



ideastream®

Idea Center®  
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Cleveland, OH 44115-1835  
216-916-6100  
[www.wviz.org](http://www.wviz.org)  
[www.wcpn.org](http://www.wcpn.org)

EEO Staff  
Policy Division, Media Bureau  
Federal Communications Commission  
445 12<sup>th</sup> St. S.W.  
Washington, DC 20554

March 21, 2012

To the EEO Staff:

In accordance with your EEO audit letter of February 16, 2012, we hereby provide the information requested for the employment unit of licensee WVIZ/PBS & 90.3 WCPN ideastream, consisting of noncommercial educational stations WVIZ/PBS (TV) Cleveland, OH, 90.3 WCPN (FM) Cleveland, OH, and Ohio Governmental Television/The Ohio Channel (non-broadcast), Columbus, OH.

3. (a)

The two most recent EEO public file reports are attached. On March 21, 2012 the 2011 Public File Report was amended. Our main website address is [www.ideastream.org](http://www.ideastream.org) and the current report is posted in the Employment page, found by selecting "about" and then "jobs." You can also get to this same page by going to [www.wviz.org](http://www.wviz.org) or [www.wcpn.org](http://www.wcpn.org) and follow the same links.

The dates for the full time 2009-2010 hires are:

- Senior Director of Educational Services - 10/26/2009
- Radio Traffic Operations Manager – 12/21/2009
- Assistant Producer – 12/22/2009
- Technical Producer - 2/15/2010
- Educational Services Administrative Assistant – 2/18/2010
- On Line Learning Coordinator – 3/1/2010
- K-12 Technology & Professional Director- 3/1/2010
- Executive Administrative Assistant-Technology – 3/17/2010

The dates for the full time 2010-2011 hires are:

- Host/Producer – 10/1/2010
- Producer- 11/29/2010
- Reporter/Producer (Health)- 2/21/2011
- Assistant Producer OGT – 1/3/2011
- Associate Producer- 1/10/2011
- Sr. Systems Administrator-Web Focus – 2/28/2011
- Communications Specialist – 3/21/2011

3. (b)

Dated copies of all advertisements, bulletins, letters, faxes e-mails or other communications announcing full-time positions are attached. The Ohio Center for Broadcasting is the only organization that has expressly requested notification of Unit job openings.

3. (c)

The requested information on number of interviewees and referral sources is provided by copies of our Recruitment Action Summary Sheets for each hire, redacted to remove personal information.

3. (d)

Documentation of Unit recruitment initiatives is attached. The Unit currently has 97 full time employees and the population of the Cleveland metropolitan area is greater than 250,000. Based on these factors the Unit is required to perform four initiatives over a 2 year reporting period, pursuant to Sections 73.2080 (c)(2) and (e)(3).

3. (e)

One resolved complaint was filed during the current license term.

- (1) A complaint of alleged unlawful gender discrimination was filed by a female reporter who was separated for poor performance.
- (2) The complainant was former Reporter/Producer T. Kymberli Hagelberg against Executive Editor David Molpus and ideastream.
- (3-5) Complaint was filed on 2/7/2010 in Cuyahoga County Common Pleas Court – charge # CV10717972; EEOC charge filed on 3/30/2010 – charge # 532-2101-01012; Federal complaint filed in US District Court on 11/12/2010 charge # 1:10-CV-2582
- (6) EEOC case closed on 8/19/2010 (complaint was proceeding in court);  
Both Common Pleas and Federal complaints were dismissed with prejudice on 3/7/2011

3. (f)

Director of Programming David Kanzeg is responsible for overall FCC compliance issues. Kim MacDonald, Human Resources Director is responsible for implementing EEO policies. David Kanzeg reports to Mark Smukler, Senior Director of Content; Kim MacDonald reports to Bob Calsin, Chief Financial Officer. Every employee receives the ideastream ***Guide to Employment and Benefits*** (Handbook) upon hire. This document outlines the EEO policies. Applicants will find an EEO statement on our websites as well as on the employment application. ***ideastream*** hiring managers possess a copy of the ideastream Recruitment Policy. Copies of the Handbook, EEO program and Recruitment Policy is attached.

3. (g)

As part of its effort to ensure the effectiveness of its EEO recruitment ideastream conducts ongoing assessment of the success of its recruitment efforts. This analysis has led to bringing in new recruitment sources and eliminating or limiting the use of some that have not been successful in resulting in candidates. Efforts are specifically made to post jobs in areas where significant minority populations are located.

3. (h)

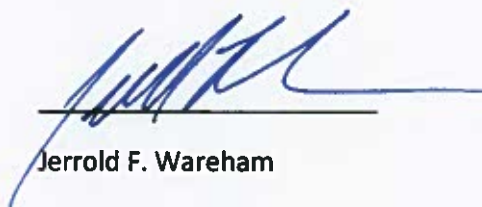
**ideastream** routinely monitors its ongoing pay, promotion practices and selection techniques in an effort to ensure that they provide equal opportunity. At least yearly an analysis is done with respect to pay levels throughout the organization. **ideastream** occasionally uses skills testing in its selection process. Only professional, validated testing services are used for such selection testing and final decisions are never made solely on the results of testing. There is a collective bargaining agreement with a small number of our technical workers. That agreement is with an internal Bargaining Unit that defers to ideastream's policies in hiring practices, but requires a seniority system in promotions.

3 (i)

N/A

4. Not a Time Brokerage.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read 'Jerrold F. Wareham', is written over a horizontal line.

Jerrold F. Wareham

President and CEO