

2021 ANNUAL EEO PUBLIC FILE REPORT

ideastream

Stations:	WVIZ/PBS, 90.3 WCPN & WCLV 104.9
Communities of License:	Cleveland, OH, Cleveland, OH, Lorain, OH
Reporting Period:	Covers a 12 month period ending 5/31/2021
No. of Full-time Employees:	More than 10
Small Market Exemption:	No

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 eight Job/Internship Fairs in the Winter and Spring of 2021. 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 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*

*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 1 post-graduate level, 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 at ideastream supported the Foundations/Digital departments and another in the News department.

College level interns at ideastream supported the Education, Arts/Culture, Health, News, Digital, and WCLV departments.

ideastream strives to represent males/females, several minority groups as well as older/non-traditional students. Details available upon request.

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

The Education department conducted nine virtual tours between June 1, 2020 and May 31, 2021 for groups of 20-35 students from a wide range of schools from across the state of Ohio. The tours served students in grades 3-8 and consisted of a virtual tour of the building and a career discussion with ideastream staff members. Details of each program available upon request.

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

ideastream 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 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 provided all full time and regular part time employees a web-based Harassment Prevention training course that was completed between November 30, 2020 through December 4, 2020. This training was presented by the Corporation for Public Broadcasting (CPB).

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
6/1/2020	Chief Experience Officer (CXO)	Internal Applicant
6/1/2020	Executive Editor	Internal Applicant
6/15/2020	Director of Employee Experience	LinkedIn
6/22/2020	Creative Services Manager	Internal Applicant
4/19/2021	Foundation and Corporate Support Coordinator	LinkedIn

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 49

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 Greater Cleveland Chapter	1
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	1
Current Newspaper and Online	0
Cuyahoga Arts and Culture Non-Profit Job Board	1

Cuyahoga Community College	0
DiversityWorking.com	0
Emma Bowen Foundation for Minority Interests in Media	0
Engage! Cleveland	0
Esperanza	0
Glassdoor	0
Gorkana (PR and Journalists)	0
Greater Cleveland Partnership Job Board	0
ideastream website	8
ideastream internal all-staff email	8
Indeed	15
IRE- Investigative Reporters & Editors	0
Journalismjobs.com	0
Journalismnext.com	0
K-12 Job Spot	0
LinkedIn	15
Media Bistro	0
Media Financial Management Association	0
NAB- National Association of Broadcasters	0
National Association of Black Accountants	0
National Association of Black Journalists	0
National Association of Hispanic Journalists	0
National Society of Black Engineers	0
Native 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	0
(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
ZipRecruiter	0

RECRUITING SOURCES USED

Job Title of Position: Chief Experience Officer (CXO)

Date of Hire: 6/1/2020

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	Julie Drizin	julie@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 directly post here- they pick up our postings from our website		
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
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		
PMBA- Public Media Business Association	N	1300 Piccard Drive, Suite LL 14 Rockville, MD 20850	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA- Public Media Journalists Association (previously PRNDI)	N	PMJA P.O. Box 838 Sturgis, SD 57785	Christine Paige Diers	605-490-3033 christine@pmja.org
Public Media Workforce Collaborative	N	1375 Euclid Ave. Cleveland, OH 44115	Tracy Duda Jason Argenas Lisa Welling Sara Hodgson	248-305-3914 Tduda@dptv.org 412-622-1372 JArgenas@wqed.org 716-845-7021 Lwelling@wned.org 216-916-6382 Sara.Hodgson@ideastream.org
ZipRecruiter	N	We do not post here directly - they pick up postings from our website		

* 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: Executive Editor

Date of Hire: 6/1/2020

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	Julie Drizin	julie@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 directly post here- they pick up our postings from our website		
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
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		
NAB- National Association of Broadcasters	N	1771 N Street NW Washington, D.C. 20036		202-429-5300
National Association of Black Journalists	N	1100 Knight Hall College Park, MD 20742		301-405-0248
National Association of Hispanic Journalists	N	1050 Connecticut Ave. NW Washington, D.C. 20036		info@nahjcareers.org
PMBA- Public Media Business Association	N	1300 Piccard Drive, Suite LL 14 Rockville, MD 20850	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA- Public Media Journalists Association (previously PRNDI)	N	PMJA P.O. Box 838 Sturgis, SD 57785	Christine Paige Diers	605-490-3033 christine@pmja.org
Public Media Workforce Collaborative	N	1375 Euclid Ave. Cleveland, OH 44115	Tracy Duda Jason Argenas Lisa Welling Sara Hodgson	248-305-3914 Tduda@dptv.org 412-622-1372 JArgenas@wqed.org 716-845-7021 Lwelling@wned.org 216-916-6382 Sara.Hodgson@ideastream.org
ZipRecruiter	N	We do not post here directly - they pick up postings from our website		

* 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: Director of Employee Experience Date of Hire: 6/15/2020

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	Julie Drizin	julie@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 directly post here- they pick up our postings from our website		
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
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		
PMBA- Public Media Business Association	N	1300 Piccard Drive, Suite LL 14 Rockville, MD 20850	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA- Public Media Journalists Association (previously PRNDI)	N	PMJA P.O. Box 838 Sturgis, SD 57785	Christine Paige Diers	605-490-3033 christine@pmja.org
Public Media Workforce Collaborative	N	1375 Euclid Ave. Cleveland, OH 44115	Tracy Duda Jason Argenas Lisa Welling Sara Hodgson	248-305-3914 Tduda@dptv.org 412-622-1372 JArgenas@wqed.org 716-845-7021 Lwelling@wned.org 216-916-6382 Sara.Hodgson@ideastream.org
ZipRecruiter	N	We do not post here directly - they pick up postings from our website		

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Job Title of Position: Creative Services Manager

Date of Hire: 6/22/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Glassdoor	N	We do not directly post here- they pick up our postings from our website		
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
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		
Public Media Workforce Collaborative	N	1375 Euclid Ave. Cleveland, OH 44115	Tracy Duda Jason Argenas Lisa Welling Sara Hodgson	248-305-3914 Tduda@dptv.org 412-622-1372 JArgenas@wqed.org 716-845-7021 Lwelling@wned.org 216-916-6382 Sara.Hodgson@ideastream.org
ZipRecruiter	N	We do not post here directly - they pick up postings from our website		

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies. Notice to Cuyahoga Arts and Culture Non-Profit Job Board was inadvertently overlooked for this opening.

Job Title of Position: Foundation and Corporate Support Coordinator Date of Hire: 4/19/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
AFP- Association of Fundraising Professionals Greater Cleveland Chapter	N	AFP Greater Cleveland 3053 Nationwide Parkway Brunswick, OH 44212		703-684-0410 admin@afpcleveland.org
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	216-515-8303
Esperanza	N	3104 W. 25th St. 4th Floor Cleveland, OH 44109	Zulayka Ruiz Germaine Pena	216-651-7178 zulayka@esperanzainc.org germaine@esperanzainc.org
Glassdoor	N	We do not directly post here- they pick up our postings from our website		
ideastream Website	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
ideastream Internal All-Staff Email	N	1375 Euclid Ave. Cleveland, OH 44115	Human Resources	HR@ideastream.org
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		
PMBA- Public Media Business Association	N	1300 Piccard Drive, Suite LL 14 Rockville, MD 20850	Alisa Jackson	240-404-6491 ajackson@pmbaonline.org
PMJA- Public Media Journalists Association (previously PRNDI)	N	PMJA P.O. Box 838 Sturgis, SD 57785	Christine Paige Diers	605-490-3033 christine@pmja.org
Public Media Workforce Collaborative	N	1375 Euclid Ave. Cleveland, OH 44115	Tracy Duda Jason Argenas Lisa Welling Sara Hodgson	248-305-3914 Tduda@dptv.org 412-622-1372 JArgenas@wqed.org 716-845-7021 Lwelling@wned.org 216-916-6382 Sara.Hodgson@ideastream.org
ZipRecruiter	N	We do not post here directly - they pick up postings from our website		

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.