

# **EEO PUBLIC FILE REPORT**

**EEO PUBLIC FILE REPORT**  
**FOR**

***WVIZ/PBS AND 90.3 WCPN ideastream<sup>®</sup>***

**Cleveland Ohio**

This EEO Public File Report  
Covers a 12 month period ending 5/31/2009



## EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WVIZ/PBS and 90.3 WCPN **ideastream**<sup>sm</sup> public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the twelve month period ending on May 31, 2009 the organization filled the following full-time vacancies:

Assistant Producer  
Major Gifts Director  
Grants Development Manager  
Designer Editor Producer  
Communications Specialist  
Producer (Health)  
Major Gifts Support Coordinator (2)

The station interviewed a total of 27 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<b><u>Recruitment Source</u></b>	<b><u>Total Number of Interviewees Referred</u></b>
Assn. of Fundraising Professionals	1
Careerbuilder.com	4
Cleveland.com	4
Cleveland State University	1
ideastream intern	1
ideastream website	7
Kelly Blazek Marketing/ Communication Job Board	1
Networking	2
Plain Dealer/Cleveland.com	2
Posted Internally	1
Staff Referral	1

<b>Trustee Referral</b>	<b>2</b>
<b>NAACP</b>	<b>0</b>
<b>Akron University</b>	<b>0</b>
<b>Kent State University</b>	<b>0</b>
<b>Urban League</b>	<b>0</b>
<b>ODJFS</b>	<b>0</b>
<b>CPB</b>	<b>0</b>
<b>Ohio Center for Broadcasting</b>	<b>0</b>
<b>Esperenza</b>	<b>0</b>
<b>Ohio University</b>	<b>0</b>
<b>Case Mandel School</b>	<b>0</b>
<b>American Women in Radio and TV</b>	<b>0</b>
<b>Ohio University</b>	<b>0</b>
<b>Case Mandel School</b>	<b>0</b>
<b>Emma L. Bowen Fdn. or Minority</b>	<b>0</b>
<b>Interests in Media</b>	
<b>Ohio State University</b>	<b>0</b>
<b>Baldwin Wallace University</b>	<b>0</b>
<b>John Carroll University</b>	<b>0</b>
<b>CPB Jobline</b>	<b>0</b>
<b>Dewey &amp; Kay</b>	<b>0</b>
<b>NPR.org</b>	<b>0</b>
<b>National Assn. Of Black Journalists</b>	<b>0</b>
<b>Pittsburgh Post Gazzette online</b>	<b>0</b>
<b>Columbus Dispatch</b>	<b>0</b>
<b>Cincinnati.com</b>	<b>0</b>
<b>Careerbuilder (Pittsburgh,Cinc. Col)</b>	<b>0</b>
<b>NATAS.online</b>	<b>0</b>
<b>TV Jobs.com</b>	<b>0</b>
<b>Time Warner</b>	<b>0</b>
<b>JournalismNext.com</b>	<b>0</b>
<b>Current</b>	<b>0</b>

**Attachment A contains the following information for each full-time vacancy:**

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

**Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.**

\* \* \* \* \*

**ATTACHMENT A**  
**EEO INFORMATION FOR FULL-TIME VACANCIES**

## **FULL-TIME VACANCY EEO INFORMATION**

**[Fill out for each full-time vacancy]**

**Job Title of Vacancy:** Assistant Producer

**Recruitment Source That  
Referred the Hiree:** Plain Dealer

**Date Vacancy Opened:** May 14, 2008

**Total Number of Persons  
interviewed for the Vacancy:** 4

**Date Vacancy Filled:** July 21, 2008

### **Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification ?</b>
ideastream website	1375 Euclid Ave. Cleveland, OH 44115	Joe Sheppa	216-916-6312	1	
Posted Internally					
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Carrie Crucis	1-216-999-4710	1	
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Cleveland State University	2121 Euclid Avenue Cleveland, OH 44115	John Scanlan	1-216-687-2000		
Akron University	302 Buchtel Common Akron, OH 44325	Nancy Beirne	1-330-972-7111		
Kent State University	PO Box 5190 Kent, OH 44242	Amy Hollis	1-330-672-2360		



Mandel School Case Western Res. Univ.	10900 Euclid Avenue Cleveland, OH	Susan Reimark	1-216-368-5065 1-216-368-8592 (Fax)		
Ohio University	Baker Center 533 One Park Place Athens, OH 45701	Amy Meeks	1-740-593-2909		
Baldwin Wallace College	Career Services on Line 275 Eastland Rd. Berea, Ohio 44017	Linda Kerbusch www.bw/careers	1-440-826-2900 1-440-826-2162 (Fax)		
John Carroll University	20700 North Park Blvd. University Hts., OH 44118	Career Connections On line posting	1-216-397-1886 1-216-397-4237 (Fax)		
Esperenza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183- (Fax)		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Gwen Warren	1-216-622-0999		
ODJFS Employment Connection	11699 Brookpark Rd Cleveland, OH 44130	Ifeoma Ezepue	1-216-664-4673 X380		
Networking				1	
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
ideastream intern	1375 Euclid Ave. Cleveland, OH 44115			1	
CPB.org Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	1-202-879-9600		
Emma L. Bowen Fdn. For Minority Interests	524 W. 57 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		

## **FULL-TIME VACANCY EEO INFORMATION**

**[Fill out for each full-time vacancy]**

**Job Title of Vacancy: Major Gifts Director**

**Recruitment Source That  
Referred the Hiree: AFP Posting**

**Date Vacancy Opened: June 27, 2008**

**Total Number of Persons  
Interviewed for the Vacancy: 3**

**Date Vacancy Filled: September 22, 2008**

### **Recruitment Sources Used to Fill the Vacancy**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification ?</b>
ideastream website	1375 Euclid Avenue Cleveland, OH 44115	Joe Sheppa	1-216-916-6312	1	
Posted Internally					
Staff Referral				1	
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Carrie Crucis	1-216-999-4710		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
Association for Fundraising Professionals	4300 Wilson Blvd. Suite 300 Arlington, VA 22203	On Line Posting afpcleveland.org Brian Andrews	1-888-491-2233	1	

Current	1612 K. St. NW #704 Washington, DC	Loreal Lynch	1-301-270-7240		
ODJFS	11699 Brookpark Rd Cleveland, OH 44130	Ifeoma Ezepue	1-216-664-4673 1-216-420-8237 (Fax)		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Esperenza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183 (Fax)		
Cleveland State University	2121 Euclid Avenue Cleveland, OH 44115	John Scanlan	1-216-687-2000		
Akron University	302 Buchtel Common	Nancy Beirne	1-330-972-7111		
Mandel School Case Western Reserve University	10900 Euclid Avenue Cleveland, OH	Susan Reimark	1-216-368-5065 1-216-368-8592 (Fax)		
Dewey & Kaye	20 Stanwix Street, 9 <sup>th</sup> Fl. Pittsburgh, PA 15222	Dawn Kopp <a href="http://www.deweykaye.com">www.deweykaye.com</a> On Line Posting	1-412-434-1335 1-412-281-5925 (Fax)		

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

**Job Title of Vacancy:** Grants Development Manager

**Recruitment Source That  
Referred by Hiree:** Cleveland State Job Board

**Date Vacancy Opened:** August 29, 2008

**Total Number of Persons  
interviewed for the Vacancy:** 3

**Date Vacancy Filled:** October 27, 2008

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
ideastream website	1375 Euclid Avenue Cleveland, OH 44115	Joe Sheppa	1-216-916-6312		
Posted Internally				1	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
ODJFS	11699 Brookpark Rd Cleveland, OH 44130	Ifeoma Ezepue	1-216-664-4673 1-216-420-8237 (Fax)		
cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Carrie Crucis	1-216-999-4710		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Dewey & Kaye	20 Stanwix Street, 9 <sup>th</sup> Fl. Pittsburgh, PA 15222	Dawn Kopp <a href="http://www.deweykaye.com">www.deweykaye.com</a> On Line Posting	1-412-434-1335 1-412-281-5925 (Fax)		

Cleveland State University	2121 Euclid Avenue Cleveland, OH 44115	John Scanlan	1-216-687-2000	1	
CPB.org Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	1-202-879-9600		
NPR	635 Massachusetts Ave. NW Washington DC. 20001	Vinnie Jones	1-202-513-2000		
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		<b>yes</b>
Esperenza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183- (Fax)		
Emma L. Bowen Fdn. For Minority Interests	524 W. 57 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		
Careerbuilder.com	8420 W. Bryn Mawr Ave. Suite 1000 Chicago, IL. 60631	Zachary Reitman On Line Posting Careerbuilder.com	1-773-353-3959 1-773-341-7355 (Fax)	1	

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

**Job Title of Vacancy:** Designer/Editor/Producer

**Recruitment Source That  
Referred the Hiree:** Cleveland.com

**Date Vacancy Opened:** August 14, 2008

**Total Number of Persons  
Interviewed for the Vacancy:** 3

**Date Vacancy Filled:** November 10, 2008

### Recruitment Sources Used to Fill the Vacancy

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification ?</b>
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Carrie Crucis	1-216-999-4710	1	
Posted Internally					
ideastream website	1375 Euclid Ave. Cleveland, OH	Joe Sheppa	1-216-916-6312	1	
CPB.org Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	1-202-879-9600		
Networking				1	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
Kent State University	PO Box 5190 Kent, OH 44242	Amy Hollis	1-330-672-2360		
Cleveland State University	2121 Euclid Avenue Cleveland, OH 44115	John Scanlan	1-216-687-2000		

NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Akron Beacon Journal	44 E. Exchange Street Akron, OH 44328	Brandon White	1-800-777-2745		
NPR	635 Massachusetts Ave. NW Washington DC. 20001	Vinnie Jones	1-202-513-2000		
ODJFS	11699 Brookpark Rd Cleveland, OH 44130	Ifeoma Ezepue	1-216-664-4673 1-216-420-8237 (Fax)		
Akron University	302 Buchtel Common	Nancy Beirne	1-330-972-7111		
National Assn. Of Black Journalists	University of Maryland 8701-A Adelphi Road Adelphi, MD 20783	Tangie Newborn	1-301-445-7100 1-301-445-7101 (Fax)		
Pittsburgh Post Gazette	On Line Only CustomerCentral@ Monster.com	Lynn Puryear	1-877-264-4562 Ext.76717		
Columbus Dispatch Cincinnati on line	On Line Only jgroh@Cincinnati.gannett.com	Vivien Loos VLoos@dispatch.com Reference Ad#4901437	1-513-768-8822 1-513-768-8629 (Fax)		
Careerbuilder.com	8420 W. Bryn Mawr Ave. Suite 1000 Chicago, IL. 60631	Zachary Reitman On Line Posting Careerbuilder.com	1-773-353-3959 1-773-341-7355 (Fax)		
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

**Job Title of Vacancy:** Communications Specialist

**Recruitment Source That**

**Referred the Hiree:** Kelly Blazek's Marketing/ Communications Job Board

**Date Vacancy Opened:** September 5, 2008

**Total Number of Persons**

**interviewed for the Vacancy:** 4

**Date Vacancy Filled:** November 24, 2008

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification?
Posted Internally					
ideastream website	1375 Euclid Ave. Cleveland, OH 44115	Joe Sheppa	1-216-916-6312	1	
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Carrie Crucis	1-216-999-4710	1	
ODJFS	11699 Brookpark Rd Cleveland, OH 44130	Ifeoma Ezepue	1-216-664-4673 1-216-420-8237 (Fax)		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Esperenza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183 (Fax)		
NATAS Jobline	PO Box 58530 Seattle, WA 98138	On Line Posting NATAS Jobline	1-206-575-3444		
TV JOBS.com	P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	1-800-374-0119		



Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	1-216-447-9117		yes
Kelly Blazek Marketing/Communication Job Board	P.O. Box 51909 Pacific Grove, CA 93950	On Line Posting kblazek@nls.net	1-800-237-8073	1	
Careerbuilder.com	8420 W. Bryn Mawr Ave. Suite 1000 Chicago, IL. 60631	Zachary Reitman On Line Posting Careerbuilder.com	1-773-353-3959 1-773-341-7355 (Fax)	1	

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

**Job Title of Vacancy:** Producer (Health)

**Recruitment Source That  
Referred the Hiree:** ideastream website

**Date Vacancy Opened:** October 21, 2008

**Total Number of Persons  
interviewed for the Vacancy:** 3

**Date Vacancy Filled:** December 30, 2008

### Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviewees Referred by the Source for the Vacancy	Did the Source Request Notification ?
Posted Internally					
ideastream website	1375 Euclid Ave. Cleveland, OH 44115	Joe Sheppa	1-216-6312	3	
Current	1612 K. St. NW #704 Washington, DC	Loreal Lynch	1-301-270-7240		
CPB.org Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	1-202-879-9600		
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Carrie Crucis	1-216-999-4710		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
ODJFS	11699 Brookpark Rd Cleveland, OH 44130	Ifeoma Ezepue	1-216-664-4673 1-216-420-8237 (Fax)		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		

Akron Beacon Journal	44 E. Exchange Street Akron, OH 44328	Brandon White	1-800-777-2745		
TV JOBS.com	P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	1-800-374-0119		
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
Esperanza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183- (Fax)		
Cleveland State University	2121 Euclid Avenue Cleveland, OH 44115	John Scanlan	1-216-687-2000		
Akron University	302 Buchtel Common Akron, OH 44325	Nancy Beirne	1-330-972-7111		
Kent State University	PO Box 5190 Kent, OH 44242	Amy Hollis	1-330-672-2360		
Emma L. Bowen Fdn. For Minority Interests	524 W. 57 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		
American Women in Radio & TV	8405 Greensboro Drive Suite 800 McLean, VA 22102	Marie Brennan	1-703-506-3290 1-703-506-3266 (Fax)		
Journalismnext.com	On Line Posting Only		1-703-629-0178		

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

**Job Title of Vacancy:** Major Gifts Support Coordinator

**Recruitment Source That  
Referred the Hiree:** Cleveland.com

**Date Vacancy Opened:** August 6, 2008

**Total Number of Persons  
interviewed for the Vacancy:** 4

**Date Vacancy filled:** October 15, 2008

### Recruitment Sources Used to Fill the Vacancy

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification ?</b>
ideastream website	1375 Euclid Ave. Cleveland, OH 44115	Joe Sheppa	1-216-916-6312		
Posted Internally					
Trustee Referral				1	
ODJFS	11699 Brookpark Rd Cleveland, OH 44130	Ifeoma Ezepue	1-216-664-4673 1-216-420-8237 (Fax)		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
CPB.org Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	1-202-879-9600		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Carrie Crucis	1-216-999-4710	2	

Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		Yes
Emma L. Bowen Fdn. For Minority Interests	524 W. 57 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		
Dewey & Kaye	20 Stanwix Street, 9 <sup>th</sup> Fl. Pittsburgh, PA 15222	Dawn Kopp <a href="http://www.deweykaye.com">www.deweykaye.com</a> On Line Posting	1-412-434-1335 1-412-281-5925 (Fax)		
Careerbuilder	8420 W. Bryn Mawr Ave. Suite 1000 Chicago, IL. 60631	Zachary Reitman On Line Posting Careerbuilder.com	1-773-353-3959 1-773-341-7355 (Fax)	1	
Mandel School Case Western Reserve University	10900 Euclid Avenue Cleveland, OH	Susan Reimark	1-216-368-5065 1-216-368-8592 (Fax)		

## FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

**Job Title of Vacancy:** Major Gifts Coordinator

**Recruitment Source That  
Referred the Hiree:** Cleveland.com

**Date Vacancy Opened:** December 1, 2008

**Total Number of Persons  
interviewed for the Vacancy:** 3

**Date Vacancy Filled:** January 5, 2009

**Recruitment Sources Used to Fill the Vacancy (Same Resume Pool from August, 2008 posting)**

<b>Name of Recruitment Source</b>	<b>Address</b>	<b>Contact Person</b>	<b>Telephone Number</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did the Source Request Notification ?</b>
ideastream website	1375 Euclid Ave. Cleveland, OH 44115	Joe Sheppa	1-216-916-6312		
Posted Internally					
Trustee Referral				1	
ODJFS	11699 Brookpark Rd Cleveland, OH 44130	Ifeoma Ezepue	1-216-664-4673 1-216-420-8237 (Fax)		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
CPB.org Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	1-202-879-9600		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Carrie Crucis	1-216-999-4710	1	

Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
Emma L. Bowen Fdn. For Minority Interests	524 W. 57 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		
Dewey & Kaye	20 Stanwix Street, 9 <sup>th</sup> Fl. Pittsburgh, PA 15222	Dawn Kopp <a href="http://www.deweykaye.com">www.deweykaye.com</a> On Line Posting	1-412-434-1335 1-412-281-5925 (Fax)		
Careerbuilder.com	8420 W. Bryn Mawr Ave. Suite 1000 Chicago, IL. 60631	Zachary Reitman On Line Posting Careerbuilder.com	1-773-353-3959 1-773-341-7355 (Fax)	1	
Mandel School Case Western Reserve University	10900 Euclid Avenue Cleveland, OH	Susan Reimark	1-216-368-5065 1-216-368-8592 (Fax)		





**ATTACHMENT B**  
**MENU OPTION ACTIVITIES**

## MENU OPTION ACTIVITIES

WVIZ/PBS and 90.3 WCPN **ideastream**<sup>sm</sup> has engaged in the following outreach activities during the year covered by this report:

<i>Activity Classification*</i>	<i>Type of Activity</i>	<i>Brief Description</i>
5	Internship program	<p>There have been 2 graduate level, 9 college level and 3 high school level interns working at ideastream in this past 12 months. Interns gain experience in television and radio production, communications, promotions or development and support of a non-profit organization.</p> <p>Four college level interns worked in TV production, two in radio news area, two in communication/promotions and one in Accounting. In addition, the graduate school level interns worked at <i>ideastream</i> doing research for the radio and web news area.</p> <p>Three high school level interns worked at ideastream supporting the Information Technology and Program needs of the Educational Services Department.</p>

8	Management Leadership Training	<i>ideastream</i> continued facilitating the <i>Achieve Global</i> Leadership Development Series for all of the Senior and Middle Management personnel (A total of 30 people). The goal of this series is to provide development for our supervisory employees, intending to increase their skills and focus on better managing their people. During this time period two sessions (4 hours each) have been presented. <i>Giving Recognition</i> was presented in June 2008 and <i>Developing Others</i> was done in September 2008. Also in September 2008 a session called <i>HR 101</i> was presented for all employees with a special session for supervisors. This session was focused on the <i>ideastream</i> policies and procedures surrounding benefits, Performance Management and Policy/Procedures.
11	Careers Seminars	September 11, 2008 <i>ideastream</i> sponsored and broadcast an Interactive Video Distance Learning (IVDL) program to 11 schools with 225 student participants. The topic was <i>Careers in TV Broadcast News</i> . The speaker was Tim White, an anchor for the local NBC affiliate, WKYC TV. Also on IVDL on October 6, 2008 <i>The Town Hall Series</i> presented William Kristol (editor of "The Weekly Standard," columnist "The New York Times" and author) and Eleanor Clift (contributing editor "Newsweek," columnist, author, panelist, etc.) presented a discussion focused on their respective careers. Number of Students: Live audience: (140 students in Westfield) 12 remote school sites (approximately 200 students)

10	Participation in events sponsored by educational institutions	<p>One of <i>ideastream</i>'s Producers was a speaker/facilitator for a project at a local school involving 60 7<sup>th</sup> grade boys (all male school). The project involved putting together a radio show – the outcome was a produced radio “show.”</p> <p>Another Producer and a member of our Educational Staff provided a session called <i>Reach</i> for a group of 6-8 grade African American Students for them to explore the inner workings of a TV and Radio Station. This was done on July 10, 2008.</p> <p>A Reporter/Producer addressed several elementary age classes at St. Jude School in Elyria on 10/21/2008. Approximately 40 kids were in attendance total.</p> <p>Then on 5/1/2009 the same Reporter/Producer addressed 35 students at Hale Rd Elementary in Painesville.</p> <p>On 5/4/2009 the Reporter/Producer addressed 50 students at Kensington Intermediate School in Rocky River, Oh.</p>
1.	Job/Internship Fair Attendance	<p>On 11/6/2008 the ideastream HR Manager attended the Career and Internship Expo at Baldwin-Wallace College in Berea, Oh. Emphasis was placed on encouraging students to apply for our summer internships. Resumes were gathered and forwarded to Department Managers for those internships. Students were also informed how to access our Job postings on the ideastream websites for future job vacancies.</p>
1.	Job/Internship Fair Attendance	<p>On 2/27/2009 the HR Director attended the Cleveland State University Career Fair. Summer Internship availabilities were promoted. Students as well as other people who are seeking employment were also informed how to access our Job postings on the ideastream websites for future job vacancies.</p>

1.	Job/Internship Fair Attendance	On 4/8/2009 the HR Director and the Volunteer Coordinator attended a Non-Profit Career Fair sponsored by Case Western Reserve University. The emphasis at this fair was recruiting interns who are interested in working in the non-profit sector. The Volunteer coordinator also recruited volunteers for our annual televised auction fundraiser.
14.	Diversity Focus/Training	The HR Director of <i>ideastream</i> is active in the Diversity Professionals Group which is a program of the Greater Cleveland Partnership. On February 18, 2009 <i>ideastream</i> served as host to this group. Approximately 40 diversity professionals attended. On February 24, 2009 the HR Director and the CEO of <i>ideastream</i> attended a Diversity CEO Breakfast Briefing session where a large number of local CEOs worked on an agenda to review the current state of and crystallize regional goals for economic and workplace inclusion in Northeast Ohio.

\* For “Activity Classification” use numbers “1” through “16” in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);

7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.