

Diversity Report to Board of Trustees September 18, 2025

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 Community Service Grants (CSG) 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 8/25/2025, Part A ***2025 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 2025, Ideastream Public Media measured the racial, age and gender statistics of the 22-county region of Ohio that is served by its broadcast channels, in addition to Franklin and Hamilton counties in which some full-time content-producing members of the staff reside and work.
- Our goal is to match the demographic composition as closely as possible in our staffing. The current data (as of 8/25/2025) showing the comparisons of area population and Ideastream Public Media employment is in **Attachment A**. Of the 11 new hires and two rehires in FY2025, one self-identified as a minority, one self-identified as non-binary, and 54% were women. No internal staff were promoted this fiscal year.
- Reviews of these practices with the Ideastream Public Media Board of Trustees 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 Strategic Plan Goal 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 a local University to source minority applicants to increase the skill level of students 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.
- Engage 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.

Annual Diversity Report 8/25/2025, Part B 2025 Actions

1. A 2025 report to Ideastream Public Media's Board of Trustees regarding the practices Ideastream Public Media has in place to fulfill the commitment for diversity.
2. The 2025 annual diversity report will be posted on the Ideastream Public Media website as of September 30, 2025.
3. Ideastream Public Media's internship program this past year included BIPOC students. These internships provide professional level experiences to college and high school level students in various areas of the organization including journalism, marketing, fundraising, digital content, and TV and radio production.
 - a. 2025 interns included five males and 10 females.
 - b. 53% 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 to reach 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. There were no internal promotions in the past year.

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]
- Ideastream Public Media Internship Alumni Network
- Ideastream Public Media Community Advisory Board
- Indeed.com
- Glassdoor.com
- ZipRecruiter.com
- LinkedIn Recruiter
- Public Media Workforce Collaborative
- Local College and University career boards (via Handshake.com)
- Social Media postings (LinkedIn, Facebook, Instagram)
- Ohio Department of Job and Family Services
- Saint Martin de Porres Alumni Network

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:

- Corporation for Public Broadcasting (CPB Jobline)
- Ohio Association Broadcasters (OAB)
- Society of Broadcast Engineers (SBE)
- Cuyahoga Arts and Culture job board
- Public Media Business Association (PMBA)
- Tech Elevator

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)
- The Urban League of Greater Cleveland (local organization promoting economic opportunity for African Americans)
- Opportunities for Ohioans with Disabilities

In addition to the recruitment efforts discussed above, additional examples of outreach include: Ideastream Public Media representatives attended four Job/Internship Fairs and participated in two student discussions in Fall 2024 and Winter 2025. Attendees were informed how to access and apply for job openings on the Ideastream Public Media website.

Dates and locations of career fairs:

- October 2, 2024, Great Lakes Colleges Association Virtual Career Fair, attended by the *Human Resources Generalist- Recruitment*
- November 8, 2024, Syracuse University Virtual Communications, Journalism, and Media Career Fair, attended by the *Human Resources Generalist- Recruitment*
- January 31, 2025, Case Western Reserve University Career Year Panel Discussion, attended by the *Human Resources Generalist- Recruitment*
- February 26, 2025, Cleveland State University Career Fair, attended by the *Human Resources Generalist- Recruitment* and *Human Resources Generalist- Learning and Development*
- March 19, 2025, Miami University Virtual Regionals Career and Internship Fair, attended by the *Human Resources Generalist- Recruitment*
- March 27, 2025, Miami University Student Site Visit, attended by the *Human Resources Generalist- Recruitment* and *Director of Education*

We continued our Internship Program over the past year. We had a series of college level interns in the fall, spring and summer semesters receiving hands-on experience learning more about their chosen field. There have been 14 college level and one high school level interns in the past 12 months. This group was comprised of five males and 10 females that, collectively, represent 53% minorities. Interns gained experience in television and radio production, journalism, digital content, marketing, and fundraising.

As noted above, one high school level intern worked at Ideastream Public Media over the course of Summer 2025 and supported journalism needs of the Content department. The demographic make-up of the high school intern was one male student who identified as white.

Ideastream Public Media provided managers with a web-based Employment Law training course that was completed on June 25, 2025. This training was conducted by ERC.

The Education department conducted eight virtual tours between October 1, 2024 and August 1, 2025 for groups of 20-35 students from a wide range of schools (Dyke School of the Arts, Rhodes High School, Evening Street Elementary School, Lincoln West High School, Davis A & M High School, Meadowlawn Intermediate, Incarnate Word Academy, and Roosevelt Elementary) from across the State of Ohio. The tours served students in grades 3-12 and consisted of a virtual tour of the building and a career discussion with Ideastream Public Media staff members. Details of each program are available upon request. The Education department also hosted eleven in person tours (Bath Elementary, St. Benedict School, Perry High, Collinwood High, Padua High, Buchtel Middle, Buchtel High, Franklin Elementary, Kensington Intermediate, Lakewood High, Alcott Elementary) and of a similar nature for students in grades 8-12, serving 173 children. *NewsDepth*, Ideastream's children's news program, partnered with BEMC Ohio (Broadcast Education Media Commission) to produce four career focused segments featuring in-demand skilled trades careers in Ohio which aired during Season 55 of the show and are featured on the BEMC Ohio YouTube page. These segments featured in-demand STEM careers and gave student-viewers the opportunity to write in the questions that were asked of the STEM professionals.

V. OUTREACH ANALYSIS

Throughout the year, the Employee Experience department utilized and tested new recruitment sites to determine their effectiveness in recruiting a slate of diverse candidates. Recruitment sources may be replaced if they do not provide qualified and diverse candidates.

VI. EMPLOYMENT ANALYSIS

A regular examination of internal promotion opportunities and compensation practices is conducted with each promotion and internal move to determine consistency 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 noted in the first section of this report. There weren't any internal promotions this year. A Compensation Study is conducted on a regular basis to 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

Demographics of Ideastream’s 22 county broadcast area and Franklin and Hamilton counties, where some staff work to produce content. Data sources: July 1, 2023 estimates from US Census Data Quick Facts Database and 2025 Ohio County Profiles.

1% Asian
8% Black/African American
4% Hispanic
2% Two or more races/some other race
85% White

(85% White, 15% Minority)

50% Male
50% Female

Median age = 41 years

Ideastream Public Media regular full-time and part-time staff (Cleveland, Columbus, and Cincinnati) as of August 25, 2025.

4% Asian
2% Hispanic
2% Two or more races/some other race
13% Black/African American
78% White
1% Declined to Identify

(78% White, 21% Minority, and 1% Declined to Identify)

49% Male
51% Female

Median age = 47 years

The addition of Franklin County, Hamilton County, and all Ideastream Public Media staff demographic information may result in unsimilar diversity data in comparison to the previous fiscal year.