

# 2020 ANNUAL EEO PUBLIC FILE REPORT

## ideastream

Station(s): WVIZ/PBS, 90.3 WCPN & WCLV 104.9  
Community(ies) of License: Cleveland, OH, Cleveland, OH, Lorain, OH

Reporting Period: Covers a 12 month period ending 5/31/2020

No. of Full-time Employees: 5 – 10 \_\_\_\_\_ / More than 10 X \_\_\_\_\_  
Small Market Exemption:

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.*

ideastream representatives attended three Job/Internship Fairs in the Fall of 2019 and Winter of 2020. At each of these fairs, resumes were gathered and forwarded to Department Managers for internships and/or open positions. Attendees were also informed how to access our Job postings on the ideastream websites for current and future job vacancies.

Dates and locations of fairs:

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

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

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 field. There have been 3 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 Education and another worked in the News Department.

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

ideastream strives to represent males/females, several minority groups as well as older/non-traditional students. Details available upon request. The Community Engagement and Education department conducted twelve (12) separate tours/sessions for groups of 12-50 students from a variety of schools with students ranging from middle school through college age over this past year. These sessions conclude with a short presentation and question and answer session conducted by ideastream's reporters or producers and are designed to expose students to the operation of the stations and jobs of people who work here. Details of each program available upon request

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

ideastream presented Diversity Training on September 24, 2019. This Training was specifically for Supervisors and was provided by the Diversity Center of Northeast Ohio.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
9/16/2019	Community Engagement Specialist	LinkedIn
9/3/2019	Development Analyst	Cuyahoga Arts and Culture
8/28/2019	Foundation Support Coordinator	LinkedIn
10/28/2019	Associate Producer	ideastream Website
11/4/2019	Reporter/Producer	CPB Jobline
11/18/2019	Director of Marketing	ideastream Website
12/16/2019	Foundation Support Coordinator	ideastream Website
1/6/2020	Reporter/Producer	Indeed
1/20/2020	Producer	ideastream Internal All-Staff Email
2/3/2020	Assistant Station Manager	ideastream Internal All-Staff Email
3/10/2020	Donor Relations Coordinator	ideastream Website
3/16/2020	Traffic Specialist II, Radio	LinkedIn

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 119

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Alliance for Women in Media	0
American Society of News Editors	0
Asian American Journalists Assn.	0
AFP- Association of Fundraising Professionals	2
Careerboard	0
Careerbuilder	0
Cleveland Advertising Association/ AAF Cleveland	0
Cleveland.com	0
Cleveland/Columbus NAACP	0
ClevelandDiversity.com	0
Cleveland State University	0
CPB Jobline	8
Current Newspaper and Online	1
Cuyahoga Arts and Culture Non-Profit Job Board	2
Cuyahoga Community College	0
DiversityWorking.com	0
Emma Bowen Foundation for Minority Interests in Media	0
Engage! Cleveland	0
Esperanza	0
Glassdoor	2
Gorkana (PR and Journalists)	0
Greater Cleveland Partnership Job Board	0
ideastream website	33
ideastream internal all-staff email	10
Indeed	42
IRE- Investigative Reporters & Editors	0
Journalismjobs.com	0
Journalismnext.com	0
K-12 Job Spot	0
LinkedIn	18
Media Bistro	0
Media Financial Management Association	0
National Association of Broadcasters- NAB	0
NABA- National Association of Black Accountants	0
Nat'l Assn. of Black Engineers	0
Nat'l Assn. of Black Journalists	0
Nat'l Assn. of Hispanic Journalists	0
Nat. American Journalists Association	0
OAB (Ohio Association of Broadcasters)	0
OANA (Ohio Association of Nonprofits)	0

Ohio Means Jobs	0
Ohio Media School	0
Ohio University Scripps School of Journalism	0
Ohio REAP	0
Online News Association	0
Philanthropy News Digest	0
PMBA- Public Media Business Association	0
PMJA Public Media Journalists Association (previously PRNDI)	0
Poynter	0
(PMWC) Public Media Workforce Collaborative	1
(RTDNA) Radio Television Digital News Association	0
SBE (Society of Broadcast Engineers)	0
Society of Professional Journalists	0
The Association of LGBTQ Journalists	0
Urban League	0
WITI (Women in Information Technology Int'l)	0

**RECRUITING SOURCES USED**

**Job Title of Position: Community Engagement Specialist      Date of Hire: 9/16/2019**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
Glassdoor	N	We do not directly post here- they pick up our postings from our website		
Indeed	N	We do not directly post here- they pick up our postings from our website		
LinkedIn	N	We do not post here directly - they pick up postings from our website		
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053

\* 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: Development Analyst      Date of Hire: 9/3/2019**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
Glassdoor	N	We do not directly post here- they pick up our postings from our		

		website		
Indeed	N	We do not directly post here- they pick up our postings from our website		
LinkedIn	N	We do not post here directly - they pick up postings from our website		
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
AFP- Association of Fundraising Professionals	N	4300 Wilson Blvd., #300 Arlington, VA 22203		703-684-0410
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
Current Newspaper and Online	N	6930 Carroll Ave. #350 Takoma Park, MD 20912	Kathleen Unwin	877-745-8776 x1 unwin@current.org
PMBA- Public Media Business Association	N	7918 Jones Beach Dr. Ste. 300 McLean, VA 22102	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA Public Media Journalists Association (previously PRNDI)	N	P.O. Box 838 Sturgis, SD 57785	Christine Diers	605-490-3033 christine@pmja.org

**Job Title of Position: Foundation Support Coordinator      Date of Hire: 8/28/2019**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
Glassdoor	N	We do not directly post here- they pick up our postings from our website		
Indeed	N	We do not directly post here- they pick up our postings from our website		
LinkedIn	N	We do not post here directly - they pick up postings from our website		
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
AFP- Association of Fundraising Professionals	N	4300 Wilson Blvd., #300 Arlington, VA 22203		703-684-0410
Careerboard	N	6120 Parkland Blvd., #101 Mayfield Hts., OH 44124	Dennis Liniman	216-763-0842 dliniman@careerboard.com
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
PMBA- Public Media Business Association	N	7918 Jones Beach Dr. Ste. 300 McLean, VA 22102	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org

**Job Title of Position: Associate Producer      Date of Hire: 10/28/2019**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
Current Newspaper and Online	N	6930 Carroll Ave. #350 Takoma	Kathleen Unwin	877-745-8776 x1

		Park, MD 20912		unwin@current.org
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
Glassdoor	N	We do not post here directly - they pick up postings from our website		
Indeed	N	We do not post here directly - they pick up postings from our website		
LinkedIn	N	We do not post here directly - they pick up postings from our website		
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
OAB (Ohio Association of Broadcasters)	N	17 South High Street Ste 1010 Columbus, OH 43215	Katie Lovell	614-228-4052 klovell@oab.org
PMBA- Public Media Business Association	N	7918 Jones Beach Dr. Ste. 300 McLean, VA 22102	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA Public Media Journalists Association (previously PRNDI)	N	P.O. Box 838 Sturgis, SD 57785	Christine Diers	605-490-3033 christine@pmja.org
(RTDNA) Radio Television Digital News Association	N	The National Press Building 529 14th Street, NW, Suite 1240 Washington, D.C. 20045	Karen Hansen	202-536-8356 karenh@rtdna.org

**Job Title of Position: Reporter/Producer**

**Date of Hire: 11/4/2019**

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	
Glassdoor	N	We do not directly post here- they pick up our postings from our website		
Indeed	N	We do not directly post here- they pick up our postings from our website		
LinkedIn.com	N	We do not directly post here- they pick up our postings from our website		
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
OAB (Ohio Association of Broadcasters)	N	17 South High Street Ste 1010 Columbus, OH 43215	Katie Lovell	614-228-4052 klovell@oab.org
PMBA- Public Media Business Association	N	7918 Jones Beach Dr. Ste. 300 McLean, VA 22102	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA Public Media Journalists Association (previously PRNDI)	N	P.O. Box 838 Sturgis, SD 57785	Christine Diers	605-490-3033 christine@pmja.org
(RTDNA) Radio Television Digital News Association	N	The National Press Building 529 14th Street, NW, Suite 1240 Washington, D.C. 20045	Karen Hansen	202-536-8356 karenh@rtdna.org

Job Title of Position: Director of Marketing

Date of Hire: 11/18/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
Careerboard	N	6120 Parkland Blvd., #101 Mayfield Hts., OH 44124	Dennis Liniman	216-763-0842 dliniman@careerboard.com
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
Current Newspaper and Online	N	6930 Carroll Ave. #350 Takoma Park, MD 20912	Kathleen Unwin	877-745-8776 x1 unwin@current.org
Engage! Cleveland	N	8200 Sweet Valley View Drive, Suite 100 Cleveland, Ohio 44125	Katelyn Gainer	216-264-5644 Katelyn@EngageCleveland.com
Glassdoor	N	We do not post here directly - they pick up postings from our website		
Indeed	N	We do not post here directly - they pick up postings from our website		
LinkedIn.com	N	We do not post here directly - they pick up postings from our website		
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ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
PMBA- Public Media Business Association	N	7918 Jones Beach Dr. Ste. 300 McLean, VA 22102	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA Public Media Journalists Association (previously PRNDI)	N	P.O. Box 838 Sturgis, SD 57785	Christine Diers	605-490-3033 christine@pmja.org

Job Title of Position: Foundation Support Coordinator

Date of Hire: 12/16/2019

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
Glassdoor	N	We do not post here directly - they pick up postings from our website		
Indeed	N	We do not post here directly - they pick up postings from our website		
LinkedIn	N	We do not post here directly - they pick up postings from our website		
Ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
Public Media Workforce Collaborative	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	Tduda@dptv.org JArgenas@wqed.org Lwelling@wned.org Cwolcott@wned.org Amira.Nasrallah@ideastream.org

Job Title of Position: Reporter/Producer

Date of Hire: 1/6/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
Glassdoor	N	We do not post here directly - they pick up postings from our website		
Indeed	N	We do not directly post here- they pick up our postings from our website		
LinkedIn	N	We do not directly post here- they pick up our postings from our website		
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ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
OAB (Ohio Association of Broadcasters)	N	17 South High Street Ste 1010 Columbus, OH 43215	Katie Lovell	614-228-4052 klovell@oab.org
PMBA- Public Media Business Association	N	7918 Jones Beach Dr. Ste. 300 McLean, VA 22102	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA Public Media Journalists Association (previously PRNDI)	N	P.O. Box 838 Sturgis, SD 57785	Christine Diers	605-490-3033 christine@pmja.org

Job Title of Position: Producer

Date of Hire: 1/20/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
Glassdoor	N	We do not post here directly - they pick up postings from our website		
Indeed	N	We do not directly post here- they pick up our postings from our website		
LinkedIn	N	We do not directly post here- they pick up our postings from our website		
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053

Job Title of Position: Assistant Station Manager

Date of Hire: 2/3/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Cuyahoga Arts and Culture Non-Profit	Y	1501 Euclid Ave. Cleveland, OH	Jennifer Schlosser	216-515-8303



Job Board		44115		
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
Glassdoor	N	We do not post here directly - they pick up postings from our website		
Indeed	N	We do not directly post here- they pick up our postings from our website		
LinkedIn	N	We do not directly post here- they pick up our postings from our website		
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ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
Current Newspaper and Online	N	6930 Carroll Ave. #350 Takoma Park, MD 20912	Kathleen Unwin	877-745-8776 x1 unwin@current.org
(RTDNA) Radio Television Digital News Association	N	The National Press Building 529 14th Street, NW, Suite 1240 Washington, D.C. 20045	Karen Hansen	202-536-8356 karenh@rtdna.org
OAB (Ohio Association of Broadcasters)	N	17 South High Street Ste 1010 Columbus, OH 43215	Katie Lovell	614-228-4052 klovell@oab.org
PMBA- Public Media Business Association	N	7918 Jones Beach Dr. Ste. 300 McLean, VA 22102	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA Public Media Journalists Association (previously PRNDI)	N	P.O. Box 838 Sturgis, SD 57785	Christine Diers	605-490-3033 christine@pmja.org

Job Title of Position: Donor Relations Coordinator

Date of Hire: 3/10/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
AFP- Association of Fundraising Professionals	N	4300 Wilson Blvd., #300 Arlington, VA 22203		703-684-0410
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
Glassdoor	N	We do not post here directly - they pick up our postings from our website		
Indeed	N	We do not post here directly - they pick up our postings from our website		
LinkedIn	N	We do not post here directly - they pick up our postings from our website		
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
Public Media Workforce Collaborative	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	Tduda@dptv.org JArgenas@wqed.org Lwelling@wned.org Cwolcott@wned.org Amira.Nasrallah@ideastream.org

Job Title of Position: Traffic Specialist II, Radio

Date of Hire: 3/16/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CPB Jobline	N	401 Ninth Street NW Washington, D.C. 20004		
Current Newspaper and Online	N	6930 Carroll Ave. #350 Takoma Park, MD 20912	Kathleen Unwin	877-745-8776 x1 unwin@current.org
Cuyahoga Arts and Culture Non-Profit Job Board	Y	1501 Euclid Ave. Cleveland, OH 44115	Jennifer Schlosser	216-515-8303
Glassdoor	N	We do not post here directly - they pick up our postings from our website		
Indeed	N	We do not post here directly - they pick up our postings from our website		
LinkedIn	N	We do not post here directly - they pick up our postings from our website		
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	216-916-6053
PMBA- Public Media Business Association	N	7918 Jones Beach Dr. Ste. 300 McLean, VA 22102		703-506-3292
PMJA Public Media Journalists Association (previously PRNDI)	N	P.O. Box 838 Sturgis, SD 57785	Christine Diers	605-490-3033 christine@pmja.org
Public Media Workforce Collaborative	N	1375 Euclid Ave. Cleveland, OH 44115	Amira Nasrallah	Tduda@dptv.org JArgenas@wqed.org Lwelling@wned.org Cwolcott@wned.org Amira.Nasrallah@ideastream.org