 | WNY Job Bank | http://www.wnyjobs.com/ | 8 |
| Universities | | | |

| | | | |
|--------------------------|--|---|-----|
| 30 | WNYACC (Colleges): Blasts post to all local colleges: Buffalo State; Seton Hill; Michigan State; Cornell; Houghton; Canisius; Daeman; University of Pittsburgh; Stony Brook | www.wnyacc.org | All |
| 31 | University at Buffalo | Buffalo.edu | All |
| In-house Postings | | | |
| 32 | WNED News (internal recruiting) | Internal job posting | All |
| 33 | WNED Website | https://www.wned.org/about/jobs-internships/ | All |
| 34 | WNED WBFO Twitter | @WNEDTV @ClassicalWNED @WBFO | All |
| 35 | WNED WBFO Facebook | WNED-TV Classical 94.5 WNED WBFO-FM 88.7 | All |

Attachment A

| | Full Time Position | Total No of Interviewees | Recruiting Source of Hiree |
|-----|--|---------------------------------|-----------------------------------|
| 1. | Director, Corporate Communications | 18 | Indeed.com |
| 2. | Director, WBFO News | 3 | WNED.org |
| 3. | Director, Fundraising Events | 24 | Indeed.com |
| 4. | Content Associate | 13 | Indeed.com |
| 5. | Vice President, Development | 11 | Indeed.com |
| 6. | Program Host, Classical | 4 | Internal promotion |
| 7. | Social Media Coordinator | 14 | Internal promotion |
| 8. | Managing Editor – Special Projects – WBFO News | 6 | Internal promotion |
| 9. | Human Resources Coordinator | 6 | Indeed.com |
| 10. | Education & Broadcast Coordinator | 10 | WNED.org |
| 11. | Senior Director, TV Production | 11 | WNED.org |

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 Admin Assistant | <ul style="list-style-type: none"> • Job Fair –Jobsapoolza, Buffalo Spring Job & Internship Fair, Riverworks, Buffalo, NY |
| 47 CFR 73.2080 (c)(2) (iv) Participation in events sponsored by organizations interested in broadcast employment | Director, Education & Outreach | <ul style="list-style-type: none"> • Station presentation at TechCon – April 2018 • Buffalo Urban League Young Professionals STEAM event – April 2018 • Multicultural/Family Literacy Night at Southside Elementary School – May 2018 • Attended World Refugee Day – June 2018 • WNY STEM Hub event – September 2018 • Buffalo State College presentation – September 2018 |
| | VP Sales & Marketing | <ul style="list-style-type: none"> • Attended Greater Public’s annual Public Media Development & Marketing Conference - San Francisco, CA – July 2018 |
| | VP Engineering | <ul style="list-style-type: none"> • Serves on Kenmore-Town of Tonawanda Public School District CTE Technology Academy Advisory Board- Kenmore NY - Continuously throughout 2018 |
| | Engineering Department – All Staff | <ul style="list-style-type: none"> • Hosts Society of Broadcast Engineers chapter 133 meetings that provide education and training on television and radio broadcast systems & opportunities, are free and open to broadcasters, employees, students and the community - WNED - Monthly: January – May & October - November 2018 |
| | Production Staff and outside community | <ul style="list-style-type: none"> • Buffalo Niagara Film Commission – Training for production assistants |
| | Program Host, WBFO | <ul style="list-style-type: none"> • Buffalo Broadcasters Association (BBA): <i>Board Member and website manager</i> - 2018 (ongoing) |
| | Director, WBFO News | <ul style="list-style-type: none"> • Average 2 interns per semester from local area colleges & universities majoring in journalism, broadcasting or related field – entire calendar year 2018 |
| 47 CFR 73.2080 (c)(2)(v) Internships | Program Director, Classical Radio | <ul style="list-style-type: none"> • Summer 2018 intern – Classical Radio – digital library implementation |
| | Director, Human Resources | <ul style="list-style-type: none"> • Summer 2018 intern – Human Resources |
| | Director, Human Resources | <ul style="list-style-type: none"> • Submitted all full time and part time vacancies to WNYACC – Western New York Association of College Career Centers (2018) • New York State Job Bank - https://newyork.usnlx.com/ |
| 47 CFR 73.2080 (c)(2)(vi) Job banks in general | Chief Executive Officer | <ul style="list-style-type: none"> • Fair and responsible banking – Five Star Bank – May 2018 • Insider Lending – Five Start Bank – July 2018 • BSA/AML Training – Five Star Bank – November 2018 |
| 47 CFR 73.2080 (c)(2)(viii) Training | Director, Human Resources | <ul style="list-style-type: none"> • Canisius College Center for Professional Development - Management Training - Session 3 & 4 - 02/2018 |

| Outreach | Employee | Activity |
|---|---------------------------------------|--|
| programs designed to enable station personnel to acquire skills to qualify for higher level positions | | <ul style="list-style-type: none"> Compliance updates on federal and state regulations – Hodgsons & Russ, Law Firm Racial Equity Roundtable – Medaille College - August 2018 |
| | All Staff | <ul style="list-style-type: none"> Station Digital Voltage presentation – May 2018 Max Duke, PBS Digital session – October 2018 |
| | Manager, Legacy & Leadership Giving | <ul style="list-style-type: none"> Canisius College Center for Professional Development Management Training - Session 3 & 4 - 02/2018 Effective Stewardship – January 2019 |
| | Administrative Assistant, Development | <ul style="list-style-type: none"> Effective Stewardship – January 2019 |
| | Director, Fundraising Events | <ul style="list-style-type: none"> Alcohol Awareness Training – August 2018 |
| | Manager, Volunteers & Events | <ul style="list-style-type: none"> Alcohol Awareness Training – August 2018 |
| | Manager, Membership | <ul style="list-style-type: none"> Database Webinar – How to Handle Declined Credit Cards and Avoid Lost Revenue – February 2018 Webinars: January 2018 - Upgrade Ask Strings - How, When and Why to Use Them, Fundraising Webinar: ACD Hybrid Pages, NPR Station Analytics Insights, Smart Speakers 101; February 2018 - Proven Practice: How to Handle Declined Credit Cards and Avoid Lost Revenue, Live webcast: Understand Tax Law Changes That Will Affect Your Donors, Part 1, Auction Webinar: Item Entry and the Tools to Make It Easier, Understand Tax Law Changes That Will Affect Your Donors, Part 2; April 2018 - Fundraising Webinar: Email Response Pages; November 2018 - PBS Sustainer Lab Coaching; December 2018 - Proven Practice: Charitable Donations and Tax Receipts |
| | Membership Payment Specialist | <ul style="list-style-type: none"> Database Webinar – How to Handle Declined Credit Cards and Avoid Lost Revenue – February 2018 |
| | Director, Education & Outreach | <p>Webinars: February 2018: Ready to Learn, Dating Violence, NPRDS, PBS Kids; March 2018: CPB Education Innovation grant; April 2018: Ready to Learn, Mental Health; May 2018: PBS Learning Media, Julie Daniels BPS, PBS teacherline; July 2018: NYS Archives focus group; August 2018: TGAR, Let's Go Luna; September 2018: PBS kids; October 2018: PBS kids; November 2018: PBS kids; December 2018: PBS kids, PBS Digital Innovators; January 2019: PBS kids, PBS DIP digital strategy webinar</p> |
| | VP Engineering | <ul style="list-style-type: none"> Attended PBS Technical Conference comprised of educational seminars & white paper presentations on digital TV and related subjects - Las Vegas NV - April 2018 |

| Outreach | Employee | Activity |
|---|--|--|
| | All Engineering Staff | <ul style="list-style-type: none"> • Unicom Training – October 2018 • IP Transmission and packet loss training – October 2018 • Modern Radio Studio Design – November 2018 • Fiber 101 training – November 2018 |
| | All Production, Engineering and Pledge staff | <ul style="list-style-type: none"> • Xpression Training – two days – November 2018 • Inception (social media) training – November 2018 • DSLR camera performance and functions – June 2018 • DSLR lighting techniques and lenses - August 2018 |
| | VP Sales & Marketing | <ul style="list-style-type: none"> • PBS Webinar – Ken Burns documentary on promotion – January 2019 • Review of PBS National Program Funding Standards and Practices – April 2018 |
| | Corporate Sales Representatives | <ul style="list-style-type: none"> • Content Marketing, Buffalo Niagara Partnership Panel, March 2018 |
| | Director, WBFO News | <ul style="list-style-type: none"> • Racial Equity Roundtable – Medaille College - August 2018 |
| | Leadership Staff | <ul style="list-style-type: none"> • Canisius College Center for Professional Development - Management Training - Session 3 & 4 - 02/2018 |
| | Corporate Sales Representative | <ul style="list-style-type: none"> • Mentor of Medaille College Students - Buffalo, NY - 2018-2019 |
| | Senior Reporter, WBFO | <ul style="list-style-type: none"> • Student Mentoring Program - Buffalo Broadcasters Association • mentoring throughout 2018 |
| 47 CFR 73.2080 (c)(2)(ix) Establishment of a mentoring program | Program Host, WBFO | <ul style="list-style-type: none"> • Station tours: Introduction to newsroom operations and Q&A with visiting tour groups - WBFO Studios – Ongoing • Training/editing with WBFO interns - WBFO Studios - 2018 (ongoing) |
| 47 CFR 73.2080 (c)(2)(x) Participation in events sponsored by educational institutions related to careers in broadcasting | Director, Human Resources | <ul style="list-style-type: none"> • Three upper-level positions were listed in job banks or with media trade groups with a broad-based membership, including participation of women and minorities: <ul style="list-style-type: none"> - Vice President, Development (Careerbuilder, Current, CPB, Non-Profit Network, Chronicle of Higher Education) - Managing Editor – Special Projects (Current, CPB, Non-Profit Network) Senior Director, TV Production (Careerbuilder, Current, CPB, Non-Profit Network) |
| 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 | All Staff | <ul style="list-style-type: none"> • Diversity Training – Civility and Respect – September 2018 • Sexual Harassment/Harassment/Hostile Work Environment Prohibition Training – February 2018 • Workplace Harassment webinar offer by Corporation for Public Broadcasting - ongoing |

| Outreach | Employee | Activity |
|---|--------------------------------|--|
| 47 CFR 73.2080 (c)(2)(xiv) Provision of training to management regarding methods of ensuring equal employment opportunity and prevention of discrimination | All Managers | <ul style="list-style-type: none"> • How to give a Performance Review Training – October 2018 |
| | Director, Education & Outreach | <ul style="list-style-type: none"> • New York Immigration Council Round Table Discussion – August 2018 • |
| | Chief Content Officer | Mental Health Overview Training – Karl Shallonorn – February 2018 |
| | Director, Education & Outreach | <ul style="list-style-type: none"> • NYSPTV education directors call – May 2018, June 2018, August 2018, September 2018, December 2018 |
| 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 (2018-2019) |
| 47 CFR 73.2080 (c)(2)(xvi) Participation in other activities reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates | Chief Operating Officer | <ul style="list-style-type: none"> • Executive Exchange Program – Niagara Partnership, Buffalo Chamber of Commerce – ongoing 2018 |
| | Director, Human Resources | <ul style="list-style-type: none"> • Buffalo Niagara Human Resources Association – Monthly meetings on HR updates and employment opportunities – ongoing 2018 |