

EEO PUBLIC FILE REPORT

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FOR

WVIZ/PBS AND 90.3 WCPN ideastream[®]

Cleveland Ohio

This EEO Public File Report
Covers a 12 month period ending 5/31/2010

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WVIZ/PBS and 90.3 WCPN **ideastream**sm 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, 2010 the organization filled the following full-time vacancies:

Senior Director of Educational Services
Radio Traffic Operations Manager
Assistant Producer
Technical Producer
Educational Services Administrative Assistant
On Line Learning Coordinator
K-12 Technology & Professional Development Director
Executive Administrative Assistant-Technology

The station interviewed a total of 39 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:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
ideastream website	6
Posted Internally	7
Plain Dealer	5
Cleveland.com	5
Employee Referral	1
ideastream intern	1
Networking	6
Current Temporary Employee	1
ODJFS	2
Greater Cleveland Superintendent's Assn.	3
ideastream Volunteer	2
Cleveland Marketing Job Bank	0
NAACP	0

Cleveland State University	0
Akron University	0
Kent State University	0
Urban League	0
Ohio Center for Broadcasting	0
Esperanza	0
Emma L. Bowen Fdn. for Minority	0
Interests in Media	
CPB Jobline	0
OAB	0
Careerboard	0
iHire Broadcasting	0

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: Senior Director of Educational Services

Recruitment Source That Referred the Hire: ideastream website

Date Vacancy Opened: 7/24/2009

Total Number of Persons interviewed for the Vacancy: 7

Date Vacancy Filled: 10/26/2009

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
ideastream website	1375 Euclid Ave. Cleveland, OH 44115	Joan Williams	216-916-6398	1	
Posted Internally				2	
cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	1-216-999-6350		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Gwen Warren	1-216-622-0999		
ODJFS Employment Connection	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	1-216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Networking				1	

Greater Cleveland School's Superintendent's Assn.	6638 Brecksville Rd. Brecksville, OH 44141	Dennis Allen	1-440-838-8908	3	
Cleveland Marketing Job Bank	407 St. Andrews Lane Broadview Hts., OH 44147	Kelly Blazek kblazek@nls.net	440-877-9736		
Esperenza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183- (Fax)		
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 th St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Radio Traffic Operations Manager

Recruitment Source That Referred the Hiree: Internal Candidate

Date Vacancy Opened: 10/26/2009

Total Number of Persons Interviewed for the Vacancy: 4

Date Vacancy Filled: 12/21/2009

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	Joan Williams	1-216-916-6398		
Posted Internally				2	
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	1-216-999-6350	1	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	1-216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Networking				1	
Esperenza	4115 Bridge Ave.	Barb. Esberon	1-216-651-7178		

	Brooklyn, OH 44113		1-216-651-7183 (Fax)		
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 th St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		
iHire Broadcasting	On Line Posting Only	ihirebroadcasting.com	1-877-798-4854		
OAB	88 East Broad St. #1180 Columbus, OH 43215	Jason Sanford	1-614-228-4052		

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Technical Producer

**Recruitment Source That
Referred by Hiree:** Internal Candidate

Date Vacancy Opened: 12/23/2009

**Total Number of Persons
interviewed for the Vacancy:** 5

Date Vacancy Filled: 2/15/2010

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	Joan Williams	1-216-916-6398	1	
Posted Internally				2	
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	1-216-999-6350	2	
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	1-216-664-3431		
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)		
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 th St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Assistant Producer

Recruitment Source That Referred the Hiree: Current Temporary Employee

Date Vacancy Opened: December 1, 2009

Total Number of Persons Interviewed for the Vacancy: 3

Date Vacancy Filled: December 22, 2009

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
ideastream website	1375 Euclid Ave. Cleveland, OH	Joan Williams	1-216-916-6398		
Posted Internally					
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	1-216-999-6350		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	1-216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Akron University	302 Buchtel Common Akron, OH 44325	Nancy Beirne	1-330-972-7111		
Esperanza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183 (Fax)		

Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
Cleveland State University	2121 Euclid Avenue Cleveland, OH 44115	John Scanlan	1-216-687-2000		
Kent State University	PO Box 5190 Kent, OH 44242	Amy Hollis	1-330-672-2360		
Previous Intern	ideastream 1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	1-216-916-6382	1	
Current Temporary Employee	ideastream 1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	1-216-916-6382	1	
Employee Referral				1	

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Executive Administrative Assistant

Recruitment Source That Referred the Hiree: ideastream Volunteer

Date Vacancy Opened: 1/21/2010

Total Number of Persons interviewed for the Vacancy: 8

Date Vacancy Filled: 2/18/2010

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 Ave. Cleveland, OH 44115	Joan Williams	1-216-916-6398	1	
Posted Internally				1	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	1-216-664-3431	2	
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Networking				2	
Esperenza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183 (Fax)		
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	1-216-447-9117		yes

Emma L. Bowen Fdn. For Minority Interests	524 W. 57 th St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		
ideastream Volunteer	1375 Euclid Ave. Cleveland, OH 44115	Maggie Gibson	1-216-916-6156	2	

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: On Line Learning Coordinator

Recruitment Source That Referred the Hiree: ideastream website

Date Vacancy Opened: 2/1/2010

Total Number of Persons interviewed for the Vacancy: 3

Date Vacancy Filled: 3/1/2010

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 Ave. Cleveland, OH 44115	Joan Williams	1-216-916-6398	2	
Posted Internally					
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	1-216-999-6350	1	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	1-216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Esperanza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183- (Fax)		

Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
Careerboard	23235 Mercantile Rd. Beachwood, OH 44122	Careerboard.com On Line Posting	1-216-595-2225		
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		

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: K-12 Technology & Professional Development Director

Recruitment Source That Referred the Hiree: Plain Dealer

Date Vacancy Opened: 02/01/2010

Total Number of Persons interviewed for the Vacancy: 4

Date Vacancy filled: 3/1/2010

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
ideastream website	1375 Euclid Ave. Cleveland, OH 44115	Joan Williams	1-216-916-6398		
Posted Internally					
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	1-216-999-6350	2	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	1-216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Networking				2	

Esperenza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183 (Fax)		
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
CPB.org Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	1-202-879-9600		
Careerboard	23235 Mercantile Rd. Beachwood, OH 44122	Careerboard.com On Line Posting	1-216-595-2225		
Cleveland State University	2121 Euclid Avenue Cleveland, OH 44115	John Scanlan	1-216-687-2000		
Kent State University	PO Box 5190 Kent, OH 44242	Amy Hollis	1-330-672-2360		
Akron University	302 Buchtel Common Akron, OH 44325	Nancy Beirne	1-330-972-7111		

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Administrative Assistant-Technology

Date Vacancy Opened: 3/5/2010

Date Vacancy Filled: 3/17/2010

Recruitment Source That Referred the Hire:

Total Number of Persons:

Interviewed for the Vacancy: 5

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number	Total Number of Interviews Referred by the Source for the Vacancy	Did the Source Request Notification?
ideastream website	1375 Euclid Ave. Cleveland, OH 44115	Joan Williams	1-216-916-6398		
Posted Internally					
Plain Dealer cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	1-216-999-6350	4	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	1-216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	1-216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	1-216-231-6260 1-216-231-5659 (Fax)		
Networking				1	

Esperenza	4115 Bridge Ave. Brooklyn, OH 44113	Barb. Esberon	1-216-651-7178 1-216-651-7183 (Fax)		
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 th St. New York, NY 10019	Sandra Dorsey Rice	1-212-975-2545 1-212-975-5884 (Fax)		

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

WVIZ/PBS and 90.3 WCPN ideastream® 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>We have developed a more robust Internship Program at ideastream over the past year. We have gone from mostly summertime internships to year round college interns working toward learning more about their chosen field. There have been 1 graduate level, 21 college level, 4 students from Technical Programs, and 2 high school level interns 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>Two high school level interns worked at ideastream supporting the Information Technology and Program needs of the Educational Services Department.</p>

11	Careers Seminars	<p>September 29, 2009 <i>ideastream</i> sponsored and broadcast two Interactive Video Distance Learning (IVDL) programs. Each session was 45 minutes in length. The first was broadcast to 11 schools, the second included 7 schools. Total participation in the two sessions was approximately 500 individuals. The topic was <i>Careers in TV Journalism & Communications</i>. The speaker was Jack Marschall, a former news anchor for WEWS-TV and currently the Director of Communications and Community Relations for the City of Parma, OH.</p> <p>Also on IVDL on October 28, 2009 <i>ideastream</i> produced a <i>Careers in Meteorology</i> program that features Betsy Kling, WKYC-TV meteorologist. This session was broadcast to 11 schools and approximately 275 students participated.</p>
10	Participation in events sponsored by educational institutions	<p>In July 2009 one of <i>ideastream's</i> Managers was a guest speaker at the Ohio Center for Broadcasting speaking about TV promotions and continuity.</p> <p>A Reporter/Producer gave a presentation and a tour of Idea Center on June 16, 2009 to a group of High School students enrolled in Cuyahoga Community College's <i>Educational Talent Search 2009 Summer Enrichment Program</i></p>
1.	Job/Internship Fair Attendance	<p>On 11/5/2009 the <i>ideastream</i> HR Director attended the Career and Internship Expo at Baldwin-Wallace College in Berea, Oh. Emphasis was placed on encouraging students to apply for winter/spring internships. Resumes were gathered and forwarded to Department Managers for those internships. Students were also informed how to access our Job postings on the <i>ideastream</i> websites for future job vacancies.</p>

1.	Job/Internship Fair Attendance	On 2/26/2009 the HR Director and our TV Production Manager 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.
1.	Job/Internship Fair Attendance	On 4/6/2010 the HR Director attended the Bryant & Stratton Job/Internship Fair conducted at the Reserve Square complex lobby. This 4 hour event was focused on placements for the business and management students into internships for the coming term.
14.	Respectful Workplace Training	The HR Director and CFO of <i>ideastream</i> conducted mandatory employee and management training sessions named “Respectful Workplace”. This training focused on three prongs; Discrimination prevention, Sexual Harassment prevention and Bullying Prevention. Four employee sessions were held in February & March of 2010 and a Supervisory session for anyone with direct reports was separately provided in February. In May the employees located in Columbus, OH were also trained.

* 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.