

EEO PUBLIC FILE REPORT

FOR

ideastream[®] WVIZ/PBS, 90.3 WCPN AND 104.9 WCLV

Cleveland OH

This EEO Public File report covers a 12 month period ending May 31, 2017

This EEO Public File Report is filed in the ideastream 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, 2017, the organization filled the following Full-time vacancies:

- **Payroll Accountant/Analyst**
- **Assistant Producer**
- **Multiple Media Producer**
- **Reporter/Producer (2)**
- **Assistant Producer-OGT**
- **Multiple Media Producer(2)**
- **Show Producer**
- **Membership Campaign Producer**
- **Managing Producer, Arts/Culture**
- **Programming & Traffic Supervisor**
- **Managing Producer, Public Affairs**
- **President and CEO**
- **Producer/Motion Graphic Design**
- **Coordinating Producer**
- **Executive Assistant**
- **Senior Engineer**
- **Host/Producer**
- **Digital Traffic Specialist**

Attachment A contains the following information:

- A list of all recruitment sources used, in general, to fill all of the vacancies listed on the previous page and a detailing of the total number of interviewees from each source.
- A list that details the specific sources used for each position, the recruitment source of the hiree, and the total number of interviewees for each position.

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 in this report.

EEO Recruitment Sources
2016-17

| Recruitment Source Number | Recruitment Source Name | Address | Contact Person | Telephone Number | Total Number of Interviewees Referred By Source for Vacancy | Did the Source Request Notification? |
|---------------------------|---|--|--|------------------|---|--------------------------------------|
| 1 | ideastream website | 1375 Euclid Ave. Cleveland, OH 44115 | Kim MacDonald | 216-916-6382 | 23 | |
| 2 | Posted Internally | 1375 Euclid Ave. Cleveland, OH 44115 | Kim MacDonald | 216-916-6382 | 12 | |
| 3 | Urban League of Cleveland | 2930 Prospect Ave. Cleveland, OH 44115 | Cordell Stokes cstokes@ulcleveland.org | 216-622-0999 | 0 | |
| 4 | Esperanza | 3104 W. 25th St. 4th Floor Cleveland, OH 44109 | Jesus Sanchez jesus@esperanzainc.org | 216-651-7178 | 0 | |
| 5 | Ohio Means Jobs | 1020 Bolivar Road Cleveland, OH 44115 | Tom Hasson Tom.Hasson@ula-Ohio.org | 216-664-4123 | 0 | |
| 6 | NAACP | 7100 Euclid Avenue Cleveland, OH 44103 | Cortney Morse cmorse@cul.org | 216-231-6260 | 0 | |
| 7 | Ohio Media School | 9885 Rockside Road #160 Valley View, OH 44125 | Janice Hardy jhardy@beonair.com | 216-503-5900 | 0 | yes |
| 8 | Blinkhorn LLC Recruitment | NY, NY | Ann Blinkhorn ann@blinkhorn.us | 230-274-8838 | 6 | |
| 9 | Indeed.com | We do not post here-they pick up our postings from our website | www.indeed.com | | 9 | |
| 10 | Cleveland.com | 1801 Superior Ave. Cleveland, OH 44115 | David Mathews | 216-999-4736 | 0 | |
| 11 | CPB Jobline | 401 Ninth Street NW Washington, D.C. 20004 | www.cpb.org/jobline | | 1 | |
| 12 | Emma Bowen Foundation for Minority Interests in Media | 30 Rockefeller Plaza New York, NY 10112 | Sandra Rice sdrice@cbs.com | 212-975-2545 | 0 | |
| 13 | LinkedIn | | Jobs- listings@linkedin.com | | 0 | |

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| 14 | Cleveland State University | 2121 Euclid Ave. Cleveland, OH 44115 | csucareerline@experience.com | 216-687-2233 | 0 | |
| 15 | Ohio University Scripps School of Journalism | 1 Ohio University Athens, OH 45701-2979 | Debbie DePeel depeel@ohio.edu | 740-593-2590 | 0 | |
| 16 | University of Akron | 302 E. Buchtel Ave. Akron, OH 44325 | www.uakron.edu/career/ | 330-972-7747 | 0 | |
| 17 | Central State University | 1400 Brush Row Wilberforce, OH 45384 | http://centralstate-csm.symplicity.com/employers | 937-376-6011 | 0 | |
| 18 | Kent State University | 800 E. Summit Street Kent, OH 44240 | cscjobs@kent.edu https://kentstate.experience.com/emp/sblogin | 330-672-2360 | 0 | |
| 19 | Columbia University | NY, NY | www.columbia.edu | | 0 | |
| 20 | Current Newspaper and Online | 6930 Carroll Ave. #350 Takoma Park, MD 20912 | advertising@current.org | 877-745-8776 x1 | 2 | |
| 21 | Consortium of African American Organizations | 2930 Prospect Ave.E Suite 207 Cleveland, OH | www.caaao.org | 216-432-9481 | 0 | |
| 22 | Nat'l Assn. of Black Journalists | 1100 Knight Hall College Park, MD 20742 | http://careerservices.nabj.org | 301-405-0248 | 0 | |
| 23 | Nat'l Assn. of Hispanic Journalists | 1050 Connecticut Ave. NW Washington, D.C. 20036 | http://nahjcareercenter.com | 202-662-7145 | 0 | |
| 24 | Asian American Journalists Assn. | 5 Third Street, Suite 1108 San Fransisco, CA 94103 | www.aaaja.org | 415-346-2051 | 0 | |
| 25 | Careerboard.com | 6120 Parkland Blvd., #101 Mayfield Hts., OH 44124 | Dennis Liniman dliniman@careerboard.com | 216-763-0842 | 1 | |

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| 26 | Case Western Reserve University | 10900 Euclid Ave. Cleveland, OH 44106 | https://case-csm.symplicity.com/employers | 216-368-2000 | 0 | |
| 27 | Creative Compass | 1900 Superior Ave. Suite 130 Cleveland, OH | http://mycreativecompass.org/Employment/Cleveland-Arts-Jobs | 216-575-0331 | 0 | |
| 28 | Journalismjobs.com | | www.journalismjobs.com | 510-508-7386 | 3 | |
| 29 | Journalismnext.com | | Eric Wee www.journalismnext.com | 703-629-0178 | 0 | |
| 30 | Poynter Institute Online | One Third Street South St. Petersburg, FL 33701 | http://careers.poynter.org/employers | 888-769-6837 | 0 | |
| 31 | Media Bistro/Lost Remote | 475 Park Avenue South New York, NY 10016 | Rachel LaMariana www.mediabistro.com | 212-547-7934 | 3 | |
| 32 | Assn. of Fundraising Professionals | 4300 Wilson Blvd., #300 Arlington, VA 22203 | http://jobs.afpnet.org/employers | 703-684-0410 | 0 | |
| 33 | Cuyahoga Arts and Culture Non-Profit Job Board | 1501 Euclid Ave. Cleveland, OH 44115 | Jennifer Schlosser www.cacgrants.org/jobs | 216-515-8303 | 0 | Yes |
| 34 | Gorkana (media/pr jobs) | London, UK | | 44(0) 20 7674 0200 | 0 | |
| 35 | South University | 4743 Richmond Rd. Warrensville Heights, OH 44128 | Lynette Rodgers lmrogers@southuniversity.edu | 216-755-5000 | 0 | yes |
| 36 | SimplyHired.com | We do not post here- they pick up our postings from our website. | | | 1 | |
| 37 | Nat'l Assn. of Black Engineers | P.O. Box 6704 Cleveland, OH 44101-1704 | Shon McGhee accounting@nsbe.org | 877-891-5544 | 0 | |
| 38 | Diversity jobs | LatPro Inc. 3980 Broadway Boulder, CO | http://diversityjobs.com/contact | 800-984-3775 | 2 | |

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| 39 | Craig's List Cleveland | | post.craigslist.org | | 0 | |
| 40 | Tvjobs.net | ComSouth Advertising 10175 Fortune Parkway Ste. 501 Jacksonville, FL 32256 | | | 0 | |
| 41 | Philanthropy News Digest/Foundation Center | 32 Old Slip, 24th Floor New York, NY 10005 | Lauren Brathwaite ljb@foundationcenter.org | 212-620-4230 | 0 | |
| 42 | Columbus State Community College | 550 E. Spring St. Columbus, OH 43215 | Melissa Lamar mlamar@csc.edu | 614-287-5394 | 0 | |
| 43 | Cleveland Advertising Association/ AAF Cleveland | 4700 Rockside Rd. #325 Independence, OH 44131 | Dan Leibundgut dleibundgut@aafcleveland.com | 216-901-4000 | 0 | |
| 44 | Call and Post | 1180 Shaker Blvd. Cleveland, OH 44120 | Danell Edwards ddedwards@callpost.com | 216-588-6700 x223 | 0 | |
| 45 | PMBA- Public Media Business Association | 7918 Jones Beach Dr. Ste. 300 McLean, VA 22102 | www.pmbaonline.org | 703-506-3292 | 0 | |
| 46 | OAB- Ohio Association of Broadcasters | 17 South High Street Ste 1010 Columbus, OH 43215 | Carrie Newton cnewton@oab.org www.oab.org | 614-228-4052 | 0 | |
| 47 | NABA- National Association of Black Accountants | 7474 Greenway Center Dr. Ste 1120 Greenbelt, MD 20770 | www.nabainc.org | 301-474-6272 | 0 | |
| 48 | CAAO-Consortium of African American Organizations | 2930 Prospect Ave. Ste 207 Cleveland, OH 44115 | William Holdipp wholdipp@caao.net | 216-432-9481 | 0 | |
| 49 | NATAS- National Academy of Television Arts and Sciences- Lower Great Lakes | 1440 Rockside Rd. Ste 221 Cleveland, 44134-2774 | https://nataslgl.org | 440-526-3669 | 0 | |

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| 50 | Resume-library.com | | resumelibrary.com | | 0 | |
| 51 | NEO Mail List | | | | 0 | |
| 52 | Careerpage | | www.careerpage.com | 800-622-2414 | | |
| 53 | Society of Broadcast Engineers- SBE | 9102 N. Meridian St. Ste. 150 Indianapolis, IN 46260 | www.sbe.org | 317-846-9000 | 1 | |
| 54 | National Association of Broadcasters- NAB | 1771 N Street NW Washington, D.C. 20036 | www.nab.org | 202-429-5300 | 0 | |
| 55 | Networking/Employee/Friend Referral | | HR Department at ideastream | 216-916-6382 | 17 | |
| 56 | MyPBS.org | Washington, D.C | www.mypbs.org | | 1 | |
| 57 | Facebook/Social Media | internal | Joe Sheppa | | 2 | |
| 58 | Careerbuilder.com | 200 N. LaSalle St. Suite1100 Chicago, IL | www.careerbuilder.com | | 0 | |
| 59 | Qualigence Recruiting and Research | NY, NY | Kirk Kameg | (734) 521-2151 | 0 | |
| 60 | The Creative Loft | | https://graphic-design.thecreativeloft.com | | 0 | |
| 61 | Arts Journal | | http://www.artsjournal.com/place-a-classified-ad | | 0 | |

MENU OPTION ACTIVITIES

ideastream[®] has engaged in the following outreach activities during the year covered by this report (June 1, 2016- May 31, 2017):

| <i>Activity Classification*</i> | <i>Type of Activity</i> | <i>Brief Description</i> |
|---------------------------------|--------------------------------|---|
| 1. | Job/Internship Fair Attendance | <p>Ideastream representatives attended two Job/Internship Fairs in the Spring of 2017. At each of these fairs resumes were gathered and forwarded to Department Managers for internships and/or open positions. Attendees were also informed how to access our Job postings on the ideastream websites for current and future job vacancies.</p> <p>Dates and locations of fairs: Wednesday, March 1, 2017 Kent State University Annual Careerexpo at the Kent Student Center in Kent, OH Friday March 3, 2017 Cleveland State University Career Services Spring Career Fair at Wolstein Center, Cleveland, OH</p> |
| 5. | Internship program | <p>We have continued our Internship Program at ideastream over the past year. We have a series of college interns for either fall, winter/spring or summer sessions learning more about their chosen field. 15 college level and 2 high school level interns at ideastream in this past 12 months. Interns gain experience in television and radio production, communications/graphic design, promotions or development and support of a non-profit organization. One high school level intern worked at ideastream supporting the Information Technology and Program needs of the Educational Services Department. Ideastream strives to represent males/females, several minority groups as well as older/non-traditional students. Details available upon request.</p> |
| 14. | Diversity Training | <p>ideastream presented Diversity Training in September of 2016. This Training was specifically for Supervisors and was done online.</p> |
| 8. | Ideastream University | <ul style="list-style-type: none"> The ideastream University session "What is ideastream" was held for all employees hired in 2016 on January 4, 2017. |

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| | | |
|-----|------------------|---|
| 10. | Careers Seminars | <ol style="list-style-type: none"> 1) Distance Learning Video Seminar: <i>Careers in Multimedia Production</i> was broadcast on Thursday, October 20, 2016 at 8:30am.to fourteen schools connected via the DL technology. The speaker was <i>Mary Fecteau</i>, an ideastream Producer. Total = 152 students attended. 2) Eric Siler, Chris Crawford, have conducted tours/led sessions for three different groups of 30-50 students from Wickliffe Middle School. These sessions are to expose students to the operation of the stations and jobs of people who work here. 3) Rick Jackson, Senior Reporter/Producer spoke to a group of 65-70 CMSD Students on June 28, 2016 regarding media jobs and what ideastream does. About 110 children ages 4-18, some of whom want to go into the industry, attended this session. 4) Rick also spoke to 15 students on July 25, 2106; 25 youth on October 27 for Mayfield Hts. Career Day; 70 students on May 5, 2017 at Citizens Academy. 5) On October 19, 2016 Rick Jackson also spoke to 50 Educators at the Lake County Education Advisory Council. |
|-----|------------------|---|

* 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;

ideastream has engaged in the following outreach activities during the year covered by this report (June 1, 2016- May 31, 2017):

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.