

Diversity Policy and Practices

Diversity Statement -

Ideastream seeks to respect the diversity of its community and is committed to reflecting that diversity:

- *in our programs and services,*
- *our governing board,*
- *our staffing,*
- *by being inclusive and seeking broad participation.*

Policy and Practices -

In order to work toward its stated commitment to diversity ideastream does the following:

- Measure the racial, age and gender statistics of the 17 county region of Ohio that is served by ideastream broadcast channels. Our formal goal is to match those demographic splits as closely as possible in our staffing. It should be noted that while those goals are consistently met, we strive for increased diversity and the in the past year 14% of the newly hired employees are minority and 49% are female. Of internal promotions this year, 66% were female and 25% were minority.
- Reviews with the ideastream Board of Trustees those practices that are designed to fulfill its commitment to diversity and to meet the applicable FCC guidelines.
- Completes an annual report of the organization's hiring goals, guidelines, employment statistics and actions undertaken to satisfy the Diversity Eligibility Policy of the Corporation for Public Broadcasting and post the report on the station's website.
- Establishes and schedules a diversity-training program for management and appropriate staff.
- Has a goal within the Strategic Plan to "Hire and exemplify a diverse workforce."
- Has a policy of posting employment positions at local and national organizations that represent specific diversity groups.
- Broadly disseminates job openings on job boards throughout the region and sometimes nation to various groups where diverse candidates are likely to view them.
- Attends college and community internship and job fairs with the goal of meeting and learning about diverse job and internship candidates. Identifies at least one University that has a large diverse population in order to better focus on this goal
- Has an active internship program where it partners with local universities to look for diverse interns to increase the skill level of new graduates in our field.
- Has a formal and intentional process to nominate candidates for Governing and Community Board positions. Candidates' racial, gender, age and geographic diversity are part of the recruiting process to create a pool of potential candidates to ensure the appropriate level of representation.

- Programming at ideastream is also informed by the community in The Listening Project. This is a community engagement process to articulate to ideastream the needs and interests of the community. The participants represent diverse viewpoints from all areas of our listening/viewing communities.

Annual Diversity Report -

Actions Taken

1. The report to the station's governing board (Board of Trustees) regarding the practices ideastream has in place to fulfill the commitment for diversity is made by John Phillips, Chief Financial Officer.
2. The 2018 annual report will be posted on the website as of September 30, 2018.
3. Diversity Training for 2018 takes place in September.
4. Ideastream's internship program this past year included diverse students. These internships provide professional level experiences to college and high school levels students in various areas of the organization including Development, Communications, TV and Radio Production, Journalism and Information Technology.
 - a. 2018 interns included male and female, White, African American and Asian students. List of students is available upon request.
5. ideastream strives to include at least one qualified diversity candidate in every hiring pool of jobs at all levels of the organization.

Recruiting Practices 2018 -

ideastream is committed to, and proud of, its attempts in reaching a broad range of qualified applicants for every full-time position available. To that end, various posting sources and strategies are routinely employed that maximize this ongoing effort.

I. INTERNAL ANNOUNCEMENT

ideastream supports the concept and practice of internal promotion and encourages its employees to apply for job positions for which they are qualified. Examples of internal promotions in the past year include: 8 women, 4 men, 3 minorities

- Associate Producer to Producer
- Associate Producer to Producer (OGT)
- Communications Specialist to Communications Coordinator
- Communications Coordinator to Manager, Communications
- Manager, Corporate Gifts to Director of Philanthropy
- Producer to Social Media Manager (OGT)

- Associate Producer to Producer, Social Media
- Payroll Accountant to Accounting Manager
- Managing Editor, Web and Social Media to Director, Digital Experience
- Managing Editor, Content to Chief Content Officer
- IT Manager to IT Director
- Associate Editor to News Director

II. LOCAL DISTRIBUTION

In its efforts to reach locally qualified individuals, ideastream utilizes a variety of sources, including state unemployment bureaus, local and regional minority focused organizations and Internet recruiting sites. Examples include:

- The ideastream organizational websites (www.ideastream.org) ; www.wviz.org; www.wcpn.org, www.wclv.org)
- Careerboard.com (serving all of Ohio and Southeast Michigan)
- Indeed.com
- Glassdoor.com
- Cleveland.com (includes the *Plain Dealer* and its online counterpart)
- Ohio Department of Job and Family Services (OhioMeansJobs)
- Ohio Media School (Cleveland, Ohio)
- South University
- Local college and university career posting sites
- Social Media postings (LinkedIn; Facebook; Twitter)

III. INDUSTRY SPECIFIC SOURCES

A variety of industry specific sources are routinely used to attract qualified candidates from all facets of the broadcasting field. Current sources used include:

- *Current* (Newspaper and website directed at Public Broadcasters)
- NATAS JobLine
- Corporation for Public Broadcasting (CPB Jobline)
- Journalism Job Board Network
- TVJobs.com
- OAB
- SBE
- Journalismjobs.com
- Poynter Institute (Media Connection)
- Association of Fundraising Professionals
- Philanthropy News Digest
- Cuyahoga Arts and Culture job board

IV. MINORITY AND WOMEN RECRUITMENT SOURCES

ideastream is committed to the outreach of women and minorities in its recruiting efforts and uses the following sources:

- National Association of Black Journalists
- Esperanza (local organization promoting economic opportunity for Hispanics in Cleveland)
- The Urban League of Greater Cleveland and Columbus
- Emma L. Bowen Foundation for Minority Interests in Media
- National Association of Black Accountants
- National Association of Black Engineers
- Diversity.com
- Careercast.com

In addition to the recruitment efforts discussed above, additional examples of outreach performed include: ideastream representatives attended three Job/Internship Fairs in the past year. At each of these fairs resumes were gathered and forwarded to Department Managers for internships. Students were also informed how to access our job postings on the ideastream websites for future job vacancies.

Dates and locations of fairs:

- September 14, 2017 Current (news for people in public media) Virtual Career Fair
- November 15, 2017 John Carroll University "Recruiting Russerts" Internship & Career Fair
- February 15, 2018 Kent State University CCI Career Expo

We have continued our Internship Program at ideastream over the past year. We have a series of college interns for either fall, winter/spring or summer sessions learning more about their chosen fields. There have been 13 college level and 2 high school level interns at ideastream in this past 12 months. Interns gain experience in television and radio production, communications/graphic design, promotions or development and support of a non-profit organization.

One high school level intern worked at ideastream supporting the Information Technology and Program needs of the Educational Services Department.

Interns represent males/females and several minority groups. Details available upon request.

Each year ideastream provides mandatory training in the area of Diversity and Inclusion. This years' training was held on September 19, 2017.

Members of ideastream's editorial staff have been active in providing insight into selecting journalism/media as a career by participating in a number of career day presentations in person and via Skype or other media to students ranging from elementary level through college.

In addition, members of ideastream's Education Department staff provide tours to both students and educators about ideastream, its goals and possible career paths. Sixteen such tours are documented from 2017-18

V. OUTREACH ANALYSIS

Throughout the year ideastream will utilize and test new recruitment sites and determine if they are working to recruit a slate of diverse candidates. Recruitment sources may be replaced if they are not providing qualified and diverse candidates.

VI. EMPLOYMENT ANALYSIS

Regular examination of internal promotion opportunities, pay and seniority practices are done with each promotion and internal move to determine equity and to assure that employees are being paid in an equitable and fair manner and according to our Compensation Policies.

The rate of female and diversity promotions are strong as noted in the first section of this report. Of twelve promotions this year 66% were female and 25% were minority.

Annual analyses are done to determine rates of pay for women, men and minorities to see if salary increase recommendations are being made in a way that does not discriminate against any protected group.

2018 Staff Diversity Data -

Seventeen County demographic area, using 2015 estimates from US Census Data Quick Facts Database.

2% Asian
0.03% Pacific Islander
14% Black/African-American
0.20% Native American
3% Hispanic
2% Two or more races/some other race
82% White

(82% white, 18% minority)

49% male (working age)
51% female (working age)

Median age = 41.8 yrs

ideastream Full Time and regular PT Cleveland Staff as of 7/20/2018

2.5% Asian
21 % Black/African-American
1.5% Hispanic
3.2% Two or more races/some other race
72 % White

(72% white, 28% minority)

53% male
46% female

Median age = 52 yrs