

# **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 5/31/2011

**AMENDED MARCH 21, 2012**

## EEO PUBLIC FILE REPORT

***This EEO Public File Report is filed in Station WVIZ/PBS and 90.3 WCPN 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, 2011 the organization filled the following full-time vacancies:

Host/Producer  
Producer  
Associate Producer  
Reporter/Producer (Health)  
Assistant Producer  
Sr. Systems Administrator-Web Focus  
Communications Specialist

The station interviewed a total of 30 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>
ideastream website	5
Posted Internally	3
Cleveland.com	1
Employee Referral	5
Networking	2
Careerbuilder	2
CPBJob line	2
Journalismjobs.com	4
Livingston Associates	2
Indeed.com	3
The Ohio State University	1

**Plain Dealer**  
**Urban League**  
**ODJFS**  
**NAACP**  
**Esperanza**  
**Ohio Center for Broadcasting**  
**Emma Bowen Fdn. for**  
**Minority Interests**  
**National Assn. of Black Journalists**  
**Journalismnext.com**  
**National Assn. of Hispanic Journalists**  
**American Women in TV & Radio**  
**Healthjournalism.org**  
**Cleveland Society of Black Engineers**  
**Cleveland State University**  
**Kent State University**  
**Akron State University**  
**Facebook.com**  
**WOSU**  
**Craig's List**  
**Kelly Blazek's List**  
**Dewey & Kaye**

**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

**Job Title of Vacancy: Host/Producer**

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

**Date Vacancy Opened: 07/01/2010**

**Total Number of Persons  
Interviewed for the Vacancy: 8**

**Date Vacancy Filled: 10/01/2010**

### 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	Joan Williams	216-916-6398	2	
Posted Internally	1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	216-916-6382	1	
Cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	216-999-6350		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	216-231-6260 216-231-5659 (Fax)		
Networking				1	
Esperanza	3104 W. 25 <sup>th</sup> St. 4 <sup>th</sup> Floor Cleveland, Ohio 44109	Margarita Rodriguez	1-216-651-7178 1-216-651-7183 (Fax)		
Ohio Center for	9000 Sweet Valley Drive	Gary James	216-447-9117		yes

Broadcasting	Valley View, OH 44125				
Emma L. Bowen Fdn. For Minority Interests	524 W. 57 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	212-975-2545 212-975-5884 (Fax)		
CPB Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	202-879-9600		
Nat'l Assn. Black Journalists	8701-A Adelphi Rd. Adelphi, MC 20783-1716	<a href="mailto:nabj@nabj.org">nabj@nabj.org</a> On Line Posting	301-445-7100		
Journalismjobs.com	Berkeley, California	Journalismjob.com On Line Posting	510-653-1521	2	
Livingston Associates	3000 Chestnut Ave. #208 Baltimore, MD 21211	www.livingston associates.net On Line Posting	410-243-1974	2	

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy: Producer**

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

**Date Vacancy Opened: 10/07/2010**

**Total Number of Persons  
interviewed for the Vacancy: 2**

**Date Vacancy Filled: 11/29/2010**

### 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	216-916-6398		
Posted Internally	1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	216-916-6382	1	
cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	216-999-6350		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	216-231-6260 216-231-5659 (Fax)		
CPB Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	202-879-9600		
Esperanza	3104 W. 25 <sup>th</sup> St. 4 <sup>th</sup> Floor	Margarita Rodriguez	1-216-651-7178		

	Cleveland, Ohio 44109		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 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	212-975-2545 212-975-5884 (Fax)		
Nat'l Assn. Black Journalists	8701-A Adelphi Rd. Adelphi, MC 20783-1716	<a href="mailto:nabj@nabj.org">nabj@nabj.org</a> On Line Posting	301-445-7100		
American Women in Radio & TV	1760 Old Meadow Rd. #500 McLean, VA 22102	Kate Niswander allwomeninmedia.org On Line Posting	703-506-3290		
National Assoc. of Hispanic Journalists	150 N. Wacker Rd. #2360 Chicago, Ill. 60606	<a href="http://www.nahj.ihipano.com">www.nahj.ihipano.com</a> On Line Posting	888-252-1220 Ext. 702		
Journalismjobs.com	Berkeley, California	Journalismjob.com On Line Posting	510-653-1521	1	
Journalismnext.com	PO Box 60496 Pasadena, California 91116	Journalismnext.com On Line Posting	703-629-0178		

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Associate Producer

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

**Date Vacancy Opened:** 11/29/2010

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

**Date Vacancy Filled:** 01/10/2011

### 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	216-916-6398		
Posted Internally	1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	216-916-6382		
Employee Referral				1	
Esperanza	3104 W. 25 <sup>th</sup> St. 4 <sup>th</sup> Floor Cleveland, Ohio 44109	Margarita Rodriguez	1-216-651-7178 1-216-651-7183 (Fax)		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	216-231-6260 216-231-5659 (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 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	212-975-2545 212-975-5884 (Fax)		
Indeed.com	Search Engine	Website Only		2	
Journalismjobs.com	Website Posting	Journalismjob.com	510-653-1521	1	

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy: Assistant Producer**

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

**Date Vacancy Opened: 11/12/2010**

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

**Date Vacancy Filled: 01/03/2011**

### 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	216-916-6398	1	
Posted Internally	1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	216-916-6382		
Employee Referral				1	
Urban League of Cleveland (COLUMBUS)	788 Mount Vernon Ave. Columbus, Ohio 43203	On Line Posting rgrant@cul.org Ronnie Grant	614-257-6300 Ext.356		
ODJFS (COLUMBUS)	1055 Mount Vernon Ave Columbus, Ohio 43203	On Line Posting troberts@cowic.org T. Roberts	614-251-6300		
NAACP	2131 Fairhill Rd. Cleveland,OH 44120	Michelle Sell	216-231-6260 216-231-5659 (Fax)		
The Ohio State University School of Communication WOSU	3033 Derby Hall 154 North Oval Mall Columbus, OH 43210	Amy Soter Soter.6@osu.edu	614-292-8444 614-292-2055 (Fax)	1	

Esperanza	3104 W. 25 <sup>th</sup> St. 4 <sup>th</sup> Floor Cleveland, Ohio 44109	Margarita Rodriguez	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 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	212-975-2545 212-975-5884 (Fax)		

## FULL-TIME VACANCY EEO INFORMATION

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

**Recruitment Source That  
Referred the Hiree: CPBjobline.org**

**Date Vacancy Opened: 12/3/2010**

**Total Number of Persons  
interviewed for the Vacancy: 7**

**Date Vacancy Filled: 2/21/2011**

### 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	Joan Williams	216-916-6398	2	
Posted Internally	1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	216-916-6382	1	
Employee Referral				2	
cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	216-999-6350		
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	216-231-6260 216-231-5659 (Fax)		

Esperanza	3104 W. 25 <sup>th</sup> St. 4 <sup>th</sup> Floor Cleveland, Ohio 44109	Margarita Rodriguez	1-216-651-7178 1-216-651-7183 (Fax)		
CPB Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	202-879-9600	2	
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
American Women in Radio & TV	1760 Old Meadow Rd. #500 McLean, VA 22102	Kate Niswander allwomeninmedia.org On Line Posting	703-506-3290		
National Assoc. of Hispanic Journalists	150 N. Wacker Rd. #2360 Chicago, Ill. 60606	<a href="http://www.nahj.ihipano.com">www.nahj.ihipano.com</a> On Line Posting	888-252-1220 Ext. 702		
Journalismjobs.com	Website Posting	www.journalismjob.com On Line Posting	510-653-1521		
Journalismnext.com	PO Box 60496 Pasadena, California 91116	www.journalismnext.com Eric Wee On Line Posting	703-629-0178		
Healthjournalism.org	Missouri School of Journal. 10 Neff Hall Columbia, MO 65211	healthjournalism.org On Line Posting	573-884-5606 573-884-5609 (Fax)		

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy:** Sr. Systems Administrator-Web Focus

**Recruitment Source That Referred the Hiree:** Employee Referral

**Date Vacancy Opened:** 01/01/2011

**Total Number of Persons interviewed for the Vacancy:** 2

**Date Vacancy filled:** 02/28/2011

### 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	216-916-6398		
Posted Internally	1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	216-916-6382		
Employee Referral				1	
cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	216-999-6350	1	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	216-622-0999		
ODJFS	1020 Bolivar Rd. Cleveland, OH 44115	Tony Schweppe aschweppe@ cuyahogacounty.us	216-664-3431		
NAACP	2131 Fairhill Rd. Cleveland, OH 44120	Michelle Sell	216-231-6260 216-231-5659 (Fax)		

CPB Jobline	401 Ninth St. NW Washington, DC 20004	Erick Dunham	202-879-9600		
Esperanza	3104 W. 25 <sup>th</sup> St. 4 <sup>th</sup> Floor Cleveland, Ohio 44109	Margarita Rodriguez	216-651-7178 216-651-7183 (Fax)		
Ohio Center for Broadcasting	9000 Sweet Valley Drive Valley View, OH 44125	Gary James	216-447-9117		yes
Cleveland Society of Black Engineers	NEO NSBE AE PO Box 6704 Cleveland, OH 44101	Website On Line Posting	877-891-5544 (Fax)		
Linked In	Website Posting	On Line Posting			
Craig's List	Website Posting	On Line Posting			
Cleveland State University	2121 Euclid Avenue Cleveland, OH 44115	John Scanlan	216-687-2000		
Kent State University	PO Box 5190 Kent, OH 44242	Amy Hollis	330-672-2360		
Akron University	302 Buchtel Common Akron, OH 44325	Nancy Beirne	330-972-7111		

## FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy: Communications Specialist**

**Recruitment Source That Referred the Hire: Indeed.com**

**Date Vacancy Opened: 01/01/2011**

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

**Date Vacancy Filled: 03/21/2011**

### 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	216-916-6398		
Posted Internally	1375 Euclid Ave. Cleveland, OH 44115	Kim MacDonald	216-916-6382		
cleveland.com	1801 Superior Ave. Cleveland, OH 44114	Derrelle Richardson	216-999-6350		
Networking				1	
Urban League of Cleveland	1255 Euclid Ave Cleveland, OH 44115	Brian Johnson	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	216-231-6260 216-231-5659 (Fax)		

Dewey & Kaye	One Riverfront Center 20 Stanwix St. Pittsburg, PA. 15222	Dawn Kopp On Line Posting <a href="http://www.deweykaye.com">www.deweykaye.com</a>	412-434-1335 412-281-5925 (Fax)		
Esperanza	3104 W. 25 <sup>th</sup> St. 4 <sup>th</sup> Floor Cleveland, Ohio 44109	Margarita Rodriguez	216-651-7178 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 <sup>th</sup> St. New York, NY 10019	Sandra Dorsey Rice	212-975-2545 212-975-5884 (Fax)		
Kelley Blazek's list	Website Posting	kblazek@nls.net			
Careerbuilder	8420 W. Bryn Mawr Ave. Suite 1000 Chicago, IL 60631	On Line Posting Careerbuilder.com	773-353-3959 773-341-7355 (Fax)	2	
NATAS	Website Posting	jobbank@ohiovalleyemmy.org Dennis Thatcher			
Craig's List	Website Posting	On Line Posting			
FaceBook	Website Posting	Facebook Posting On Line Posting			
Indeed.com	Search Engine	Website Only		1	

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

## MENU OPTION ACTIVITIES

### MENU OPTION ACTIVITIES

WVIZ/PBS and 90.3 WCPN **ideastream**<sup>®</sup> has engaged in the following outreach activities during the year covered by this report (June 1, 2010- May 31, 2011):

<i>Activity Classification</i>	<i>Type of Activity</i>	<i>Brief Description</i>
5	Internship program	<p>We have continued our robust Internship Program at ideastream over the past year. We have a series of college interns working toward working year round learning more about their chosen field. There have been 2 graduate level, 20 college level and 3 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>One high school level intern worked at ideastream supporting the Information Technology and Program needs of the Educational Services Department.</p>

11	Careers Seminars	<p>Our Education Department provided IVDL (distance learning) careers seminars to local school districts with the following topics:</p> <ul style="list-style-type: none"> <li>• Careers in Sports Journalism featuring Plain Dealer journalist Tim Warsinkey (10 schools participated ~ approx. 250 students viewing) October 15, 2010</li> <li>• Town Hall Speaker series featuring Columnist David Brooks from the NYTimes (9 schools participated ~approx 225 students) March 14, 2011.</li> </ul>
1.	Job/Internship Fair Attendance	<p>On November 4, 2010 the ideastream 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 ideastream websites for future job vacancies.</p>
1.	Job/Internship Fair Attendance	<p>On March 4, 2011 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>

14	Diversity Training	On August 18, 2010 the HR Director attended a day-long Workshop sponsored by the Greater Cleveland Commission on Economic Inclusion. The Title was <i>Applied Cultural Competence: Getting to the Bottom of the Iceberg to Impact the Bottom Line</i> . The program included sessions on Recruitment, retention, employee development and mentoring of diverse people.
14.	Diversity Hiring Training	The HR Director participated in the interactive 1.5 hour Webinar provided by Public Radio Program Directors Assoc. (PRPD) titled " <i>Moving Forward on Diversity</i> " a program focused on a formalized process for increasing diversity at public radio stations. The speakers included Keith Woods, NPR's Chief Diversity Officer and Arthur Cohen, PRPD. The date was August 27, 2010
14.	Diversity for CEO's	The HR Director and CEO of <i>ideastream</i> attended a 2 hour Breakfast Briefing on September 10, 2010 conducted by Cleveland's Commission on Economic Inclusion focused on how to increase both employment and supplier diversity
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. This training was conducted in August 2010 for 10 employees located at the Ohio Statehouse in Columbus.

16	Other activities	ideastream was named to the <b>Commission 50</b> in May of 2011 for the 2010 year. The Members of the Commission 50 are recognized in the Cleveland area for progress in enhancing and sustaining their diversity and inclusion strategies. Organizations are measured and ranked on four metrics: Board Diversity, Senior Management Diversity, Workforce Diversity and Supplier Diversity.
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\* 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.