

Diversity Report to Board of Trustees September 13, 2023

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 8/22/2023, Part A ***2023 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 2023, Ideastream Public Media measures 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 8/22/2023) showing the comparisons of area population and Ideastream Public Media employment is in **Attachment A**. Of the twenty-seven new hires in FY2023, six self-identified as a minority and 56% were women. Also, in FY2023, of the six internal promotions, 33% self-identified as a minority and 50% 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 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.
- 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.

Annual Diversity Report 8/22/2023, Part B
2023 Actions

1. A 2023 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.
2. The 2023 annual diversity report will be posted on the Ideastream Public Media website as of September 29, 2023.
3. Ideastream Public Media's internship program this past year included BIPOC students. These internships provide professional level experiences to college and high school levels students in various areas of the organization including journalism, information technology, marketing and TV and radio production.
 - a. 2023 interns included four males, 13 females, and two non-binaries.
 - b. 32% 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 two women and three men, two of which are minorities.

- Senior Account Executive to Sales Manager
- Digital Producer to Deputy Editor, Engaged Journalism to Deputy Editor, News
- Host/Announcer to Host/Producer (2)
- Development Support Coordinator to Donor Engagement Manager

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
- 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 Hispanic Journalists
- National Association of Black Journalists
- Asian American Journalists Association
- MotvAsians Cleveland
- Military Veterans in Journalism

In addition to the recruitment efforts discussed above, additional examples of outreach include: Ideastream Public Media representatives attended six (6) 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 1, 2023 Cleveland State University, attended by the *Human Resource Generalist*
- March 2, 2023 NPR Spring Networking Fair, attended by the *Human Resources Generalist*

- March 3, 2023 Case Western Reserve University, attended by the *Human Resources Generalist*
- March 16, 2023 Miami University Regionals Education & Social Services, attended by the *Human Resources Generalist*
- March 27, 2023 Columbia University Journalism School, attended by the *Human Resources Generalist and Reporter/Producer*
- April 18, 2023 Playhouse Square Staging Success Career Fair, attended by the *Human Resources Generalist*

We continued our Internship Program over the past year. We hosted a series of college interns for fall, winter/spring and summer sessions where they partook in hands-on learning in their chosen field. There have been 15 college level, two post-graduate level, and two high school level interns at Ideastream Public Media in the past 12 months. This group was comprised of four males, 13 females, and two non-binary gendered individuals that, collectively, represent 32% minorities. Interns gained experience in television and radio production, communications, and marketing all in support of a non-profit organization.

Two high school level interns worked at Ideastream Public Media over the course of the 2022-2023 school year. Both high school students supported journalism needs of the Content Department. The demographic make-up of the high school interns were one male and one 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 17, 2023 and July 28, 2023. This training was conducted by the Corporation for Public Broadcasting (CPB).

Ideastream's Education department conducted twelve career education visits with students in Grades three through six during the 2022-2023 academic year and participated in two career education presentations at local middle and high schools featuring career pathways in journalism, media, and marketing. *NewsDepth*, Ideastream's children's news program, partnered with BEMC Ohio (Broadcast Education Media Commission) to produce seven career focused segments featuring in-demand careers in Ohio which aired during Season 53 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 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 six internal promotions this year where 50% were female and 33% 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, 2022 estimates from US Census Data Quick Facts Database and 2021 Ohio County Profiles.

1% Asian
6% Black/African American
4% Hispanic
2% Two or more races/some other race
87% White

(87% White, 13% Minority)

50% Male
50% Female

Median age = 42 years

Ideastream Public Media regular full-time and part-time Cleveland staff as of August 23, 2023.

4% Asian
3% Hispanic
4% Two or more races/some other race
14% Black/African American
73% White
2% Declined to Identify

(73% White, 25% Minority, and 2% Declined to Identify)

48% Male

52% Female

Median age = 47 years