

2025 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, NY
WOLN, Olean, NY
WUBJ, Jamestown, NY

Reporting Period: 02/01/2024 – 01/31/2025

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.*

- 3-28-2024 Syracuse Job Fair attended by VP Corp Support
- 4-12-2024 Northland Hiring Fair attended by Dir & Coord PeopleOps
- 4-13-2024 Buffalo Broadcasters Association Student Career Fair attended by VP Corp Support
- 4-16-2024 Daemen Univ Recruiters on Campus attended by PeopleOps Coord
- 4-17-2024 Charter School for Applied Technologies Fair attended by Dir PeopleOps
- 4-25-2024 Diversity Job Fair attended by PeopleOps Coord
- 6-11-2024 Hire Talent Multi-University Job Fair attended by PeopleOps Coord
- 8-29-2024 Buffalo State Job & Internship Fair attended by Dir PeopleOps

*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.*

- 04-23-2024 Walsh Duffield DEI Roundtable participant Dir, People Ops
- 06-06-2024 Speaking engagement Amherst Rotary Club by President/CEO
- 07-29-2024 Speaking engagement Media & Regional Economy Focus Group by President/CEO
- 12-19-2024 M&T Bank Tech Hackathon keynote speaker President/CEO
- 01-13-2025 Speaking engagement Jamestown Rotary Club by President/CEO
- Monthly – Director, PeopleOps attends regular meetings facilitated by the major market group cohort
- Monthly – Director, PeopleOps attends regular meetings facilitated by the DEIB Practitioners cohort

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

Hosted 15 Interns

- Spring 2024
- Charter School for Applied Technologies – Radio News
- Buffalo State – Digital Video Production
- Buffalo State – Audio Virtual Operations
- Niagara University – Radio Production
- University at Buffalo – Radio News

Buffalo State – WBFO The Bridge
Buffalo State – Digital Video Production
City Honors – Digital Video Production

Summer 2024

University of Notre Dame - Digital Video Production
Elon University - Digital Video Production
University of Dayton - WBFO The Bridge
Loyola University - Social Media/Marketing

Fall 2024

Buffalo State University – Digital Video Production
Buffalo State University – Digital Video Production (dropped)
Hilbert College – Radio News

*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).*

04-16-2024 BN360: *Culture & Connections Event* attended by Dir PeopleOps
06-02-2024 Pride Jr.– tabled outreach event by L&E
07-19-2024 Great Lakes Teacher Workshop attended by L&E
11-11-2024 Fall Programmers Meeting: Presentation *How Local Can You Go? Success with Smarter Station Breaks* facilitated by VP, Content Distribution
11-12-2024 Carl the Collector community event hosted by L&E Dept
11-13-2024 Ready To Learn Family Activity Night hosted by L&E Dept
11-20-2024 L&E Dept Jamestown, NY listening session
12-10-2024 Erie 2 BOCES PBSLM Presentation by L&E Dept

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

PMWC 2024 Leadership Academy (4 station participants) – 6 sessions
2024 CPB Harassment Prevention Training – all staff
03-12-2024 *Elevate Your Influence and Accelerate Your Career with ChatGPT* webinar attended by Dir PeopleOps
04-10-2024 UWBEC *Breastfeeding, Chestfeeding and Lactation Friendly Seminar* attended by PeopleOps Coord
05-29-2024 *BNP Employer's Guide to Workforce Development* seminar attended by PeopleOps Coord
Fall 2024 Emotional Intelligence 3-part series workshop – all staff
Sept-Jan 2025 AI Beta Group – bi-weekly meetings with 15 staff participants, facilitated by Anthony DeSimone
11-06 to 11-07-2024 Great Lakes Tech Retreat attended by Data Analyst
11-19-2024 HodgsonRuss Employment Conference attended by PeopleOps Sr Coord
12-2024 Cybersecurity Training – all staff

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

Public Media Workforce Collaborative (PMWC) – cohort of HR leaders from Cleveland, Indianapolis, Buffalo
March to August 2024 Accelerator Program – monthly sessions with Director, Digital Strategy and VP, Marketing and Creative Services

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

03-11-2024 St. Bonaventure University guest speaker by Asst. Director, Marketing – *Strategic Communications*
04-02-2024 Buffalo & Erie County Public Library Imagine Buffalo Speaker Series guest speaker VP, Original Content Creation
04-16-2024 St. Bonaventure University guest speaker by MMR – *Strategic Communications*
10-30-2024 Hosted event for Global Concepts Charter High School students for a station tour and educational sessions.
Calspan High School Advisory Committee Participant – PeopleOps

Coordinator
 Ongoing Mentorship Program for Canisius University Council of
 Accountancy, involvement by EVP & Chief Operating Officer

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

10-03-2024 Cystic Fibrosis Foundation event – VP Marketing & Creative Services and Social Media Manager
 10-03-2024 Cub Scouts station tour hosted by Content and Engineering
 10-30-2024 Global Concepts Charter School Ed Experience hosted by L&E

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

03-26-2024 Goldberg Segalla *Employment Law in the Post-COVID World: A Refresher and Update* webinar attended by Dir PeopleOps
 03-28-2024 Child + Family Services *Coachability, Feedback and Personnel Management* webinar attended by Dir PeopleOps
 5-2024 to 6-2024 Greater Public’s Inclusive Manager Training Program attended by Managing Editor
 05-21-2024 DEI training presented by VIA WNY – all staff
 05-30-2024 Child + Family Services *Mental Health in the Workplace: Building a Supportive Culture* webinar attended by Dir PeopleOps
 06-11-2024 Walsh Duffield Benefits Seminar attended by Dir PeopleOps
 06-13-2024 BNP DEI Symposium attended by PeopleOps Coord and Dir PeopleOps
 07-11-2024 *Supporting Women and Girls of Color in STEM* webinar attended by Dir. L&E
 10-15 & 10-22-2024 Greater Public’s *Conflict Competence in People-Pleasing Work Cultures* webinars attended by Dir PeopleOps
 10-19-2024 Elevating STEM Education in Rural Communities webinar attended by Dir. L&E
 11-06-2024 Workplace Mental Health Certificate Course attended by Dir PeopleOps
 01-16-2025 Innovate with Current: *Visions for Public Media’s Future* webinar – 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.*

Ongoing BNP Executive Exchange Program, involvement by EVP & COO
 InfoTech of WNY membership by IT Administrator
 BNHRA membership by Dir PeopleOps
 Assoc. of Fundraising Professionals membership by Dir Leadership & Legacy
 Theodore Roosevelt Inaugural Site membership by Dir L&L
 Preservation Society of Newport County membership by Dir L&L
 Women United at UW of Buffalo & Erie County membership by Dir L&L
 WNY Women's Foundation Development Committee Member Dir Leadership & Legacy
 September 16-19, 2024 - NETA Conference & CPB Public Media Thought Leader Forum – various sessions attended by Exec Producers, Dir PeopleOps, Producer/Editor, Exec Assistant, Development Coord, Data Analyst, Dir L&E

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
03/18/2024	IT Support Specialist	Indeed
04/06/2024	Producer – Radio News	Internal candidate
05/20/2024	Audio Programming Specialist	External referral
06/03/2024	Corporate Support Sales Representative	Indeed
07/08/2024	Audio Producer/Editor	Internal candidate

07/22/2024	Membership Associate	Indeed
07/22/2024	Associate Producer	Internal referral
08/26/2024	Multimedia Reporter	Indeed
09/10/2024	Events & Experiences Facilitator	Indeed
09/25/2024	Major Gifts Coordinator	Previous applicant
09/25/2024	Media Traffic Coordinator	Internal referral
10/28/2024	Engineering Associate	Indeed
11/11/2024	Social Media Associate	Company website
12/02/2024	Engineering Associate	Previous applicant

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
LinkedIn	7
Indeed	44
Website	11
Referral	8
Social media	1
Internal	7
Job fair	3
Previous applicant	3
Google job search	2
Total Number of Persons Interviewed during the Reporting Period:	86

RECRUITING SOURCES USED

Job Title of Position: IT Support Specialist

Date of Hire: 03/18/2024

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
InfoTech WNY	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: Producer – Radio News

Date of Hire: 04/06/2024

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	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: Audio Programming Specialist

Date of Hire: 05/20/2024

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
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Indeed	N	indeed.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
LinkedIn	N	linkedin.com	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: Corporate Support Sales Representative Date of Hire: 06/03/2024

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
BNSME	N	bnsme.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: Audio Producer/Editor Date of Hire: 07/08/2024

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: 07/22/2024

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: Associate Producer Date of Hire: 07/22/2024

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	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: Multimedia Reporter Date of Hire: 08/26/2024

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	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: Events & Experiences Facilitator Date of Hire: 09/10/2024

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
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Indeed	N	indeed.com	NA	NA
Company website	N	wned.org/careers	Jennifer Hasse	jhasse@wned.org
LinkedIn	N	linkedin.com	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: Major Gifts Coordinator

Date of Hire: 09/25/2024

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
Assoc. of Fundraising Professionals	N	afpwnychapter.org	NA	afpwny@afpwnychapter.org
NETA	N	netaonline.org	NA	NA
BNSME	N	bnsme.org	Jeanne Hellert	jeanne@jehellert.com
Arts Services Inc.	N	asiwny.org	Kelsey	info@asiwny.org
United Way of Buffalo & Erie County	N	uwbec.org	NA	marketing@uwbec.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: Media Traffic Coordinator

Date of Hire: 09/25/2024

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	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: Engineering Associate

Date of Hire: 10/28/2024

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
Northland Workforce Training Center	N	northlandwtc.org	Marcus Hill	Mhill@northlandwtc.org
United Way of Buffalo & Erie County	N	uwbec.org	NA	marketing@uwbec.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: Social Media Associate

Date of Hire: 11/11/2024

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: Engineering Associate

Date of Hire: 12/02/2024

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
Northland Workforce Training Center	N	northlandwtc.org	Marcus Hill	Mhill@northlandwtc.org
United Way of Buffalo & Erie County	N	uwbec.org	NA	marketing@uwbec.org

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