

EEO Public File Report for WNED Public Broadcasting Association February 2, 2009 – February 1, 2010

This EEO Public File Report is filed in WNED's public inspection file pursuant to Section 73.2080 of the Federal Communications Commission's (FCC) rules.

During the period February 2, 2009 through February 1, 2010, WNED filled the following full-time vacancies:

- Administrative Assistant, Education & Outreach
- Administrative Assistant, Marketing & Sales
- ThinkBright Traffic Specialist
- Underwriting Account Executive
- Vice President, Marketing & Sales

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and/or office, and telephone number.
- The recruitment source that referred the person hired for each full-time vacancy.
- The total number of persons interviewed for each full-time vacancy.
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of Supplemental Outreach Initiatives completed for the period February 2, 2009 through February 1, 2010.

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Attachment A

**EEO Public File Report
Recruitment Sources Used To Fill Each Full-time Vacancy
For the period February 2, 2009 – February 1, 2010**

Administrative Assistant, Education & Outreach

Opened: April 7, 2009

Filled: August 3, 2009

Total Interviewed = 7

Source – Buffaoniagarajobs.com

Recruitment Source	Contact Name/Office	Total Interviewed	Requested Notification
WNED PBC Internal Source 140 Lower Terrace Buffalo, NY 14202	Fran Lipani (716) 845-7000, ext. 200 flipani@wned.org	1	N
WNED Website	www.wned.org	1	N
PBS Connect	Job Postings www.pbs.org	0	N
CPB Jobline	Jobline www.stations.cpb.org	0	N
Buffalo News One News Plaza, P.O. Box 1078, Buffalo, NY 14240	Ralphine Magby (716) 849-5523 www.buffalonews.com	3	N
Challenger Publishing Co. 1337 Jefferson Ave. Buffalo, NY 14208	Kim advertising@thechallengernews.com (716) 897-0442	0	N
Buffaloniagarajobs.org	www.buffaloniagara.org	2	N
Hispanics United 245 Virginia Place Buffalo, NY 14201	jovinomoreales@netscape.net (716)856-7110	0	N
WUFO Radio 89 LaSalle St. Buffalo, NY 14214	jkiner@wufoam.com (716)834-1080	0	N
NAACP 1490 Jefferson Ave. Buffalo, NY 14208	NAACP@Apollo3.com (716)874-4460	0	N
Jewish Family Services 70 Barker St. Buffalo, NY 14209	generalinfo@jfsbuffalo.org (716)883-1914	0	N
Catholic Charities 525 Washington St. Buffalo, NY 14203	Ted Lesinski Laurie.domiano@ccwny.org (716) 856-4494	0	N

Buffalo Urban League 15 Genesee St. Buffalo, NY 14203	Joan King jking@BuffaloUrbanLeague.org	0	N
Everywoman Opportunity Center 237 Main St. Buffalo, NY 14203	Ivy Washington ewocbuf@everywoman.org (716) 852-0670	0	N
International Institute 864 Delaware Ave. Buffalo, NY 14209	Pam iib@iibuff.org (716)883-1900	0	N
Connecticut School of Broadcasting	www.gocsb.com	0	N
WIVB-TV 2077 Elmwood Ave. Buffalo, NY 14207	Connie Wurstner Connie.wurstner@wivb.com (716) 874-4410	0	N
Langston-Hughes Institute 25 High St. Buffalo, NY 14203	Lhibuffalo@adelphia.net (716) 881-3266	0	N
Community Action Organization of Erie County 70 Harvard Place Buffalo, NY 14209	Hr.@caoec.org www.caoec.org (716) 881-5150 (ext. 4459)	0	N
Buffalo Federation of Neighborhood Centers, Inc. 97 Lemon St. Buffalo, NY 14204	www.bfnc.org (716)856-0363	0	N
State University of New York at Buffalo 259 Capen Hall Buffalo, NY 14260-1635	Dr. Dan Ryan Dryan@buffalo.edu (716) 645-2231	0	N
Internet Job Source	www.jobs.50statejobs.com	0	N
The Western New York Assoc. of College Career Centers	www.wnyaccc.org	0	N
TV News Gigs	www.tvnewsgigs.com	0	N
NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203	www.nysbroadcasters.org www.info@nysbroadcasters.org (518) 456-8888	0	N
Craigslist.com	www.craigslist.com	0	N

Administrative Assistant, Marketing & Sales

Opened: September 1, 2009

Filled: December 7, 2009

Total Interviewed = 4

Source – Employee referral

Recruitment Source	Contact Name/Office	Total Interviewed	Requested Notification
WNED PBC Internal Source 140 Lower Terrace Buffalo, NY 14202	Fran Lipani (716) 845-7000, ext. 200 flipani@wned.org	1	N
WNED Website	www.wned.org	2	N
PBS Connect	Job Postings www.pbs.org	0	N
CPB Jobline	Jobline www.stations.cpb.org	1	N
Buffalo News One News Plaza, P.O. Box 1078, Buffalo, NY 14240	Ralphine Magby (716) 849-5523 www.buffalonews.com	0	N
Challenger Publishing Co. 1337 Jefferson Ave. Buffalo, NY 14208	Kim advertising@thechallengernews.com (716) 897-0442	0	N
Buffaloniagarajobs.org	www.iambuffalniagarajobs.com	0	N
Hispanics United 245 Virginia Place Buffalo, NY 14201	jovinomoreales@netscape.net (716)856-7110	0	N
WUFO Radio 89 LaSalle St. Buffalo, NY 14214	jkiner@wufoam.com (716)834-1080	0	N
NAACP 1490 Jefferson Ave. Buffalo, NY 14208	NAACP@Apollo3.com (716)874-4460	0	N
Jewish Family Services 70 Barker St. Buffalo, NY 14209	generalinfo@jfsbuffalo.org (716)883-1914	0	N
Catholic Charities 525 Washington St. Buffalo, NY 14203	Ted Lesinski Laurie.domiano@ccwny.org (716) 856-4494	0	N
Buffalo Urban League 15 Genesee St. Buffalo, NY 14203	Joan King jking@BuffaloUrbanLeague.org	0	N
Everywoman Opportunity Center 237 Main St. Buffalo, NY 14203	Ivy Washington ewocbuf@everywoman.org (716) 852-0670	0	N
International Institute 864 Delaware Ave. Buffalo, NY 14209	Pam iib@iibuff.org (716)883-1900	0	N

Connecticut School of Broadcasting	www.gocsb.com	0	N
WIVB-TV 2077 Elmwood Ave. Buffalo, NY 14207	Connie Wurstner Connie.wurstner@wivb.com (716) 874-4410	0	N
Langston-Hughes Institute 25 High St. Buffalo, NY 14203	Lhibuffalo@adelphia.net (716) 881-3266	0	N
Community Action Organization of Erie County 70 Harvard Place Buffalo, NY 14209	Hr.@caoec.org www.caoec.org (716) 881-5150 (ext. 4459)	0	N
Buffalo Federation of Neighborhood Centers, Inc. 97 Lemon St. Buffalo, NY 14204	www.bfnc.org (716)856-0363	0	N
State University of New York at Buffalo 259 Capen Hall Buffalo, NY 14260-1635	Dr. Dan Ryan Dryan@buffalo.edu (716) 645-2231	0	N
Internet Job Source	www.jobs.50statejobs.com	0	N
The Western New York Assoc. of College Career Centers	www.wnyacc.org	0	N
TV News Gigs	www.tvnewsqigs.com	0	N
Craigslist.com	www.craigslist.com	0	N

ThinkBright Traffic Specialist
Opened: July 1, 2009
Filled: December 7, 2009
Total Interviewed = 2
Source – WNED Employee

Recruitment Source	Contact Name/Office	Total Interviewed	Requested Notification
WNED PBC Internal Source 140 Lower Terrace Buffalo, NY 14202	Fran Lipani (716) 845-7000, ext. 200 flipani@wned.org	2	N
WNED Website	www.wned.org	0	N
PBS Connect	Job Postings www.pbs.org	0	N
CPB Jobline	Jobline www.stations.cpb.org	0	N
Buffalo News One News Plaza, P.O. Box 1078, Buffalo, NY 14240	Ralphine Magby (716) 849-5523 www.buffalonews.com	0	N

Challenger Publishing Co. 1337 Jefferson Ave. Buffalo, NY 14208	Kim advertising@thechallengernews.com (716) 897-0442	0	N
Buffaloniagarajobs.org	www.buffaloniagara.org	0	N
Hispanics United 245 Virginia Place Buffalo, NY 14201	jovinomoreales@netscape.net (716)856-7110	0	N
WUFO Radio 89 LaSalle St. Buffalo, NY 14214	jkiner@wufoam.com (716)834-1080	0	N
NAACP 1490 Jefferson Ave. Buffalo, NY 14208	NAACP@Apollo3.com (716)874-4460	0	N
Jewish Family Services 70 Barker St. Buffalo, NY 14209	generalinfo@jfsbuffalo.org (716)883-1914	0	N
Catholic Charities 525 Washington St. Buffalo, NY 14203	Ted Lesinski Laurie.domiano@ccwny.org (716) 856-4494	0	N
Buffalo Urban League 15 Genesee St. Buffalo, NY 14203	Joan King jking@BuffaloUrbanLeague.org	0	N
Everywoman Opportunity Center 237 Main St. Buffalo, NY 14203	Ivy Washington ewocbuf@everywoman.org (716) 852-0670	0	N
International Institute 864 Delaware Ave. Buffalo, NY 14209	Pam iib@iibuff.org (716)883-1900	0	N
Connecticut School of Broadcasting	www.gocsb.com	0	N
WIVB-TV 2077 Elmwood Ave. Buffalo, NY 14207	Connie Wurstner Connie.wurstner@wivb.com (716) 874-4410	0	N
Langston-Hughes Institute 25 High St. Buffalo, NY 14203	Lhibuffalo@adelphia.net (716) 881-3266	0	N
Community Action Organization of Erie County 70 Harvard Place Buffalo, NY 14209	Hr.@caoec.org www.caoec.org (716) 881-5150 (ext. 4459)	0	N
Buffalo Federation of Neighborhood Centers, Inc. 97 Lemon St. Buffalo, NY 14204	www.bfnc.org (716)856-0363	0	N
State University of New York at Buffalo 259 Capen Hall Buffalo, NY 14260-1635	Dr. Dan Ryan Dryan@buffalo.edu (716) 645-2231	0	N

TV News Gigs	www.tvnewsgigs.com	0	N
Internet Job Source	www.jobs.50statejobs.com	0	N
Craigslist.com	www.craigslist.com	0	N
The Western New York Assoc. of College Career Centers	www.wnyaccc.org	0	N

Underwriting Account Executive

Opened: October 30, 2008

Filled: June 1, 2009

Total Interviewed = 4

Source – Referral

Recruitment Source	Contact Name/Office	Total Interviewed	Requested Notification
WNED PBC Internal Source 140 Lower Terrace Buffalo, NY 14202	Fran Lipani (716) 845-7000, ext. 200 flipani@wned.org	3	N
WNED Website	www.wned.org	0	N
PBS Connect	Job Postings www.pbs.org	0	N
CPB Jobline	Jobline www.stations.cpb.org	0	N
Buffalo News One News Plaza, P.O. Box 1078, Buffalo, NY 14240	Ralphine Magby (716) 849-5523 www.buffalonews.com	0	N
Challenger Publishing Co. 1337 Jefferson Ave. Buffalo, NY 14208	Kim advertising@thechallengernews.com (716) 897-0442	0	N
Buffaloniagarajobs.org	www.buffaloniagara.org	1	N
Hispanics United 245 Virginia Place Buffalo, NY 14201	jovinomoreales@netscape.net (716)856-7110	0	N
WUFO Radio 89 LaSalle St. Buffalo, NY 14214	jkiner@wufoam.com (716)834-1080	0	N
NAACP 1490 Jefferson Ave. Buffalo, NY 14208	NAACP@Apollo3.com (716)874-4460	0	N
Jewish Family Services 70 Barker St. Buffalo, NY 14209	generalinfo@jfsbuffalo.org (716)883-1914	0	N
Catholic Charities 525 Washington St. Buffalo, NY 14203	Ted Lesinski Laurie.domiano@ccwny.org (716) 856-4494	0	N

Buffalo Urban League 15 Genesee St. Buffalo, NY 14203	Joan King jking@BuffaloUrbanLeague.org	0	N
Everywoman Opportunity Center 237 Main St. Buffalo, NY 14203	Ivy Washington ewocbuf@everywoman.org (716) 852-0670	0	N
International Institute 864 Delaware Ave. Buffalo, NY 14209	Pam iib@iibuff.org (716)883-1900	0	N
Connecticut School of Broadcasting	www.gocsb.com	0	N
WIVB-TV 2077 Elmwood Ave. Buffalo, NY 14207	Connie Wurstner Connie.wurstner@wivb.com (716) 874-4410	0	N
Langston-Hughes Institute 25 High St. Buffalo, NY 14203	Lhibuffalo@adelphia.net (716) 881-3266	0	N
Community Action Organization of Erie County 70 Harvard Place Buffalo, NY 14209	Hr.@caoec.org www.caoec.org (716) 881-5150 (ext. 4459)	0	N
Buffalo Federation of Neighborhood Centers, Inc. 97 Lemon St. Buffalo, NY 14204	www.bfnc.org (716)856-0363	0	N
State University of New York at Buffalo 259 Capen Hall Buffalo, NY 14260-1635	Dr. Dan Ryan Dryan@buffalo.edu (716) 645-2231	0	N
TV News Gigs	www.tvnewsgigs.com	0	N
Internet Job Source	www.jobs.50statejobs.com	0	N
Craigslist.com	www.craigslist.com	0	N
The Western New York Assoc. of College Career Centers	www.wnyaccc.org	0	N
NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203	www.nysbroadcasters.org www.info@nysbroadcasters.org (518) 456-8888	0	N

Vice President, Marketing & Sales

Opened: May 12, 2008

Filled: April 13, 2009

Total Interviewed = 6

Source – Current.org

Recruitment Source	Contact Name/Office	Total Interviewed	Requested Notification
WNED PBC Internal Source 140 Lower Terrace Buffalo, NY 14202	Fran Lipani (716) 845-7000, ext. 200 flipani@wned.org	2	N
WNED Website	www.wned.org	3	N
PBS Connect	Job Postings www.pbs.org	0	N
CPB Jobline	Jobline www.stations.cpb.org	0	N
Buffalo News One News Plaza, P.O. Box 1078, Buffalo, NY 14240	Ralphine Magby (716) 849-5523 www.buffalonews.com	0	N
Challenger Publishing Co. 1337 Jefferson Ave. Buffalo, NY 14208	Kim advertising@thechallengernews.com (716) 897-0442	0	N
Buffaloniagarajobs.org	www.buffaloniagara.org	0	N
Hispanics United 245 Virginia Place Buffalo, NY 14201	jovinomoreales@netscape.net (716)856-7110	0	N
WUFO Radio 89 LaSalle St. Buffalo, NY 14214	jkiner@wufoam.com (716)834-1080	0	N
NAACP 1490 Jefferson Ave. Buffalo, NY 14208	NAACP@Apollo3.com (716)874-4460	0	N
Jewish Family Services 70 Barker St. Buffalo, NY 14209	generalinfo@jfsbuffalo.org (716)883-1914	0	N
Catholic Charities 525 Washington St. Buffalo, NY 14203	Ted Lesinski Laurie.domiano@ccwny.org (716) 856-4494	0	N
Buffalo Urban League 15 Genesee St. Buffalo, NY 14203	Joan King jking@BuffaloUrbanLeague.org	0	N
Everywoman Opportunity Center 237 Main St. Buffalo, NY 14203	Ivy Washington ewocbuf@everywoman.org (716) 852-0670	0	N
International Institute 864 Delaware Ave. Buffalo, NY 14209	Pam iib@iibuff.org (716)883-1900	0	N

Connecticut School of Broadcasting	www.gocsb.com	0	N
WIVB-TV 2077 Elmwood Ave. Buffalo, NY 14207	Connie Wurstner Connie.wurstner@wivb.com (716) 874-4410	0	N
Langston-Hughes Institute 25 High St. Buffalo, NY 14203	Lhibuffalo@adelphia.net (716) 881-3266	0	N
Community Action Organization of Erie County 70 Harvard Place Buffalo, NY 14209	Hr.@caoec.org www.caoec.org (716) 881-5150 (ext. 4459)	0	N
Buffalo Federation of Neighborhood Centers, Inc. 97 Lemon St. Buffalo, NY 14204	www.bfnc.org (716)856-0363	0	N
State University of New York at Buffalo 259 Capen Hall Buffalo, NY 14260-1635	Dr. Dan Ryan Dryan@buffalo.edu (716) 645-2231	0	N
TV News Gigs	www.tvnewsgigs.com	0	N
Internet Job Source	www.jobs.50statejobs.com	0	N
NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203	www.nysbroadcasters.org www.info@nysbroadcasters.org (518) 456-8888	0	N
Current 6930 Carroll Ave., Suite 350 Takoma Park, MD 20912	Sherron Phillips Classifieds@current.org (301) 270-7240 (x 36)	1	N

Total Number of Interviewees & Recruitment Sources

The following are the recruitment sources that referred interviewees during the period covered by this report and the number of interviewees referred by each of those sources.

Internal Source Referral	9
WNED Website	6
Buffalo News	3
Buffaloniagarajobs.com	3
CPB Jobline	1
Current	1
Total # of Interviewees	23

**Exhibit 3, Outreach Efforts
FCC Public File Report February 2, 2009 – February 1, 2010**

Description of Supplemental Outreach Initiatives

Activity Classification	Type of Activity	Brief Description
1	Job Fairs	<p>VP, Television Production and AM News Director attended the Niagara Frontier Industry Educational Council's Career Awareness Night, March 26, 2009.</p> <p>VP, Sales & Marketing; VP, Development; and AM Station Mgr. & Director of News & Public Affairs spoke at Media Career Day at Medaille College, Nov. 13, 2009.</p>
5	Internship Program	<p>As part of its community commitment to serve the public, WNED has worked with colleges and high schools in and out of the Erie County area in numerous internship opportunities. These internships prepare the participants for possible careers in broadcasting and related professions. Available Fall, Spring and Summer semesters. On-going.</p>
8	Staff Development/Training	Senior Director, Membership participated

		<p>in a webinar, “donorCentrics 101,” February 10, 2009.</p> <p>Manager of Learning and Technology attended and presented at a national teaching conference, focusing on Professional Development for K-12 Educators, March 6-7, 2009.</p> <p>Manager of Learning & Technology attended the WNYSIN (Western New York Schools Improvement Network), March 27 & Nov. 16, 2009.</p> <p>Senior Director, Membership participated in a webinar, “donorCentrics Radio Fundraising,” March 31, 2009 & Jan. 26, 2010.</p> <p>Senior Director, Membership participated in a webinar, “Fundraising Strategies for a Down Economy,” April 9, 2009.</p> <p>Senior Director, Membership participated in a webinar, “donorCentrics TV Fundraising,” April 14, 2009.</p> <p>Senior Director, Membership participated in a webinar,</p>
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		<p>“McPherson Co-op Update”, April 20, 2009.</p> <p>Major Gifts Officer attended a major gifts fundraising seminar on April 22, 2009.</p> <p>Senior Director, Membership participated in a webinar, “State of the System: Trends in Public Radio Fundraising”, May 19, 2009.</p> <p>Senior Director, Membership participated in a webinar, “donorCentrics Public Broadcasting”, Part 1, 2 & 3, June 24, July 30 & August 27, 2009.</p> <p>Senior Designer/Photographer attended a Professional Photoshop Users seminar, Toronto, Canada, June 26, 2009.</p> <p>VP of Marketing & Sales attended the Public Radio Development and Marketing Conference, San Diego, CA, July 9-11, 2009. VP led a session and held a one-day workshop prior to the conference.</p> <p>Senior Director, Membership participated in a webinar, “Maximizing the Web for Pledge”, July 29, 2009.</p>
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		<p>Production and Engineering staff participated in a full day of in-house factory training in the new HD production switcher, August 19, 2009.</p> <p>AM Station Mgr. & Director of News & Public Affairs, attended Station Resource Group conference in Washington, DC, Oct 5-7, 2009.</p> <p>Manager of Learning & Technology attended the PBS TeacherLine National Conference, October 7-8, 2009.</p> <p>Senior Director, Membership participated in a webinar, Charting Your Course in New Fundraising Landscape”, Part 1 &2, Oct. 8 & Oct. 29, 2009.</p> <p>Senior Director, Membership participated in a webinar, “On Demand Pledge Drive”, Oct. 13, 2009.</p> <p>H.R. Director, IT Technician, Asst. Director of Information Technology, and Exec. V.P., & C.O.O., attended Social Media & The Law Webinar, Dec. 9, 2009.</p> <p>V.P, Marketing & Sales,</p>
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		<p>Director of Corporate Communications, V.P. Finance & C.F.O, V.P., Television Production and AM Station Manager & Director of News and Public Affairs, attended Social Media & The Law Webinar, Dec. 15, 2009.</p> <p>Senior Director, Membership participated in a webinar, "Tests and Trials in Online Giving", Jan. 11, 2010.</p> <p>Senior Director, Membership participated in a webinar, "Changing Expectations: Premiums & ROI", Jan. 14, 2010.</p> <p>Major Gifts Officer attends the AFP Development Monthly Education program meetings. (except Dec.)</p> <p>Major Gifts Officer participates in WEBINARS four times a year.</p>
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<p>10</p>	<p>Programs related to career opportunities in Broadcasting sponsored by educational institutions</p>	<p>AM Station Mgr. & Director of News & Public Affairs teaches media writing and oral communications at Buffalo State College. Ongoing.</p> <p>AM News Director spoke to 25 media students at Akron High School, Feb. 27, 2009.</p> <p>Senior Producer presented at Niagara County Community College's Digital Media Class, Documentary Film Production, April 22 & Nov. 12, 2009.</p> <p>Senior Producer conducted a tour of the WNET facilities for Niagara County Community College's Digital Media Class, April 27, 2009.</p> <p>FM Program Director presented a PowerPoint lecture to 16 students at Buffalo State College, "How to Prepare for a Career in Media and What Do You Do When You Get One," May 7, 2009.</p> <p>AM News Director took part in media panel discussion at Buffalo State College for 50-75 students, May 15, 2009. Senior Producer gave training sessions to</p>
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		<p>community volunteers about television production for “Our Town: Orchard Park”, June 22 & 24, 2009.</p> <p>Associate Producer gave training sessions to community volunteers about television production for “Our Town: Brantford”, Oct. 6-7, 2009.</p> <p>Senior Producer presented at Niagara University: Writing for the Documentary, Oct. 27 & 29, 2009.</p> <p>AM Station Mgr. & Director of News & Public Affairs spoke to 50 media production students at Fredonia State College, Nov. 12, 2009.</p> <p>FM Program Director presented a PowerPoint lecture to 90 students at Buffalo State College, “How to Prepare for a Career in Media and What Do You Do When You Get One,” Dec 8, 2009.</p>
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