

2014-15 Diversity Eligibility – Part A -

Diversity Goals -

Ideastream 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 -

Ideastream follows these strategies to achieve diversity goals:

- In July 2014, ideastream measured the racial, age and gender statistics of the 18 county region of Ohio that is served by ideastream broadcast channels. Our formal goal is to match those demographic splits as closely as possible in our staffing. The current data (as of 7/15/2014) showing the comparisons of area population and ideastream employment as is presented in **attachment A**.
- Reviews with the ideastream Board of Trustees 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 post the report on the station's website.
- Establishes a formal training program for management and appropriate staff.
- Established a goal within the Strategic Plan to "Hire and exemplify a diverse workforce."
- Developed 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.
- Implemented an active internship program where it partners with local universities to look for diverse interns to increase the skill level of new graduates in our field.
- Follows 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.
- Programming at ideastream is also informed by the community in The Listening Project. This is a community engagement process to articulate to ideastream the needs and interests of the community. The participants represent diverse viewpoints from all areas of our listening/viewing communities.

Annual Diversity Report 7/31/2014 Part B-

Actions

1. The report to the station's governing board (Board of Trustees) regarding the practices ideastream has in place to fulfill the commitment for diversity was made on July 29, 2014 by Jerry Wareham, ideastream CEO
2. The 2014 annual report was posted on the website as of September 25, 2014.
3. Sexual Harassment and Diversity Training for 2014 was held on for September 10 and September 17, provided by Fisher & Phillips Labor Law firm. Separate sessions for Management and non-management employees were provided.
4. Ideastream'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 Development, Communications, TV and Radio Production, Journalism and Information Technology.
 - a. 2014 interns included male and female, White, African American and Asian students. It also included non-traditional students who are older and returning to school.
 - b. List of students is available upon request.

Diversity Data - Attachment A

18 County area figured using 2010 census data (updated 4/2014)

1.52% Asian
0.03% Pacific Islander
14.1% Black/African-American
0.20% Native American
3.30% Hispanic
3.00% Two or more races/some other race
77.85% White

(77.85% white, 22.15% minority)

49% male (working age)
51% female (working age)

Median age = 41.65

ideastream Full Time Cleveland Staff as of 7/15/2014

2% Asian
16% Black/African-American
3% Hispanic
1% Native American
2% Two or more races
76% White

(76% white, 24% minority)

51.5 % male
48.5% female

Median age = 53 yrs