

EEO Public File Report - 2020
Western New York Public Broadcasting Association
(WNED-DT, WNED-FM, WNJA, WBFO, WOLN, WUBJ)
February 1, 2019 – January 31, 2020

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.

The following full-time vacancies were filled for the period February 1, 2019 through January 31, 2020:

Vacancy Number	Full Time Vacancy
1.	Radio / TV Operations Technician
2.	Digital Fundraising Analyst
3.	Building Maintenance Technician
4.	Senior Accountant
5.	Reporter
6.	Reporter
7.	Leadership & Legacy Coordinator
8.	Membership Associate
9.	Reporter
10.	Membership Associate
11.	Broadcast Technology Engineer
12.	Building Maintenance Technician
13.	Digital Marketing Coordinator
14.	Membership Payment Coordinator
15.	Membership Associate
16.	Membership Manager

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, 2019 through January 31, 2020.

RECRUITING SOURCES

	Recruiting Source	Online Address	Vacancy Posted
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	All
6	NETA – National Education Telecommunication Association	http://www.netaonline.org/	All
6	US Media Match	http://www.media-match.com/usa/media/managejobs.php	All
16	NYS Job Bank	https://newyork.us.jobs/	All
8	PMBA – Public Media Business Assoc.	http://www.pmbaonline.org/IndustryJobs	All
9	Latino Public Broadcasting	Janine.vogel@lbbp.org	
5	Linked In	www.linkedin.com	
10	Career Builder	www.careerbuilder.org	
11	Association of Fundraising Professionals	www.afpnet.org	
12	Chronicle of Higher Education	https://careers.chronicle.com/careers	
7	Current	http://jobs.current.org.r.jobs/post/post.cfm	
13	PRNDI – Public Radio News Directors	www.prindi.org	
14	Native American Journalists Association	https://www.naja.com/store/job-listings/	
15	National Association of Black Journalist	http://nabjcareers.org/	
17	Journalism Next	http://journalismnext.com/	
18	Matt’s List, local PR firm	matt@martingroupmarketing.com	
20	JournalismJobs.com	http://www.journalismjobs.com/post-new-job	
Local Organizations			
24	Assoc. of Fundraising Professionals, WNY	https://community.afpglobal.org/afpwny/career	
	Say Yes Buffalo		
26	Hispanics United of Buffalo	http://www.hispunited.org/	
28	SUNY at Buffalo -Veteran Affairs	dryan@buffalo.edu	
29	WNY Job Bank	http://www.wnyjobs.com/	
Universities			
30	WNYACC (Colleges) Blasts post to all local colleges	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 Hire
1.	Radio / TV Operations Technician	9	Indeed.com; Previous WNED employee
2.	Digital Fundraising Analyst	17	Indeed.com
3.	Building Maintenance Technician	13	Indeed.com
4.	Senior Accountant	33	Indeed.com
5.	Reporter	11	NYS Broadcasters Association
6.	Reporter	14	WBFO.org
7.	Leadership & Legacy Coordinator	9	WNED.org
8.	Membership Associate	13	Indeed.com
9.	Reporter	14	Internal Candidate
10	Membership Associate	19	Indeed.com
11	Broadcast Technology Engineer	18	Indeed.com
12	Building Maintenance Technician	14	Indeed.com
13	Digital Marketing Coordinator	20	WNED.org
14	Membership Payment Coordinator	29	Indeed.com
15	Membership Associate	31	Indeed.com
16	Membership Manager	27	Indeed.com

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"> Hosted annual Buffalo Broadcasters Association Job and Internship Fair and career panel discussion. WNYACC annual job and internship fair – regional colleges and universities.
47 CFR 73.2080 (c)(2) (iv) Participation in events sponsored by organizations interested in broadcast employment	Director, Human Resources	<ul style="list-style-type: none"> Hosted annual Buffalo Broadcasters Association Job and Internship Fair and career panel discussion.
	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 2019
47 CFR 73.2080 (c)(2)(v) Internships	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 2019
	Director, WBFO News and Senior Producer	<ul style="list-style-type: none"> Say Yes Buffalo Internship Program – a partnership to strengthen the WNY economy by investing in the education of Buffalo’s future workforce. Primary goal is to increase postsecondary completion rates. – 2 interns summer 2019
	Senior Producer	<ul style="list-style-type: none"> Average 2 interns per semester from local area colleges & universities majoring in digital media, broadcasting or related field – entire calendar year 2019
	Director, Fundraising Events	<ul style="list-style-type: none"> Fall 2019 intern – from local area colleges & universities majoring in marketing, event planning or related field
47 CFR 73.2080 (c)(2)(vi) Job banks in general	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 New York State Job Bank - https://newyork.usnlx.com/ Submitted all full time and part time 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 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
	C-suite leadership team	<ul style="list-style-type: none"> Senior Leadership Team Discovery Facilitated sessions December 2019
	Leadership team	<ul style="list-style-type: none"> Leadership development workshops: Authentic Leadership; Growth and leadership mindset; Advanced leadership communication; Leading high performing teams
	VP, Broadcast Services	<ul style="list-style-type: none"> Public Television Programmers Association professional development seminars – May 2019 and October 2019
	Program Director, Classical Radio	<ul style="list-style-type: none"> Public Radio Program Director’s convention 2019
	Director, WBFO News	<ul style="list-style-type: none"> Public Radio News Director conference 2019
	Assistant Director, WBFO news	<ul style="list-style-type: none"> Corporation Public Broadcasting Editorial Integrity and Leadership initiative – ongoing leadership development program

Outreach	Employee	Activity
	Assistant VP, Finance	<ul style="list-style-type: none"> • CPB - SAS webinar 1/10/2019
	Senior Accountant	<ul style="list-style-type: none"> • Exempt Organizations conference November • CBP - Introduction to financial reporting webinar October
	Director, Human Resources; HR Coordinator; Asst. VP Finance	<ul style="list-style-type: none"> • Compliance updates on federal and state regulations – Hodgsons & Russ, Law Firm
	Director, Human Resources	<ul style="list-style-type: none"> • SHRM NYS conference – September 2019
	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 - April 2019 • SBE Ennes Broadcast Engineering Workshop • National Association of Broadcasters Convention April 2019 • CPB Next Generation TV training webinars – March, April, October, November
	Various employees	<ul style="list-style-type: none"> • Microsoft excel and Outlook training
	All Production, Engineering, Pledge staff and various employees	<ul style="list-style-type: none"> • DSLR camera performance and functions; DSLR lighting techniques and lenses – October – December 2019
47 CFR 73.2080 (c)(2)(ix) Establishment of a mentoring program	WBFO Staff	<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 - (ongoing)
	Assistant News Director, WBFO	<ul style="list-style-type: none"> • Student Mentoring Program - Buffalo Broadcasters Association mentoring
47 CFR 73.2080 (c)(2)(x) Participation in events sponsored by educational institutions related to careers in broadcasting	HR Director & HR Admin Assistant	<ul style="list-style-type: none"> • Hosted annual Buffalo Broadcasters Association Job and Internship Fair and career panel discussion. • 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	<ul style="list-style-type: none"> • One upper-level positions was 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"> - Membership Manager, Development (CPB, Non-Profit Network, and AFP WNY

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 Staff	<ul style="list-style-type: none"> • Diversity Training – Implicit Bias – September 2019 • Sexual Harassment/Harassment/Hostile Work Environment Prohibition Training – May 2019 • 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
	All Managers	<ul style="list-style-type: none"> • Performance Evaluation Training, How to Write SMART Goals – October 2019
	Leadership team	<ul style="list-style-type: none"> • Leadership development workshops: Authentic Leadership; Growth and leadership mindset; Advanced leadership communication; Leading high performing teams
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
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 2019
	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