

## **Diversity Report to Board of Trustees September 9, 2020**

### ***Community Service Grant (CSG) Transparency and Diversity Compliance Requirements***

Public media stations continue to set themselves apart as good stewards of public funds. Two aspects of that stewardship are the transparency with which they conduct business on behalf of the public and their commitment to diversity, including how they reflect the diversity of the communities they serve on their boards and staff. Recipients of CSGs must comply with several obligations related to transparency and diversity.

### ***Corporation for Public Broadcasting (CPB) Annual Requirements***

- Review with the ideastream Board of Trustees the policies and practices that are designed to fulfill its commitment to diversity and to meet the applicable FCC guidelines.
- Complete the 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.
- Post-employment positions at local and national organizations that represent specific diversity groups.
- Broadly disseminate job openings on job boards throughout the region and nationally to various groups where diverse candidates are likely to view them.

### ***Annual report is comprised of the following sections:***

- Diversity Policy and Practices
- Narrative report on hiring practices that promote diversity
- Staff diversity data, Attachment A

## **Diversity Policy and Practices**

### ***Annual Diversity Report 8/24/2020, Part A 2020 Diversity Goals***

***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:

- In August 2020, ideastream measured the racial, age and gender statistics of the 18 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. The current data (as of 8/24/2020) showing the comparisons of area population and ideastream employment is in **attachment A**. Of eight new hires in FY20, none self-identified as a minority but 63% were women. Also in FY20, of 22 internal promotions, 14% self-identified as a minority and 55% were women.
- Reviews with the ideastream Board of Trustees of those practices that are designed to fulfill its commitment to diversity and to meet the applicable FCC guidelines.
- Completes this 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 retain 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 in partnership 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.
- Engages diverse members of the community through a variety of methods to better determine their needs and interests. The participants represent diverse viewpoints from all areas of our listening/viewing communities.
- Hosts internal diversity, equity and inclusion dialogues with staff to assess and implement needed changes to organizational policies, procedures and practices.

***Annual Diversity Report 8/24/2020, Part B  
2020 Actions***

1. A 2020 report to ideastream's governing board (Board of Trustees) regarding the practices ideastream has in place to fulfill the commitment for diversity (to be made by Jenny Northern, General Manager).
2. The 2020 annual report will be posted on the ideastream website as of September 30, 2020.
3. Diversity Training for 2020 is scheduled for September 14, 2020.
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 journalism, information technology and TV and radio production.
  - a. 2020 interns included 5 males and 5 females.
  - b. 30% of interns were minority.
  - c. 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.

## **Narrative Statement Recruiting Practices**

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 12 women, 10 men and 3 minorities.

- Media Assistant to Traffic Operator (OGT)
- Foundation Support Coordinator to Proposal and Grant Writer
- Assistant Producer to Production Coordinator (OGT)
- Associate Producer to Producer/Graphic Designer (OGT)
- Producer to Coordinating Producer
- Host/Producer to Senior Host/Producer
- Technical Producer to Producer
- Traffic Manager to Broadcast Traffic Manager
- Events Manager to Events and Volunteer Coordinator
- Managing Producer to Assistant Station Manager
- Station Manager, Radio to General Manager
- Broadcast Technician to Senior Broadcast Engineer
- Human Resource and Board Governance Coordinator to Human Resource Generalist
- OGT Media Assistant to Technical Operations Specialist
- Manager of Education to Director of Education Services
- Host/Producer to Executive Editor
- Director, Digital Experience to Chief Experience Officer
- Associate Producer to Reporter/Producer
- Senior Producer/Motion Graphics Designer to Creative Services Manager
- Reporter/Producer to Managing Producer
- Traffic and Operations Assistant to Traffic and Operations Specialist
- Corporate Support Coordinator to Traffic Coordinator

## **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](http://www.ideastream.org); [www.wviz.org](http://www.wviz.org); [www.wcpn.org](http://www.wcpn.org); [www.wclv.org](http://www.wclv.org)
- Careerboard.com (serving all of Ohio and Southeast Michigan)
- Indeed.com
- Glassdoor.com
- Ohio Department of Job and Family Services (OhioMeansJobs)
- Local college and university career posting sites (Handshake)
- Social Media postings (LinkedIn; Facebook; Twitter)
- Diversity.com

## **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)
- Corporation for Public Broadcasting (CPB Jobline)
- Ohio Association Broadcasters (OAB)
- Society of Broadcast Engineers (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
- Asian American Journalists Association
- Alliance for Women in Media

In addition to the recruitment efforts discussed above, additional examples of outreach performed include: ideastream representatives attended four (4) 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:

- February 10, 2020 Case Western University Career Fair
- February 18, 2020 Baldwin Wallace University Career Fair
- February 20, 2020 Kent State University Career Fair
- March 18, 2020 Staging Success Career Fair at Playhouse Square: virtual due to COVID-19

We have continued to grow 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 8 college level and 2 high school level interns at ideastream in this past 12 months, specifically 5 male and 5 female interns that represented 30% minority. Interns gain experience in television and radio production, journalism, communications/graphic design, promotions or development and support of a non-profit organization.

One high school level intern worked at ideastream supporting the journalism needs of the Content Department, and another supported the Education 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 year's training will be held on September 14, 2020. This year's training will focus on raising awareness and understanding of the systemic and institutionalized nature of racism, with a view of using what is learned to refine internal practices, processes and procedures, namely in the area of recruitment and retention of minority staff.

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 Zoom 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. Seven tours are documented from 2019-20.

**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**

A 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 twenty-two internal promotions this year 55% were female and 14% were minority. Annual analysis is 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.

## Staff Diversity Data Attachment A

***Eighteen County demographic area, figured using July 1, 2019 estimates from US Census Data Quick Facts Database.***

1% Asian  
0% Pacific Islander  
6% Black/African-American  
0% Native American  
3% Hispanic  
2% Two or more races/some other race  
88% White

(88% white, 12% minority)

49% male  
51% female

Median age = 41 yrs

***ideastream Full Time and regular PT Cleveland Staff as of 8/24/2020***

2% Asian  
15% Black/African-American  
2% Hispanic  
3% Two or more races/some other race  
79% White

(79% white, 21% minority)

47% male  
53% female

Median age = 48 yrs