

2024 ANNUAL EEO PUBLIC FILE REPORT

Western New York Public Broadcasting Association Buffalo Toronto Public Media (BTPM)

Stations: WNET-DT, Buffalo, NY
WNET-FM, Buffalo, NY
WNJA, Jamestown, NY
WBFO, Buffalo, NY
WOLN, Olean, NY
WUBJ, Jamestown, NY

Reporting Period: 02/01/2023 – 01/31/2024

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):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.* 4-13-2023 Vets Virtual Job Fair

*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.* 02-23-2023 NYS DOL Media/Racial Equity/DEI Panel speaker by President/CEO
03-28-2023 Garrett Club guest speaker by President/CEO
05-30 to 06-02-2023 PMBA Annual Conference attended by Dir, People Ops
Monthly – Director, People Ops attends regular meetings facilitated by the major market group cohort
Monthly – Director, People Ops attends regular meetings facilitated by the DEIB Practitioners cohort

*Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.*

Hosted 19 Interns

Spring 2023
Canisius University – Graphic Design
Canisius University – Digital Video Production
University at Buffalo – Digital Video Production
Daemen University – Social Media/Marketing

Summer 2023
SUNY Plattsburgh – Radio News Production
Arizona State University – Radio News
Princeton – Radio News
NCCC – Radio News
Baldwin Wallace University – WBFO The Bridge
Buffalo State – WBFO The Bridge

Buffalo State – Digital Video Production
Canisius University – Digital Video Production
Erie 1 BOCES – Digital Video Production
University at Buffalo – Digital Video Production
University at Buffalo – Social Media/Marketing

Fall 2023

Buffalo State University – Digital Video Production
Buffalo State University – Radio News
Buffalo State University – Audio/Virtual Operations
University at Buffalo – WBFO The Bridge

*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).*

Participation in the Mayor of Buffalo’s 5/14 Remembrance Committee by President/CEO
05-12-2023 Educational Day of Healing – hosted
06-03-2023 BPS Family Summit – tabled event by Learning & Engagement
06-04-2023 Pride Jr.– tabled outreach event by L&E
06-07-2023 Anti-Stigma Coalition – tabled outreach event by L&E
11-01-2023 Student Mental Health Matters – event hosted by L&E
11-15-2023 Overdose Awareness/NARCAN demo – event hosted by L&E
11-20-2023 NYSCATE Conference – tabled event by L&E

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

PMWC 2023 Rising Stars Cohorts – (10 station participants) – 6 sessions facilitated by The Clementine Gold Group.
PMWC 2023 Leadership Academy (6 station participants) – 6 sessions facilitated by The Clementine Gold Group.
03-07 & 03-14-2023 – C&FS Trauma Informed Workplace training – all staff participated
July-Nov 2023 – PBS Executive Leadership Program attended by VP, Marketing & Creative Services
09-2023 Cybersecurity Training – all staff participated

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

Public Media Workforce Collaborative (PMWC) – cohort of HR leaders from Cleveland, Detroit, Pittsburgh, Buffalo
2023 PBS Mentor Program attended by Data Analyst

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

02-09-2023 Niagara County Community College (NCCC) guest speaker by Multimedia Reporter (MMR) – *Writing for the Media*
02-23-2023 NCCC guest speaker by MMR – *Writing for the Media*
03-13-2023 Canisius University guest speaker by President/CEO – *TV Production and Producing Multi-Platform Content*
03-23-2023 NCCC guest speaker by Producer – *Writing for the Media*
10-13-2023 St. Bonaventure University guest speaker by WNED Classical Host – *Documentary Filmmaking for Public Television*
10-16-2023 St. Bonaventure University guest speaker by VP Marketing & Creative Services – *Digital Content and Engagement*
10-27-2023 St. Bonaventure University guest speaker by MMR – *Digital Content and Engagement*
12-06-2023 Clarence Book Review Club guest speakers by Music Director and Host – *Classical Music Program*
Ongoing Mentorship Program for Canisius University Council of Accountancy, involvement by EVP & Chief Operating Officer

*Sponsored at least 2 **events** in the **community** designed to inform and*

03-08-2023 Girl Scouts of WNY – Hosted Women in Media panel event with CDO, Data Analyst, COO, Producer, Asst Dir Marketing, and Dir Learning &

educate the public as to employment opportunities in broadcasting.

Engagement
03-21-2023 Global Concepts Charter School Educational Experience hosted by L&E

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

04-12-2023 *Solving Leadership Burnout: The Role of Emotional Intelligence in Nurturing Resilience and Well-being* webinar attended by Dir People Ops
 04-18-2023 *BNP D&I Virtual Learning Series: Is Inclusion Belonging?* webinar attended by Dir People Ops
 04-28-2023 *BNP DEI Virtual Learning Series: Equity & Transparency at Work* webinar attended by Dir People Ops
 May-Sept 2023 *CPB Harassment Training* – all staff participated
 05-16-2023 *GLYS Safe Spaces Training* – all staff participated
 06-15-2023 *Retaining Employees in Public Media* Current webinar attended by Dir People Ops
 06-28-2023 *Selecting Inclusive Images for Public Media* Greater Public webinar attended by Dir People Ops
 11-08-2023 *HodgsonRuss HR Conference* attended by Dir People Ops

*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.*

06-01-2023 *BNP DEI Symposium* attended by People Ops Coordinator
 Ongoing *BNP Executive Exchange Program*, involvement by EVP & COO
 InfoTech of WNY membership by IT Administrator
 BNHRA membership by Dir People Ops

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
02/06/2023	Grant Writer	indeed.com
03/11/2023	Digital Editor	internal candidate (website)
03/20/2023	Development Coordinator	indeed.com
03/27/2023	Producer	referral (previous applicant)
03/27/2023	Corporate Sales Representative	company website
04/05/2023	Director, Leadership & Legacy	indeed.com
04/24/2023	Copywriter/Promo Coordinator	referral (previous applicant)
06/05/2023	Junior Corporate Sales Representative	company website
06/12/2023	Development Coordinator	company website
07/17/2023	Director, Events & Experiences	indeed.com
07/24/2023	Audio Programming Coordinator	internal candidate (website)
07/29/2023	Content Producer	internal candidate (website)
08/07/2023	Post Production Editor	referral
08/12/2023	Associate Producer	internal candidate (website)
08/26/2023	Content Creation Specialist	internal candidate (website)
09/11/2023	Multimedia Reporter	indeed.com
10/10/2023	Director, Content Creation	linkedin.com
11/28/2023	Producer	referral
12/18/2023	Digital Media Specialist	indeed.com

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
LinkedIn	17
Indeed	67
Website	15
Referral	17
Social Media post	3
NETA	0
CPB	1
Internal	9
Association of Fundraising Professionals	2
Total Number of Persons Interviewed during the Reporting Period:	131

RECRUITING SOURCES USED

Job Title of Position: Grant Writer

Date of Hire: 02/06/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
Arts Services Inc.	N	asiwny.org	Nicole Murray	nicole@asiwny.org
United Way of Buffalo & Erie County	N	NA – e-newsletter	Jerome Singletary	nfprc.announcements@uwbec.org

* 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: Digital Editor

Date of Hire: 03/11/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
BNSME	N	bnsme.org	Jeanne Hellert	jeanne@jehellert.com
NETA	N	netaonline.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: 03/20/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
Arts Services Inc.	N	asiwny.org	Nicole Murray	nicole@asiwny.org
United Way of Buffalo & Erie County	N	NA – e-newsletter	Jerome Singletary	nfprc.announcements@uwbec.org

* 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: Producer

Date of Hire: 03/27/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
NETA	N	netaonline.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: Corporate Sales Representative

Date of Hire: 03/27/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
BNSME	N	bnsme.org	Jeanne Hellert	jeanne@jehellert.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: Director, Leadership & Legacy

Date of Hire: 04/05/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
Arts Services Inc.	N	asiwny.org	Nicole Murray	nicole@asiwny.org
United Way of Buffalo & Erie County	N	NA – e-newsletter	Jerome Singletary	nfprc.announcements@uwbec.org
Assoc. of Fundraising Professionals	N	afpwnychapter.org	Sunanda Kern	afpwny@afpwnychapter.org

* 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: Copywriter/Promotions Coordinator

Date of Hire: 04/24/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

* 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: Junior Corporate Sales Representative

Date of Hire: 06/05/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

* 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: 06/12/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
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Indeed	N	indeed.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
Arts Services Inc.	N	asiwny.org	Nicole Murray	nicole@asiwny.org
United Way of Buffalo & Erie County	N	NA – e-newsletter	Jerome Singletary	nfprc.announcements@uwbec.org

* 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: Director, Events & Experiences Date of Hire: 07/17/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
Assoc. of Fundraising Professionals	N	afpwnychapter.org	Sunanda Kern	afpwny@afpwnychapter.org

* 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: Audio Programming Coordinator Date of Hire: 07/24/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

* 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: Content Producer Date of Hire: 07/29/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

* 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 Date of Hire: 08/07/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

* 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: Associate Producer Date of Hire: 08/12/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

* 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: Content Creation Specialist Date of Hire: 08/26/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
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Indeed	N	indeed.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

* 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: Multimedia Reporter

Date of Hire: 09/11/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
NETA	N	netaonline.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: Director, Content Creation

Date of Hire: 10/10/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

* 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: Producer

Date of Hire: 11/28/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
LinkedIn	N	linkedin.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
NETA	N	netaonline.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: Digital Media Specialist

Date of Hire: 12/18/2023

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org

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