

EEO Public File Report - 2021 REVISED
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:

Vacancy Number	Full Time Vacancy
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	Recruiting Source of Interviews
1	Major Gifts Coordinator	4	Employee Referral	Indeed (3); Employee referral (1)
2	Broadcast and Education Associate	9	Indeed.com	Indeed (9)
3	Membership Payment Coordinator	19	Indeed.com	Indeed (19)

RECRUITING SOURCES

	Recruiting Source	Online Address	Vacancy Posted
Professional Recruit			
	Indeed	www.indeed.com	All
	Corporation Public Broadcasting	www.cpb.org	All
	The Non Profit Network	http://www.thenonprofitnetwork.org	All
	Linked In	www.linkedin.com	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
Local Organizations			
	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))

Outreach	Employee	Activity
47 CFR 73.2080 (c)(2) (i) Participation in Job Fairs	HR Director & HR Coordinator	<ul style="list-style-type: none"> • WNYACC annual job and internship fair – regional colleges and universities. Attended virtual event.
47 CFR 73.2080 (c)(2) (iv) Participation in events sponsored by organizations interested in broadcast employment		Due to COVID no events took place
47 CFR 73.2080 (c)(2)(v) Internships	Director, WBFO News	<ul style="list-style-type: none"> • 1 intern from University at Buffalo majoring in Media Production & 1 intern from Canisius College majoring in Digital Media Arts in Spring 2020; 1 intern from Ithaca College and 1 intern from the Craig Newman Graduate School of Journalism – CUNY, both studying Journalism in Summer 2020
	Executive Producer	<ul style="list-style-type: none"> • 1 intern from Canisius College studying Digital Media Arts and 1 intern from Buffalo State College majoring in Film Production – Spring 2020;; 1 intern from Canisius College studying Digital Media Arts – Fall 2020
	Manager, Web and Digital Content	<ul style="list-style-type: none"> • 1 intern from Colby College studying Science, Technology & Society – Summer 2020
	Senior Director, Corporate Communications	<ul style="list-style-type: none"> • 2 interns from Canisius College majoring in Digital Media Arts – Spring 2020
47 CFR 73.2080 (c)(2)(vi) Job banks in general	Human Resources Coordinator	<ul style="list-style-type: none"> • Submitted all full time and part time vacancies to WNYACC – Western New York Association of College Career Centers • New York State Job Bank - https://newyork.usnlx.com/ • Submitted all vacancies to Indeed.com
47 CFR 73.2080 (c)(2)(viii) Training programs designed to enable station personnel to acquire skills to qualify for higher level positions	Chief Operating Officer	<ul style="list-style-type: none"> • Public Media Women in Leadership Webinar (May) • SEI Leadership Summit (Dec) • Quarterly PTMMG virtual conferences (March, July, Nov) • Various webinars on remote work, the PPP, and PBS DEI GM discussion.
	Leadership team	<ul style="list-style-type: none"> • Leadership development workshops: Authentic Leadership; Growth and leadership mindset; Advanced leadership communication; Leading high performing teams – Spring 2020
	Digital Marketing Coordinator	<ul style="list-style-type: none"> • Digital Marketing Udemy course • Data Literacy course with PBS
	Art Director	<ul style="list-style-type: none"> • Udemy and Creative Live courses throughout the year

Outreach	Employee	Activity
	Assistant VP, Finance	<ul style="list-style-type: none"> CPB - SAS webinar January 2021
	Senior Accountant	<ul style="list-style-type: none"> Exempt Organizations conference November CBP - Introduction to financial reporting webinar October
	Director, Human Resources; HR Coordinator	<ul style="list-style-type: none"> Compliance updates on federal and state regulations – Hodgsons & Russ, Law Firm COVID compliance and updates – webinars throughout the year – Bond, Schoeneck, and King
47 CFR 73.2080 (c)(2)(ix) Establishment of a mentoring program	Director, Human Resources	<ul style="list-style-type: none"> PMWC – Public Media Workforce Collaborative – working together with Cleveland, Detroit, and Pittsburgh PBS stations, establishing mentorships across the region.
47 CFR 73.2080 (c)(2)(x) Participation in events sponsored by educational institutions related to careers in broadcasting	Human Resources Coordinator	<ul style="list-style-type: none"> WNYACC annual job and internship fair – regional colleges and universities.
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	Director, Human Resources	No upper category openings for 2020
47 CFR 73.2080 (c)(2)(xiv) Provision of training to management regarding methods of ensuring equal employment opportunity and prevention of discrimination	All Staff	<ul style="list-style-type: none"> Diversity Training – via webinar – December 2020 Workplace Harassment webinar offer by Corporation for Public Broadcasting - ongoing
	New employees	<ul style="list-style-type: none"> New employee orientation, held quarterly – includes our EEO policy and all other organization policies
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

Outreach	Employee	Activity
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 2020
	Director, Human Resources	<ul style="list-style-type: none"> • LIFT WNY – Human Resource professional development group • Buffalo Niagara Human Resources Association – Monthly meetings on HR updates and employment opportunities – ongoing 2019 • ATD – Association for Training and Development, Buffalo • SHRM – Society of Human Resource Management New York State, Buffalo chapter