Diversity Report to Board of Trustees
September 1, 2021

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 Public Media 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 8/21/2021, Part A
2021 Diversity Goals

Ideastream Public Media 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 Public Media does the following:

- In August 2021, Ideastream Public Media measured the racial, age and gender statistics of the 18-county region of Ohio that is served by Ideastream Public Media broadcast channels. Our formal goal is to match those demographic splits as closely as possible in our staffing. The current data (as of 8/21/2021) showing the comparisons of area population and Ideastream Public Media employment is in Attachment A. Of four new full time hires in FY21, one self-identified as a minority and 50% were women. Also in FY21, of nine internal promotions, 11% self-identified as a minority and 55% were women.

- Reviews with the Ideastream Public Media 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 posts 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 8/21/2020, Part B**

**2021 Actions**

1. A 2021 report to Ideastream Public Media’s governing board (Board of Trustees) regarding the practices Ideastream Public Media has in place to fulfill the commitment for diversity (to be made by Mike Shafarenko, Chief Experience Officer).

2. The 2021 annual diversity report will be posted on the Ideastream Public Media website as of September 30, 2020.

3. The FY21 diversity training was Implicit Bias training scheduled on March 22, 2021. This training was presented by the Maynard Institute.

4. Ideastream Public Media’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. 2021 interns included 5 males and 10 females.
   b. 13% of interns were minority.
   c. List of students is available upon request.

5. Ideastream Public Media 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 Public Media 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 Public Media 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 5 women, 4 men and 1 minority.

- Manager, Digital Products and Platforms to Director of Digital Products and Platforms
- Communications Specialist to Communications Manager
- Programming Manager to Senior Manager, Programming
- Membership Operations Manager to Senior Manager, Donor Stewardship
- Reporter/Producer to Sr Reporter/Producer
- Multiple Media Producer to Sr Multiple Media Producer
- Production Manager to Director of Operations, Production, and Facilities
- Media Assistant to Traffic Assistant (part-time)
- Audience Engagement Producer to Manager of Audience Engagement

II. **LOCAL DISTRIBUTION**

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

- The Ideastream Public Media organizational website ideastream.org
- Indeed.com
- Glassdoor.com
- ZipRecruiter.com
- Public Media Workforce Collaborative
- Greater Cleveland Partnership
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)
- Cuyahoga Arts and Culture job board
- Association of Fundraising Professionals
- Journalismjobs.com
- Poynter Institute (Media Connection)
- Philanthropy News Digest

IV. **MINORITY AND WOMEN RECRUITMENT SOURCES**
Ideastream Public Media is committed to the outreach of women and minorities in its recruiting efforts and uses the following sources:

- Esperanza (local organization promoting economic opportunity for Hispanics in Cleveland)
- Emma L. Bowen Foundation for Minority Interests in Media
- National Association of Black Accountants
- National Association of Black Engineers
- National Association of Hispanic Journalists
- National Association of Black Journalists
- Native American Journalists Association
- Asian American Journalists Association
- Alliance for Women in Media
In addition to the recruitment efforts discussed above, additional examples of outreach performed include: Ideastream Public Media representatives attended eight (8) 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 Public Media websites for future job vacancies.

Dates and locations of fairs:

- February 11, 2021 University of Akron Virtual Career Fair, attended by the Human Resource Generalist
- February 24, 2021 Greater Cleveland Partnership Internship Virtual Summit, attended by the Human Resource Generalist
- February 25, 2021 Kent State University Virtual Career Fair, attended by the Human Resource Generalist
- March 4, 2021 Ohio State University Virtual Career Fair, attended by the Human Resource Generalist
- March 11, 2021 Hampton University Virtual Career Fair, attended by the Human Resource Generalist
- March 31, 2021 Current Public Media Virtual Career Fair, attended by the Human Resource Generalist
- April 9, 2021 New York University School of Journalism Virtual Career Fair, attended by the Human Resource Generalist and a Reporter/Producer
- April 12, 2021 Columbia University School of Journalism Virtual Career Fair, attended by the Human Resource Generalist and a Reporter/Producer

We have continued our Internship Program at Ideastream Public Media 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 13 college level and 2 high school level interns at Ideastream Public Media in this past 12 months, specifically 5 males and 10 females that represent 13% minority. 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 Public Media supporting the journalism needs of the Content Department, and another supported the Foundations/Digital Departments. Interns represent males/females and several minority groups. Details available upon request.

Each year Ideastream Public Media provides mandatory training in the area of Diversity and Inclusion. Ideastream Public Media provided all full and regular part time employees a virtual Groundwater Racial Equity workshop on September 14, 2020. This training was presented by the Racial Equity Institute. Those who did not attend were offered a make-up training on February 16, 2021.

Ideastream Public Media provided all full time and regular part time employees an Implicit Bias training
on March 22, 2021. This training was presented by the Maynard Institute.

Ideastream Public Media provided all full time and regular part time employees a web-based Harassment Prevention training course that was completed between July 19, 2021 through July 30, 2021. This training was presented by the Corporation for Public Broadcasting (CPB).

Members of Ideastream Public Media’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 Public Media’s Education Department staff provide tours to both students and educators about Ideastream Public Media, its goals and possible career paths. Ten virtual tours are documented from 2020-2021.

V. OUTREACH ANALYSIS
Throughout the year, Ideastream Public Media utilizes and tests 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 is conducted with each promotion and internal move to determine equity and to ensure that employees are being paid in an equitable and fair manner and in accordance with Ideastream Public Media’s Compensation Policies.

The rate of female and diversity promotions are strong as noted in the first section of this report. Of nine internal promotions this year 55% were female and 11% 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 April 1, 2020 estimates from US Census Data Quick Facts Database and 2020 Ohio County Profiles.**

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 Public Media full time and regular part time Cleveland staff as of August 21, 2021.**

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

(79% White, 21% Minority)

54% Male
46% Female

Median age = 48 yrs