

2023 ANNUAL EEO PUBLIC FILE REPORT

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

Stations: WNET-TV, Buffalo, NY
WNET-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):

*Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.*

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.

*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.*

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

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

Hosted 9 interns:
SUNY Buffalo State – Spring 2022 – Production
SUNY Buffalo State – Spring 2022 – News
Hilbert College – Spring 2022 – News

broadcast employment.

SUNY Buffalo 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 – WNET Host presented *Producing Documentary Film for Public Television*
11/29/2022 University of Pittsburgh Office of Health Sciences Diversity, Equity, and Inclusion – WNET Host presented *Lake of Betrayal*.
11/30/2022 University of Pittsburgh at Bradford Arts Program – WNET 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
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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
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			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.