

2026 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: 02/01/2025 – 01/31/2026

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.

03-19-2025 CSAT Spring Job Fair – attended by Sr PeopleOps Coord.
04-01-2025 Hilbert Career Expo – attended by Sr PeopleOps Coord.
04-03-2025 Daemen Recruiters on Campus – attended by Sr PeopleOps Coord.
08-01-2025 WNY Regional Career Fair – attended by Sr PeopleOps Coord. & PeopleOps Intern
10-23-2025 Diversity Career Fair – attended by Sr PeopleOps Coord. & PeopleOps Intern

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.

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
02-24 to 2-26-2025 APTS Summit attended by CEO
03-18 to 03-20-2025 MMG Member Meeting attended by CEO
03-28-2025 Central Cast GM Meeting attended by CEO
06-26-2025 APBS Meeting attended by CEO
09-2025 NPR DEIA Leadership Summit attended by Director, PeopleOps
10-15 to 10-16-2025 PMVG/Google Leadership Summit attended by CEO

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

Hosted 15 Interns
Spring 2025
Canisius University - Digital Video Production
University at Buffalo - People Operations
Buffalo State University - Radio News
Buffalo State University - Digital Video Production
St. Bonaventure University - Radio News

Summer 2025
University at Buffalo - People Operations

Ithaca College - Digital Video Production
Villa Maria College - Digital Video Production
Savannah College of Art and Design - BTPM The Bridge

Fall 2025

Hilbert College - Digital Video Production
Buffalo State University - People Operations
Niagara University - Fundraising Production
University at Buffalo - Digital Video Production
Canisius University - Digital Video Production
University at Buffalo - BTPM The Bridge

*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).*

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

03-06-2025 PMPM Day Tabling Events at 24 sites throughout region
May-Sept 2025 Farmers Market Tabling Events at 11 sites throughout region
06-01-2025 Buffalo Pride Parade participation
06-25-2025 United Way Day of Caring with 10 participants
06-29-2025 Toronto Pride Parade participation
08-16-2025 Puerto Rican Hispanic Day Parade participation

PMWC 2025 *Rising Stars* (7 station participants) – 6 sessions
Ongoing membership in NYS Broadcasters Leadership Program for Digital Revenue team members
2025 *Harassment Prevention Training* – all staff
02-04-2025 *Active Shooter Training* – all staff
04-29-2025 *G.R.A.C.E. Training* – all staff
April-June 2025 *Next Level Development Program* attended by Dir Learning & Engagement
06-04-2025 *Walsh Benefits Seminar* attended by Dir PeopleOps
07-15-2025 *TechConnect: Helping nonprofits smartly put AI to work* presented by TechBuffalo attended by Exec Asst, Dir PeopleOps, EVP & COO
09-22-2025 *Elevate Your Sales with AI and Human Expertise: Where Smart Technology Meets Smart Selling* training session attended by 4 participants from Digital Revenue team
10-09-2025 *AI: Experimentation and Implementation* Webinar attended by Sr. PeopleOps Coord.
10-24-2025 *YAYAHP: Balance Confidence with Curiosity* Webinar attended by Sr. PeopleOps Coord.
11-06-2025 *Grant Training Session* attended by Sr. PeopleOps Coord.
12-09-2025 *Secure Choice Program* attended by Sr. PeopleOps Coord.
Dec 2025-Jul 2026 *Digital Progressive Training Plan* participation by Managing Editor

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

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

Public Media Workforce Collaborative (PMWC) – cohort of HR leaders from Cleveland, Indianapolis, Buffalo
03-2025 Western New York Section VI High School Student Leadership Conference speaking engagement by VP, Digital Revenue
03-26-2025 Canisius University guest speaker by Asst. Director, Creative Services – *DMA Professional Practices*
07-22-2025 Passing the Baton: Succession Planning for Resilient Nonprofits presented by Asi attended by Dir PeopleOps
12-2025 Syracuse University guest speakers by VP, Digital Revenue Strategy and Director, Audio Strategy – *Newhouse School journalism students*
Calspan High School Advisory Committee Participant – Sr. PeopleOps Coord.
Ongoing Mentorship Program for Canisius University Council of

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

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

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.

Accountancy, involvement by EVP & Chief Operating Officer

Young Adult Advisory Committee facilitated by Learning & Engagement Dept
Young Professionals Council facilitated by People Operations, Marketing, Content, and Development Departments

10-28-2025 Truth Be Told Workshop presented by Clementine Gold Group for nonprofit community members

02-2025 to 12-2025 *Culture Carriers Program* presented by Clementine Gold Group attended by Dir PeopleOps

02-05-2025 *SHRM Webcast Gender & Inclusion: Navigating New DEI Executive Orders* attended by Dir PeopleOps

02-24-2025 *SHRM Webcast Mind Over Machine - Overcoming Resistance to Generative AI Integration* attended by Dir PeopleOps

02-26-2025 *SHRM Webcast Navigating Title VII Compliance Amid Recent DEI Policy Changes* attended by Dir PeopleOps

03-11-2025 *DEI Insights and Practical Guidance for Nonprofits Following Recent Executive Orders* presented by STB Law attended by Dir PeopleOps

06-26-2025 *BNHRA Phillips Lytle Legal Update* attended by Dir PeopleOps
Mar, July, Sept 2025 *Performance Review Training* for people managers presented by Dir PeopleOps

08-26-2025 *Thriving Through Change: Building Resilience for All* presented by Ideastream attended by Dir PeopleOps

08-14-2025 *Greater Public Seminar Addressing Burnout: Recognizing Signs & Learning Skills to Thrive* attended by Dir PeopleOps

11-20-2025 *Hodgson Russ Labor and Employment Conference* attended by Sr. PeopleOps Coord.

08-2025 & 12-2025 *Retirement Transition Coaching* w/Rob Schwartz, facilitated by Dir PeopleOps and presented to all staff

Ongoing BNP Executive Exchange Program, involvement by EVP & COO
InfoTech of WNY membership by IT Administrator

BNHRA membership by Dir PeopleOps

Squeaky Wheel Board Member by Major Gifts Associate

Evergreen Board Member by EVP & COO

Penn Dixie Board Member by Dir PeopleOps

Assoc. of Fundraising Professionals membership by Dir Leadership & Legacy
Springville Arts Café Member by Dir L&L

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 by Dir L&L

Great Camp Sagamore Institute of Adirondacks Board Member by Dir L&L

Field and Fork Board Member by Dir L&L

Graycliff Conservancy Board Member by Dir L&L

Clarence Library Trustee by Dir L&L

Beau Fleuve Legacy Polo Committee by Dir L&L

Crouse Health Polo for Preemies Committee by Dir L&L

President and Founder of Fifty Fabulous Women Giving Circle by Dir L&L

President and Founder of Jennie's Circle by Dir L&L

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIRE
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02/05/2025	Director of Audio Strategy	previous applicant
04/07/2025	Learning & Engagement Coordinator	Indeed
07/07/2025	Graphic Designer	previous applicant
07/07/2025	Audio Specialist	Indeed
08/04/2025	Jr Corporate Support Representative	internal referral
09/09/2025	Major Gifts Associate	company website
09/22/2025	Managing Editor	Indeed
10/06/2025	Data Analyst	LinkedIn
11/17/2025	Media Traffic Coordinator	previous applicant
12/08/2025	Senior Multimedia Reporter	social media
01/20/2026	Media Engagement Coordinator	internal referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
LinkedIn	15
Indeed	26
Website	9
Referral	5
Social media	2
Job fair	1
Previous applicant	4
JobCase	1
ZipRecruiter	3
Greater Public	1
Total Number of Persons Interviewed during the Reporting Period:	67

RECRUITING SOURCES USED

Job Title of Position: Director of Audio Strategy

Date of Hire: 02/05/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.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 Coordinator

Date of Hire: 04/07/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.org
JobCase job board	N	Jobcase.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: Graphic Designer

Date of Hire: 07/07/2025

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	CONTACT INFO OF SOURCE
Indeed	N	indeed.com	NA	NA
Company website	N	btpm.org/careers	Jennifer Hasse	jhasse@btpm.org
LinkedIn	N	linkedin.com	NA	NA
CPB job board	N	cpb.org	NA	NA
Greater Public	N	greaterpublic.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 Specialist

Date of Hire: 07/07/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.org
ZipRecruiter	N	ziprecruiter.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: Jr Corporate Support Representative

Date of Hire: 08/04/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.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: Major Gifts Associate

Date of Hire: 09/09/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.org
CPB job board	N	cpb.org	NA	NA
Greater Public	N	greaterpublic.org	NA	NA
NETA	N	netaonline.org	NA	NA
WNY Planned Giving Consortium	N	wnyplannedgiving.org	NA	wnyplannedgiving@gmail.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: Managing Editor

Date of Hire: 09/22/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.org
CPB job board	N	cpb.org	NA	NA
Greater Public	N	greaterpublic.org	NA	NA
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: Data AnalystDate of Hire: 10/06/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.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 CoordinatorDate of Hire: 11/17/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.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: Senior Multimedia ReporterDate of Hire: 12/08/2025

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.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 Engagement CoordinatorDate of Hire: 01/20/2026

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	btpm.org/careers	Jennifer Hasse	jhasse@btpm.org

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