

# 2021 ANNUAL EEO PUBLIC FILE REPORT

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

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

Reporting Period: 2/1/2020 – 1/31/2021

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>Established an <b>internship</b> program designed to assist members of the community to acquire skills needed for broadcast employment.</i>	Media Production intern Spring 2020 Approx. 12-15 hours per week; unpaid/course credit given (SUNY Buffalo State)
<i>Participated in <b>job banks, internet programs, and other programs</b> designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).</i>	LinkedIn, Twitter, Instagram, Facebook
<i>Established <b>training</b> programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</i>	WBFO News Director attended Leading People+ 2-day executive workshop 2/11-2/12/2020 facilitated by Performance Management Partners. Topics covered: foundations of leadership, goal setting, delegation, giving feedback, handling resistance.
<i>Established a <b>mentoring</b> program for station personnel.</i>	Public Media Workforce Collaborative (PMWC) – cohort of HR leaders from Cleveland, Detroit, Pittsburgh, Buffalo

stations.

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

Buffalo Niagara Partnership (BNP) sponsor – COO involvement in Executive Exchange Program (quarterly meetings). 2020 Buffalo International Film Festival sponsor.

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

NAVEX compliance and ethical communications training  
Diversity webinar training - all staff.

*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.*

Participation/membership by HR Dir. in: LIFT WNY – professional development group; Buffalo Niagara HR Association (BNHRA); Association for Training & Development (ATD); Society for HR Management (SHRM)  
Participation/membership by COO in: Buffalo Chamber of Commerce  
WBFO Asst. News Director and WNEB Radio Host are board members of the Buffalo Broadcasters Association (BBA).

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRER
07/20/2020	Membership Payment Coordinator	employee referral
09/21/2020	Major Gifts Coordinator	indeed.com
10/26/2020	Broadcast and Education Associate	indeed.com

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
indeed.com (all vacancies posted)	31
Public Media Business Association (PMBA)	0
Corporation for Public Broadcasting (CPB)	0

Internal posting	1
BTPM social media (Twitter/Facebook)	0
Total Number of Persons Interviewed during the Reporting Period:	32

RECRUITING SOURCES USED

Job Title of Position: Membership Payment Coordinator      Date of Hire: 07/20/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
PMBA	N	PMBAonline.org	NA	NA
CPB	N	cpb.org	NA	NA
Internal posting	N	140 Lower Terr, Buffalo, NY 14202	Lisa Welling (past Director of HR)	hr@wned.org
BTPM Social Media	N	140 Lower Terr, Buffalo, NY 14202	Lisa Welling (past Director of HR)	hr@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: Major Gifts Coordinator      Date of Hire: 09/21/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
CPB	N	cpb.org	NA	NA
Internal posting	N	140 Lower Terr, Buffalo, NY 14202	Lisa Welling (past Director of HR)	hr@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: Broadcast an Education Associate      Date of Hire: 10/26/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Indeed	N	indeed.com	NA	NA
CPB	N	cpb.org	NA	NA
Internal posting	N	140 Lower Terr, Buffalo, NY 14202	Lisa Welling (past Director of HR)	hr@wned.org
BTPM Social Media	N	140 Lower Terr, Buffalo, NY 14202	Lisa Welling (past Director of HR)	hr@wned.org

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

Note: Revised after review by counsel in preparation for audit.