Diversity Report to Board of Trustees  
September 9, 2022

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 minority 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 demographic data, Attachment A
Diversity Policy and Practices

Annual Diversity Report 8/23/2022, Part A
2022 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 2022, Ideastream Public Media measured the racial, age and gender statistics of the 22-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 8/23/2022) showing the comparisons of area population and Ideastream Public Media employment is in Attachment A. Of twenty-four new hires in FY22, seven self-identified as a minority and 54% were women. Also in FY22, of twenty-five internal promotions, 16% self-identified as a minority and 52% 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.

- 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 minority groups.

- Broadly disseminates job openings on job boards throughout the region and sometimes nationally to various groups where diverse candidates are likely to view them.

- Attends College/University and/or community 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 minority applicants 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’ race, 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 8/23/2022, Part B
2022 Actions

1. A 2022 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 2022 annual diversity report will be posted on the Ideastream Public Media website as of September 30, 2022.

3. 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. 2022 interns included five males and 11 females.

   b. 56% of interns were minorities.

4. Ideastream Public Media strives to include at least one qualified diverse candidate in every candidate pool for open positions 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 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 open positions for which they are qualified. Examples of internal promotions in the past year include 13 women and 12 men, four of which are minorities.

- Traffic Assistant to TV Traffic Operator
- Radio Broadcast Engineer to Senior Radio Broadcast Engineer
- Technical Producer to Senior Technical Producer
- OSC Production/Program Manager to SCO Production Manager
- Assistant Producer to SCO Producer
- Producer to SCO Producer
- Reporter/Producer to Senior Producer, Community Storytelling
- Host/Producer to Supervising Producer-Newscasts
- Early Childhood Education Administrator to Early Childhood Education Manager
- Account Executive to Senior Account Executive
- Senior Technical Producer to Manager of Radio Operations
- Announcer/Operator to Technical Producer
- Reporter/Producer to SHNB News Editor
- Coordinating Producer to Supervising Producer-SOI
- Multiple Media Producer to Digital Producer, Education
- Membership Campaign Producer to Manager, Broadcast Fundraising
- Development Analyst to Manager, Individual Giving Operations
- Producer to Multiple Media Journalist
- Director of Employee Experience to Senior Director of Employee Experience
• Announcer/Operator to Technical Producer
• Communications Specialist to Design and Production Manager
• Managing Producer- Health to Director of Engaged Journalism
• Multiple Media Journalist to Reporter/Producer
• Traffic Media Assistant to TV Traffic Operator
• Director of Individual Giving and Communications to Senior Director of Individual Giving and Communications

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 website [ideastream.org]
• Indeed.com
• Glassdoor.com
• ZipRecruiter.com
• Public Media Workforce Collaborative
• Greater Cleveland Partnership
• The Urban League of Greater Cleveland
• Local College and University career boards (via Handshake.com)
• Social Media postings (LinkedIn, Facebook, Instagram)

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
• Public Media Business Association (PMBA)
• Public Media Journalists Association (PMJA)
• National Educational Telecommunications Association (NETA)

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:

• Circa
• Esperanza (local organization promoting economic opportunity for Hispanics in Cleveland)
• 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 include: Ideastream Public Media representatives attended four (4) Job/Internship Fairs in the past year. At each of these career fairs, resumes were gathered and forwarded to department managers for review. Students also learned how to access our job postings on the Ideastream Public Media website for future job openings.

Dates and locations of career fairs:

• March 10, 2022 Miami University Common Good Non-Profits Fair, attended by the Human Resource Generalist
• March 16, 2022 Ohio University Arts, Media and Marketing Fair, attended by the Human Resource Generalist
• March 28, 2022 Columbia University School of Journalism Fair, attended by the Human Resource Generalist and a Reporter/Producer
• March 29, 2022 Current Career Fair, attended by the Human Resource Generalist

We continued our Internship Program over the past year. We host a series of college interns for fall, winter/spring and summer sessions where they partake in hands-on learning in their chosen field.
There have been 11 college level, one post-graduate level, and four high school level interns at Ideastream Public Media in this past 12 months. This group was comprised of five males and 11 females that represent 56% minorities. Interns gained experience in television and radio production, communications/graphic design, promotions and fundraising all in support of a non-profit organization.

Four high school level interns worked at Ideastream Public Media over the course of the 2021-2022 school year. Two of these high school students supported the journalism needs of the Content Department, one supported the Employee Experience Department, and the other high school student supported the Digital and Content Departments. The demographic make-up of the high school Interns were two male and two female, 50% of which were minorities.

Ideastream Public Media provided all full time and regular part time employees a web-based Harassment Prevention training course that was completed between July 11, 2022 and July 22, 2022. This training was conducted by the Corporation for Public Broadcasting (CPB).

Ideastream Education conducted eight care education visits with students in grades three through six during the 2021 – 2022 academic year. Further, Ideastream partnered with Richmond Heights secondary school and embedded in the media production elective course and facilitated 10 sessions with 8 students interested in media production. The students each produced a 3 – 5 minute audio story exploring a provocative question of their choosing which was featured on Sound of Ideas and is posted on Ideastream’s webpage. NewsDepth, Ideastream’s news program, partnered with BEMC (Broadcast Education Media Commission) Ohio to produce seven career focused segments featuring in-demand careers in Ohio which aired during Season 52 of the show and are featured on the BEMC Ohio YouTube page.

V. OUTREACH ANALYSIS
Throughout the year, the Employee Experience department utilizes and tests new recruitment sites to determine their effectiveness in recruiting 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, compensation 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 Policy.

The rate of female and diversity promotions is strong as noted in the first section of this report. There were 25 internal promotions this year where 52% were female and 16% were minorities. A Compensation Study is conducted every other year ensure that Ideastream Public Media continues to pay its staff equitably and that salary increase recommendations are being made in a way that does not discriminate against any protected group.
Staff Diversity Data
Attachment A

Twenty-two County demographic area, figured using July 1, 2021 estimates from US Census Data Quick Facts Database and 2021 Ohio County Profiles.

1% Asian
6% Black/African American
3.5% Hispanic
2% Two or more races/some other race
87.5% White

(87.5% White, 12.5% Minority)

50% Male
50% Female

Median age = 42 years

Ideastream Public Media regular full-time and part-time Cleveland staff as of August 23, 2022.

3% Asian
4% Hispanic
3% Two or more races/some other race
12% Black/African American
78% White

(78% White, 22% Minority)

52% Male
48% Female

Median age = 48 years