



**WESTERN NEW YORK PUBLIC BROADCASTING ASSOCIATION
DIVERSITY & INCLUSION INITIATIVE**

ANNUAL REPORT

SEPTEMBER 2017

As a demonstration of the WNY Public Broadcasting Association's (WNEB | WBFO) commitment to diversity and inclusion with regard to its workforce, management and boards, the following initiatives have been implemented:

- Reviewed with WNEB | WBFO's Board of Trustees those practices that are designed to fulfill WNEB | WBFO's commitment to diversity and inclusion. *(Attachment A)*
- Annual Diversity Training for all staff – “Understanding Bias” a mandatory on-site training seminar, sponsored by Child and Family Services of Erie County, on understanding unconscious bias and prejudice, reinforcing an appreciation for the importance of a diverse workforce focused on respect and dignity, took place in October 2016.
- Ongoing internship program includes individuals representing diverse groups in internships designed to provide meaningful professional-level experience in order to reflect the diversity of the community and further public broadcasting's commitment to education – WNEB | WBFO continued to offer internship opportunities to area college students throughout the year in several different areas of the organization, including TV Production & Radio.
- Participation in minority or diversity job fairs – Staff representatives continue to participate in job fairs presented by area colleges that provide exposure to WNEB | WBFO and information dissemination to a diverse potential employment pool.
- Annual Report posted on the WNEB | WBFO website and made available for public inspection upon request within a reasonable amount of time. *(Attachment B)*



ATTACHMENT A

WORKPLACE DIVERSITY

WNET | WBFO believes that when individual differences, rights, and beliefs are respected and embraced, all people have a voice, and their creativity and originality are encouraged. We maintain that achieving diversity requires an enduring commitment to inclusion that must find full expression in our organization's culture, values, norms and behaviors. Throughout our work, we will support diversity in all of its forms, encompassing but not limited to, age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, and veteran status.

BENEFITS OF DIVERSITY

WNET | WBFO is committed to promoting an environment in which differences are respected, employees are treated fairly, and individual contributions are valued and rewarded. The perspectives offered by employees, board members, interns, volunteers and community partners from many different backgrounds not only strengthen WNET | WBFO and provide greater innovation and creativity, but enable us to thoughtfully respond to the needs of our stakeholders. Therefore, WNET | WBFO's diversity initiatives are applicable, but not limited to, our practices and policies on recruitment and selection of staff and board members, compensation and benefits, professional development and training, promotions, transfers, social and recreational programs, layoffs, terminations, and the ongoing development of a work environment built on the premise of gender and diversity equity that encourages and enforces:

- Respectful communication and cooperation between all employees, board members, interns and volunteers
- Teamwork and employee participation, permitting the representation of all groups and employee perspectives
- Employer and employee contributions to the communities we serve to promote a greater understanding and respect for diversity

WNET | WBFO staff has a responsibility to exhibit conduct that reflects inclusion during work, at work functions on or off the work site, and at all other company-sponsored events. All employees are also required to attend and complete annual diversity awareness training to enhance their knowledge to fulfill this responsibility. Any employee found to have exhibited any inappropriate conduct or behavior against others may be subject to disciplinary action.

MANAGEMENT COMMITMENT

All members of management are responsible for understanding WNET's commitment to a diverse workforce and to actively assuring that the diversity plan is supported and carried out.

QUESTIONS AND COMPLAINTS

Employees who believe they have been subjected to any kind of discrimination that conflicts with WNET's diversity policy and initiatives, or any other status protected by law, should seek assistance from a supervisor or the Director of Human Resources.



ATTACHMENT B

**WNY PUBLIC BROADCASTING ASSOCIATION (WNEB | WBFO)
ANNUAL REPORT 2016-2017**

Following is data in support of actions taken by WNEB | WBFO to satisfy the Corporation for Public Broadcasting’s Diversity & Inclusion requirements.

EMPLOYMENT STATISTICS

A. Full-Time Positions Opened & Filled – October 1, 2016 - September 30, 2017

Date Opened	Date Filled	Position	Job Group	Total Interviewed	EEO/Gender	Referral Source
9/1/16	10/6/16	Dir., Leadership Circle & Founders Society	2	2	2-WF	WE/FE
9/13/16	12/27/16	Corp Dev. Sales Rep - US	4	3	1-WM, 2-U	WW/OW
10/12/16	12/12/16	Administrative Assistant - FT	5	3	3-WF	OW
11/1/16	1/19/17	Education Associate	5	4	2-WM, 2-BM	WE/OW/ER
12/1/16	1/9/17	Membership Associate	5	10	3-WF, 2-BF, 2-BM, 2-UF, 1WM	OW-Indeed
4/1/17	5/1/17	Mgr., Leadership & Legacy Giving	2	3	3-WF	OW-Indeed, WE
5/24/17	8/16/17	Director of Fundraising & Events	2	6	5-WF, 1-HF	OW
6/14/17	7/17/17	Manager of Foundations & Development	2	5	3-WF, 1-WM, 1-BF	OW-Indeed, WW-WNEB

Job Group

- 1 – First/Mid-Level Officer
- 2 - Professionals
- 3 - Technicians
- 4 – Sales Workers
- 5 – Administrative Support
- 6 – Craft Workers (skilled)
- 7 – Operatives (semi-skilled)
- 8 – Laborers & Helpers
- 9 – Service Workers

EEO/Gender

- W – White (not Hispanic)
- B – Black/African American
- H – Hispanic/Latino
- A – Asian
- P - Pacific Islander/Native Hawaiian
- I – American Indian/Native Alaskan
- S – Two or More
- U - Unknown

Referral Source

- PA – Print Ad Response
- CR – Campus Recruiting
- ER – Employee Referral
- WE – WNEB | WBFO Employee
- FE – Former Employee/Volunteer
- IN – Intern
- WW – WNEB | WBFO Website
- OW – Other Website
- SR – System Referral
- SM – Social Media

To comply with the FCC’s EEO requirements, WNED | WBFO distributes every open position to a variety of community-based organizations, as well as sites that serve veterans, minorities, persons with disabilities and state employment agencies, including Buffalo Urban League, Hispanics United, Community Action Organization of Erie County, International Institute, NAACP, Educational Opportunity Center/Buffalo State and NYSDOL Job Bank. WNED | WBFO also takes advantage of job posting sites through the public radio diversity recruitment group, including the Minority Media Telecommunications Council and All Women in Media. In addition, external job-posting services such as CareerBuilder and industry job-posting services such as Current and CPB Jobline are utilized when appropriate. All WNED | WBFO job postings contain the statement: “WNED | WBFO is an equal opportunity employer with a commitment to excellence through diversity.”

B. Employment Data-FT

	Male		Male		Female		Female		Totals	
	Non-Minority		Minority		Non-Minority		Minority			
	Count	%	Count	%	Count	%	Count	%	Count	%
Headcount	40	52%	4	5%	30	39%	3	4%	77	100%
Management	10	48%	2	9%	8	38%	1	5%	21	100%
Non-Management	30	53%	2	4%	22	39%	2	4%	56	100%
New Hires	2	25%	0	0%	5	63%	1	12%	8	100%
Promotions	0		0		0		0		0	100%

Notes:

- Minority includes Black or African American, Asian; Hispanic/Latino(a); Asian; Native American or Pacific Islander; Two or More Races.
- Management includes those positions that supervise others.