Diversity Report to Board of Trustees  
September 4, 2019  

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 9/04/2019, Part A
2019 Diversity Goals

\textit{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.

\textit{Policy and Practices} -

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

- In August 2019, ideastream measured 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. The current data (as of 8/28/2019) showing the comparisons of area population and ideastream employment is in attachment A. It should be noted that while those goals are consistently met, we strive for increased diversity and in the past year 12.5% of the newly hired employees are minority and 75% are female; however in our internal promotions this year 73% were female and 14% 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 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 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.

- Engaged community input through the Listening Project to better determine the needs and interests of the community. The participants represent diverse viewpoints from all areas of our listening/viewing communities.

**Annual Diversity Report 9/04/2019, Part B**

**2019 Actions**

1. A 2019 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 Sylvia Strobel, Chief Operating Officer).
2. The 2019 annual report will be posted on the ideastream website as of September 30, 2019.
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. 2019 interns included male and female.
   b. 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

2019

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: 11 women, 4 men, 2 minorities

- Community Engagement & Education Coordinator to Data Analyst, Digital Experience
- Administrative Assistant, Education to Program Support Coordinator
- OGT Production Manager to OGT Deputy Director
- Director, Philanthropy to Sr. Director Foundations and Corporate Support
- Managing Producer to Executive Editor
- Coordinating Producer to Managing Producer
- Associate Producer to Audience Experience Producer
- Supervising Producer to Managing Producer
- Managing Producer to Manager Foundation Gifts
- TV Traffic Assistant to Traffic Specialist
- Traffic & Operations Manager to Director of Radio Operations
- Station Manager, WCLV 104.9 to Station Manager, Radio
- Multiple Media Producer to Senior Producer
- Development Analyst to Director of Membership
- Producer/Motion Graphics Designer to Sr. Producer/Motion Graphics Designer

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)
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)
- National Academy of Television Arts & Sciences (NATAS JobLine)
- Corporation for Public Broadcasting (CPB Jobline)
- Journalism Job Board Network
- TVJobs.com
- 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
- Diversity.com
- Careercast.com

In addition to the recruitment efforts discussed above, additional examples of outreach performed include: ideastream representatives attended six (6) 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:

- November 12, 2018 John Carroll Communications Career Fair
- December 12, 2018 Ohio Media School Career Fair
- February 11, 2019 Case Western University Career Fair
- February 13, 2019 Cleveland State University: Careers with Social Impact Day (CSI Day)
- February 19, 2019 Baldwin Wallace University Career Fair
- February 21, 2019 Greater Cleveland Partnership: Cleveland Intern Summit Conference

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 9 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 year’s training will be held on September 24, 2019.

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 2018-19.

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 fifteen internal promotions this year 73% 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

**Seventeen County demographic area, figured using July 1, 2018 estimates from US Census Data Quick Facts Database.**

- 2% Asian
- 0% Pacific Islander
- 13% Black/African-American
- 0% Native American
- 4% Hispanic
- 2% Two or more races/some other race
- 79% White

(79% white, 21% minority)

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

Median age = 41.8 yrs

**ideastream Full Time and regular PT Cleveland Staff as of 8/28/2019**

- 2% Asian
- 17% Black/African-American
- 2% Hispanic
- 2% Two or more races/some other race
- 77% White

(77% white, 23% minority)

- 48.6% male
- 51.4% female

Median age = 49 yrs