

2023 ANNUAL EEO PUBLIC FILE REPORT

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

Stations: WNED-TV, Buffalo, NY
WNED-FM, Buffalo, NY
WNJA, Jamestown, NY
WBFO, Buffalo, NJ
WOLN, Olean, NY
WUBJ, Jamestown, NY

Reporting Period: 1/28/2022 – 1/31/2023

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):

| | |
|--|--|
| <i>Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.</i> | 3/30/2022 UB job fair attended by Producer 10/26/2022 BNP Young Professionals fair attended by Dir. People Ops and People Ops Coord. 10/27/2022 Diversity job fair attended by People Ops Coord. 1/11/2023 WNY Career & Internship Fair attended by Dir. People Ops and People Ops Coord. |
| <i>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.</i> | 2/12-2/14/2022 BBC Showcase attended by VP, Content Distribution 4/11-4/12/2022 ERPM Super Regional NPR Meeting attended by President & CEO and Sr. VP & Chief Content Officer 5/19/2022 PTPA Spring Meeting attended by VP, Content Dist. 5/24-5/26/2022 PBS Annual Meeting attended by Membership Manager and VP, Content Dist. 5/31-6/3/2022 PMBA Annual Conference attended by Dir, People Ops 7/19-7/21/2022 PMDMC Conference attended by Membership Manager 9/19-9/20/2022 BBC Meeting attended by VP, Content Dist. 9/21-9/22/2022 PBS Digital Studios Producer Summit attended by Executive Producer and Content Producer 10/13/2022 PBS Station Services Integrated Fundraising Series attended by Membership Manager 11/14-11/16/2022 APT Fall Marketplace attended by VP, Content Dist. 1/12/2023 BNP Advocacy Agenda Meeting attended by Dir. People Ops Monthly – Director, People Ops attends regular meetings facilitated by the major market group cohort |
| <i>Established an internship program designed to assist members of the community to acquire skills needed for</i> | Hosted 9 interns: SUNY Buffalo State – Spring 2022 – Production SUNY Buffalo State – Spring 2022 – News Hilbert College – Spring 2022 – News |

broadcast employment.

SUNY Buff State – Summer 2022 – Production
SUNY UB – Fall 2022 – News
SUNY UB – Fall 2022 – News
SUNY Buffalo State – Fall 2022 – Production
SUNY Buffalo State – Fall 2022 – Production
Niagara University - Fall 2022 & Spring 2023 – Learning & Engagement

*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).*

6/5/2022 Pride Festival and Pride Jr. outreach event attended by Dir. People Ops, VP Marketing, Executive Producer, Dir. Learning & Engagement. Stations marched in parade, promoted DEI efforts and operated an area to promote kid-friendly activities and audience engagement.
6/18-6/19/2022 African American Heritage Juneteenth outreach event attended by People Ops Coord., Dir. Learning & Engagement. Stations operated an area to promote all ages activities and audience engagement.
8/20/2022 Puerto Rican & Hispanic Day Festival outreach event attended by Dir. People Ops, People Ops Coord., Host. Stations marched in parade, promoted DEI efforts and engaged with audience.
8/27-8/28/2022 Elmwood Art Festival outreach event attended by Dir. People Ops, VP Marketing, Dir. Learning & Engagement. Stations operated an area to promote all ages activities and audience engagement.
9/12-10/21/2022 PMWC Diversity Campaign on Facebook, LinkedIn and Instagram – facilitated by Dir. People Ops

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

PMWC Leadership Academy (7 station participants) – 6 monthly sessions facilitated by The Clementine Gold Group.
9/20/2022 PBS Digital Studios Digital Voltage Training attended by Executive Producer, Content Producer, and Dir. Digital Media
Feb-Dec 2022 Digital Culture Accelerator Program facilitated by QCatalyst attended weekly by Executive Producer.

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

Public Media Workforce Collaborative (PMWC) – ongoing cohort of HR leaders from Cleveland, Detroit, Pittsburgh, Buffalo.

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

Ongoing Mentorship Program for accounting students at Canisius College, involvement by EVP & Chief Operating Officer.
4/22/2022 Niagara County Community College Digital Filmmakers Club – WNED Host presented *Producing Documentary Film for Public Television*
11/29/2022 University of Pittsburgh Office of Health Sciences Diversity, Equity, and Inclusion – WNED Host presented *Lake of Betrayal*.
11/30/2022 University of Pittsburgh at Bradford Arts Program – WNED Host presented *Lake of Betrayal*.

*Sponsored at least 2 **events** in the **community** designed to inform and educate the public as to employment opportunities in broadcasting.*

Sponsored 4 employees as members of Buffalo Niagara 360 for Young Professionals.
Sponsored Red Jacket Awards event for the Buffalo History Museum.

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

4/21/2022 *Advancing Equity in Public Media* Greater Public webinar attended by Dir People Ops.
May-Sept 2022 *CPB Harassment Training* – all staff participated
5/12/2022 *Strengthening DEI Communications* Greater Public webinar attended by Dir People Ops.
9/8/2022 *Psychological Safety Promotes Employee Well-being* webinar attended by Dir People Ops.
9/29/2022 *Hidden Barrier: How the Benefits Cliff is Making it Harder to*

Hire & Retain Employees in-person seminar attended by Dir People Ops.
 12/6 & 12/7/2022 *Exempt Organizations* Lumsden McCormick virtual 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.*

4/12/2022 *Employing Refugees* webinar attended by People Ops Coordinator.
 10/27/2022 DEI Roundtable Event by Erie County Commission for Women, Dir People Ops was a panelist.
 6/1/2022 & 12/7/2022 Clarence Town Park Clubhouse, WNED Host presented *Mozart's Women* and *A Festival of Readings and Carols*.

LIST OF POSITIONS FILLED

| DATE OF HIRE | JOB TITLE | RECRUITMENT SOURCE REFERRING HIREE |
|--------------|--------------------------------------|---------------------------------------|
| 02/07/2022 | Director, Human Resources | linkedin.com |
| 04/04/2022 | Human Resources Coordinator | indeed.com |
| 06/13/2022 | Grant Writer | internal candidate (website) |
| 06/20/2022 | Editor/Producer | internal candidate (website) |
| 09/06/2022 | Director, Foundation & Gov Relations | company website |
| 09/12/2022 | Program Director – The Bridge | employee referral |
| 09/12/2022 | VP Corporate Support | linkedin.com |
| 9/14/2022 | Program Director – WBFO | previous applicant (website) |
| 09/24/2022 | Content Producer | internal candidate (website) |
| 10/08/2022 | Multimedia Reporter | internal candidate (website) |
| 10/31/2022 | Learning & Engagement Associate | company website |
| 11/02/2022 | Editor/Producer | previous applicant (website) |
| 11/05/2022 | Content Coordinator | internal candidate (website) |
| 11/14/2022 | Digital Media Specialist | indeed.com |
| 11/28/2022 | Membership Associate | employee referral |
| 11/29/2022 | IT Support Specialist | indeed.com |
| 12/19/2022 | Digital Marketing Associate | indeed.com |
| 01/03/2023 | Multimedia Reporter | previous applicant (website) |
| 01/09/2023 | Data Analyst | indeed.com |
| 01/17/2023 | Executive Administrator | indeed.com |

INTERVIEWEE REFERRAL SOURCE SUMMARY

| Recruitment Sources Referring Interviewees during Reporting Period | Number of Persons Interviewed that the Source Referred |
|--|--|
| LinkedIn | 21 |
| Indeed | 100 |
| Company Website | 25 |
| Referral (employees, friends of friends) | 19 |

| | |
|--|-----|
| Social Media Post | 6 |
| Total Number of Persons Interviewed during the Reporting Period: | 171 |

RECRUITING SOURCES USED

Job Title of Position: Director, Human Resources

Date of Hire: 02/07/2022

| 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: Human Resources Coordinator

Date of Hire: 04/04/2022

| 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 |
| Buffalo Niagara HR Association (BNHRA) | N | bnhra.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: Grant Writer

Date of Hire: 06/13/2022

| 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: Editor/Producer

Date of Hire: 06/20/2022

| 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: Director Foundation & Gov Relations

Date of Hire: 09/06/2022

| 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.

Job Title of Position: Program Director – The Bridge

Date of Hire: 09/12/2022

| 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 |
| NYS Broadcasters Assoc. | N | nysbroadcasters.org/ | Carolyn Nash | cnash@nysbroadcasters.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: VP, Corporate Support

Date of Hire: 09/12/2022

| 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: Program Director – WBFO

Date of Hire: 09/14/2022

| 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 website | 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: Content Producer

Date of Hire: 09/24/2022

| 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 |
| NonProfit Network | N | thenonprofitnetwork.org | NA | info@thenonprofitnetwork.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: 10/08/2022

| 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: Learning & Engagement Associate

Date of Hire: 10/31/2022

| 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: Editor/Producer

Date of Hire: 11/02/2022

| REFERRAL SOURCE | * | ADDRESS OF SOURCE | CONTACT PERSON | CONTACT INFO OF SOURCE |
|-----------------|---|-------------------|----------------|------------------------|
|-----------------|---|-------------------|----------------|------------------------|

| | | | AT 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 Coordinator

Date of Hire: 11/05/2022

| 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: Digital Media Specialist

Date of Hire: 11/14/2022

| 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: Membership Associate

Date of Hire: 11/28/2022

| 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: IT Support Specialist

Date of Hire: 11/29/2022

| 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 |
| InfoTechWNY | N | infotechwny.com | 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: Digital Marketing Associate

Date of Hire: 12/19/2022

| 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: Multimedia Reporter

Date of Hire: 01/03/2023

| 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: Data Analyst

Date of Hire: 01/09/2023

| 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: Executive Administrator

Date of Hire: 01/17/2023

| 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 |

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