VISION

ideastream is indispensable and highly valued for its unique ability to strengthen our community.

MISSION

ideastream is a trusted and dynamic multimedia source for illuminating the world around us.

LOCAL VALUE

ideastream serves Northeast Ohioans by listening, understanding and fostering dialogues across the region. As Northeast Ohio’s largest independent, publicly supported media organization, it provides free, trusted, credible programs and services to 2.8 million people in a typical month. It is recognized locally and nationally as an innovative model for public media, distinguishing itself from other media entities through a deep and abiding dedication to community partnerships, civic engagement and innovative use of media.

2020 KEY SERVICES

ideastream owns and operates WVIZ/PBS, with five channels of public television service; 90.3 WCPN, Northeast Ohio’s NPR news and information radio station; and WCLV 104.9, Northeast Ohio’s classical music radio station. Through multimedia experiences, ideastream engages with the community and tells local stories focused on arts and culture, community affairs, education, health and science and the State of Ohio.
Over the past year, ideastream continued to implement its 2019–2021 Strategic Plan and further aligned ideastream’s strengths to better serve the community. To address a growing need for local journalism and the changing media landscape, ideastream conducted research in support of the development of a statewide public radio and digital news collaborative. When the collaborative is implemented, it will be the state’s largest newsroom and Ohio’s only daily statewide radio and digital news service. ideastream also began a collaboration with Kent State University’s public radio station, WKSU 89.7, to explore opportunities for growth and expansion of public media service in Northeast Ohio.

As the COVID-19 pandemic impacted lives across the globe, ideastream produced several content series and initiatives to keep the local community in-the-know. Across its broadcast and digital channels, ideastream provided important health updates, reported on the local impacts of the pandemic and shared Governor Mike DeWine’s COVID-19 briefings statewide. ideastream also offered educational resources to assist children, families and educators adapting to at-home learning. With in-person events canceled and many of Northeast Ohio’s iconic arts institutions closed, ideastream connected the community with engaging music and entertainment — offering a new daily classical music radio program, on-demand concert recordings and live digital performances that gave audiences access to local art and music.

ideastream embarked upon a new series of diversity, equity and inclusion initiatives with its staff as our nation continued to struggle with legacies of injustice, racism and inequity. These efforts were implemented to help disrupt the vicious cycle of disinvestment and displacement that negatively impacts the vitality of communities of color. In addition, through its public media workforce collaborative, ideastream offered staff members professional opportunities to increase staff diversity and share best practices among regional public media stations.

In a year full of challenges, ideastream significantly increased its commitment to serving Northeast Ohio by expanding community services and delivering innovative solutions.
ARTS AND CULTURE

ideastream told stories about Northeast Ohio’s rich cultural assets and remarkable artists.

CHAMPIONED EQUITY IN ART

Recognizing artists of color face barriers in the art world, ideastream’s Equity in Art series sought to amplify their work. Through this long-form digital series, ideastream profiled artists of various genres living and working in Northeast Ohio. Five in-depth multimedia stories were produced for the project.

One story about Cleveland artist Charmaine Spencer was shared online nationally by PBS NewsHour. In describing her art, Spencer said her sculpture expresses her joy and love for humanity while her social justice pieces express anger. Following the death of George Floyd under the knee of a Minneapolis police officer, she renewed her focus on art examining social issues. “I’m going to feel that way anyway, so I’m making a lot more of my controversial kind of stuff,” she said.

COMMEMORATED THE 50TH ANNIVERSARY OF THE SHOOTINGS AT KENT STATE UNIVERSITY

Through a series of reports, ideastream remembered the tragic events of May 4, 1970, when Ohio National Guard troops killed four students and wounded nine others during the course of an anti-war protest at Kent State University.

In response to one of ideastream’s stories, Nancy Tuttle, the sister of William Schroeder, who was killed by guardsmen that day, said, “Thank you for this incredibly personal, comprehensive narrative of what happened. I was out of state and have had to piece together what happened when my brother was killed.”

PARTNERED WITH THE CLEVELAND ORCHESTRA

The Cleveland Orchestra and ideastream are committed to collaborating on projects that can transform lives through the power of music, including airing weekly radio broadcasts on WCLV 104.9, streaming community concerts online and co-producing nationally distributed television specials. Over the year, content created through the partnership reached over 18,800 digital users, including users from 55 countries.

At a time when the Orchestra had to cancel in-person performances, ideastream and the Orchestra launched Lunchtime with The Cleveland Orchestra. The new weekday radio show connected listeners with musicians from the Orchestra and curated musical selections.

The co-produced television special, Martin Luther King, Jr. Celebration Concert with The Cleveland Orchestra, aired nationwide in 135 markets, making it available to 84% of the U.S. population.

“I watched on PBS. It was excellent! Quite an educational piece. I have nothing but praise.”
– Wini J., Viewer, Los Angeles

ENGAGED LIVE DIGITAL AUDIENCES

ideastream hosted 12 livestreamed concerts on ideastream.org and Facebook Live. During the ongoing series Applause Performances and First Fridays, users engaged with musicians by commenting, sharing and reacting in real-time on Facebook. One of the most-viewed concerts was eclectic world-soul group Chris and Jake Fader with Joe Tomino. The top four livestreamed concert performances have been viewed for an equivalent of 23 days, 20 hours and 52 minutes across ideastream.org and social media.

“Thanks for bringing us something positive! You guys are the best!”
– Nathan W., Facebook User

HIGHLIGHTS

- Baldwin Wallace University Men’s Chorus | An annual holiday concert
- The Sound of Ideas Community Tour: Northeast Ohio Artist Showcase | An event with live performances by diverse local artists
- This Old House Live! | An event with hosts Tom Silva and Ross Trethewey
- Beethoven: Theme and Variations | Digital stories celebrating the 250th anniversary of Ludwig van Beethoven’s birth with Oberlin Conservatory
COMMUNITY AFFAIRS

ideastream informed local audiences and sparked engaging community discussions.

COLLABORATED WITH STORYCORPS

As Americans faced a global pandemic, an election, political polarization and growing feelings of isolation, the One Small Step project broke down boundaries and brought people together. In collaboration with the national nonprofit StoryCorps, ideastream facilitated conversations between Ohioans with opposing political views. The project resulted in 25 recorded conversations with 50 people that were shared online, broadcast on 90.3 WCPN and featured during a live digital event. ideastream was one of six stations across the U.S. chosen to lead in this initiative.

“I don’t feel like you’re my polar opposite. I think that I could see sitting down and having a longer conversation with you.”
— Maria Gigante, One Small Step Participant, Liberal

“I echo what you said there. I’m very pleasantly surprised.”
— Gail Larrow, One Small Step Participant, Conservative

The live digital event, The Sound of Ideas Community Tour: One Small Step Across the Political Divide, received over 1,600 views on Facebook.

“Gail and Maria, great interview. Makes me proud to have you as fellow citizens!”
— Marshall A., Event Attendee

SHARED STORIES FROM PUBLIC HOUSING

The second year of Homes, a two-year reporting project, explored the past, present and future of Cleveland’s Woodhill Homes, one of the oldest public housing developments in the nation. This series told the stories of the neighborhood and its people, ensuring that residents’ views were accounted for as Woodhill Homes undergoes a planned rebuild.

An in-person event, The Sound of Ideas Community Tour: Public Housing in Cleveland, and 16 multimedia stories were produced in the second year of the Homes project. Digital stories received over 17,300 pageviews from more than 12,100 users. As a result of ideastream’s coverage, 86% of Woodhill Homes residents surveyed on-site reported learning something new about their neighborhood or their neighbors.

“If it’s on [the radio], it would mean what I said was worth hearing. It would have to be, I’d love it.”
— Woodhill Homes Resident

CONVENED COMMUNITY CONVERSATIONS

The Sound of Ideas, a weekday radio program on 90.3 WCPN, and The Sound of Ideas Community Tour, an event and livestream series, delivered a comprehensive analysis of news and offered in-depth explorations of critical community issues. In addition, ideastream broadcast The City Club of Cleveland’s City Club Forums live each week as the primary media partner. In January 2020, approximately 200 people attended The Sound of Ideas Community Tour: Future of the West Side Market. The livestream of the event generated over 3,000 views.

“I can’t even tell you how many market vendors and Ohio City neighbors are buzzing about the renewed interest in the future of the market. I think ideastream may have lit a match that is going to start a fire of positive change.”
— Sam McNulty, Cleveland Business Owner

HIGHLIGHTS

- Cleveland Connects: Exclusive Economy | A forum about economic development
- City Club Forum: Jim Rooney and Dee Haslam | A discussion about diversity and inclusion in the NFL
- ideaLeader Exclusive: Inside ideastream with Kevin Martin | A digital event for members about ideastream’s present and future
- The Sound of Ideas Community Tour: Evictions in Akron | A conversation about high evictions rates in the region
EDUCATION

ideastream provided essential programs and services to children, families and teachers.

NEWSDEPTH’S 50TH SEASON EMBRACED AT-HOME LEARNING

The 50th season of NewsDepth, ideastream’s instructional multimedia series for children, was unlike any other. Most of the season’s full-length episodes were produced, as usual, in ideastream’s studios. Though, as children transitioned to remote schooling during the pandemic, NewsDepth pivoted to at-home production. NewsDepth launched a series of shortened online Backpack episodes that were specially formatted for at-home learning and online teaching. Throughout the entirety of the school year, NewsDepth continued to present current events to kids in an easy-to-understand format and supported Ohio’s Learning Standards. The series provided opportunities for children to interact directly with fair, balanced and entertaining topics by submitting letters and questions and participating in weekly online polls. Full-length episodes of NewsDepth were broadcast statewide on PBS member stations and the entire season was made available to stream on-demand at ideastream.org.

NewsDepth’s 50th season engaged 23% more users than the previous season. During the 2019-2020 school year, the series received over 58,500 responses to weekly online poll questions and over 17,600 letters and emails from viewers. Teachers reported over 13,600 students viewed NewsDepth in their classrooms.

“I love that NewsDepth allows my students to be informed about what is happening in the world, but at a level that is appropriate for 5th grade students.”
— Local Educator

DEVELOPED NEW INITIATIVES TO SUPPORT REMOTE EDUCATION

ideastream adapted its daytime television broadcast schedule and developed multimedia learning resources to help Northeast Ohio families in the midst of local school closures. In addition to sharing online programs and a new daily email newsletter, ideastream offered educational services for free through over-the-air television broadcasts to ensure widespread accessibility in the community.

“It’s great to know that ideastream has our back. The resources they sent every day were relevant and valuable.”
— Local Educator

SHARED LEARNING EXPERIENCES

ideastream, considered the state’s “largest classroom,” delivered more than 65 hours of PBS KIDS programming weekly on WVIZ/PBS, as well as managed a learning consortium of nine area school districts, all of which serve predominately minority and low-income students.

ideastream facilitated 470 education-focused events that provided learning opportunities for 250 families, 500 students and nearly 11,000 educators across Northeast Ohio.

“I’m glad that we were able to attend workshops remotely. I was worried that I wouldn’t be able to get training on technology that is new to me!”
— Local Educator

“I love how interactive the sessions were. Best Zoom I’ve had so far! The trainers really knew how to get us involved through a computer.”
— Local Educator

HIGHLIGHTS

■ The Sound of Ideas Community Tour: Education in Warrensville Heights | A conversation about the challenges facing inner-ring school districts
■ Be My Neighbor Day | A family-friendly event about being a caring neighbor
HEALTH AND SCIENCE

ideastream shared vital information and in-depth analysis to help improve health outcomes.

DELIVERED CRITICAL COVID-19 INFORMATION TO COMMUNITIES

In a time of great need and uncertainty, ideastream prioritized timely, responsible, quality coverage of the coronavirus pandemic, with a focus on providing news and information relevant to Northeast Ohio.

The Coronavirus Questions and Answers reporting series directly addressed questions from the community about COVID-19 with local experts. Top stories included answers to Will Steam Kill It?, Can Hydrogen Peroxide Sanitize Hands? and Can I Go for A Walk? ideastream reporters were able to answer over 100 questions and counting from the community. The resulting answers published on ideastream.org were some of ideastream’s most popular digital stories of the year.

The Coronavirus Questions and Answers stories received over 274,000 pageviews from over 226,000 users.

EXAMINED THE LOCAL IMPACTS OF THE PANDEMIC

ideastream collaborated with veteran local journalists, formerly of The Plain Dealer, to produce the reporting series, Coping With COVID-19. Stories published during the first several months of this ongoing reporting project expanded coverage of the local impacts of COVID-19 and investigated how the coronavirus pandemic highlighted and laid bare the existing inequities that stem from decades of disinvestment in public health, the social safety net, preventive medicine and communities of color.

“The pandemic has disrupted all our lives – especially children. For children in foster care, the struggles run even deeper. Thank you for giving these families a voice.”
— Akram Boutros, M.D., FACHE, President and Chief Executive Officer, The MetroHealth System

The series Postcards from the Pandemic told the stories of Northeast Ohioans navigating the coronavirus pandemic. Forty-five stories were published as a result of the project.

A social media initiative, #CoronaKind, focused on sharing stories about neighbors helping neighbors as communities navigated the COVID-19 crisis. ideastream asked users to share their own stories of kindness on social media.

“Love following #CoronaKind from WCPN and learning about how we are #InThisTogetherOhio.”
— Allison Meyer, Founder, Never Ever Give Up

EXPLORED THE RISE OF RURAL SUICIDES IN OHIO

The long-form digital series, The Rise of Rural Suicides, focused on the increasing rate of suicides across Ohio. The project explored how older adults are particularly vulnerable to suicide, why rural areas have seen more deaths by suicide, and how groups are figuring out how to better tailor their services to those who need help. The series was also shared with national audiences on NPR.

The series received over 16,300 pageviews from over 19,200 users.

“Thank you for this article that refers to how complex and sometimes impulsive a thought and act suicide can be. Reducing stigma and improving outreach are both so important.”
— Shelly J., Facebook User

HIGHLIGHT

- Health’s Up Podcast | A podcast exploring healthy choices through children’s voices
- Homeroom | A reporting series examining the issues and concerns about returning to school during the coronavirus pandemic
## STATE OF OHIO

ideastream led coverage of government news and legislative issues affecting Ohio.

### INFORIZED COMMUNITIES ABOUT NATIONAL, STATE AND LOCAL ELECTIONS

From campaigns to conventions, debates to depositions, policies to primaries, ideastream’s *Listen. Engage. Vote 2020* coverage provided the community with trusted election results and analysis. Ideastream shared nuanced explorations of issues throughout the journey to the election and beyond with award-winning reporting and programming from NPR and PBS, plus local stories.

Ideastream’s 16 FAQ stories leading up to the election generated more than 47,800 pageviews from over 41,600 users. These stories helped users navigate updates to election protocols amidst the coronavirus crisis. The top story answered the question, *What Should You Do If Your Ballot May Have Been Lost in the Mail?*

### SHARED GOVERNOR MIKE DEWINE’S LIVE BRIEFINGS STATEWIDE

As communities across Ohio faced challenges related to COVID-19, ideastream produced and distributed live briefings from Governor DeWine. These updates were broadcast statewide on The Ohio Channel and made available locally on ideastream.org, WVIZ/PBS and 90.3 WCPN.

Beginning on March 12, 2020, Governor DeWine’s briefings generated over 1.1 million pageviews from over 618,000 users. The briefing on March 22, 2020, when DeWine issued Ohio’s stay-at-home order, was the second most visited piece of digital content on ideastream.org for fiscal year 2020. The story received over 120,600 pageviews from more than 84,200 users.

In addition, *The State of Ohio*, a weekly news program broadcast Sundays on WVIZ/PBS, featured the latest happenings at the Statehouse, in the governor’s office, at the Ohio Supreme Court and throughout the Buckeye State. Web content published by *The State of Ohio* generated over 7.2 million pageviews from over 1.7 million users via ideastream.org and ohiochannel.org. This web traffic was largely attributed to Governor DeWine’s COVID-19 briefings.

### ADDRESSED OHIO’S SKILLS GAP

Through the *American Graduate: Getting to Work* initiative, ideastream led a statewide collaborative with WOSU Public Media in Columbus and CET in Cincinnati to help advance education and career readiness. The collaborative, a first of its kind in public media, assessed workforce challenges and opportunities, and produced content focused on the essential skills needed for students and workers to succeed in the job markets of today and tomorrow.

YouTube viewers watched a total of over 235 hours, or about 9 days, 19 hours and 30 minutes of *American Graduate: Getting to Work*-related videos.

> “Any of my colleagues in our public schools that have seen the *American Graduate: Getting to Work* content know what a powerful message this is to the students and adults that are considering their careers. I applaud ideastream for their vision and commitment to this important work and to the lasting impact this will have on those that participate.”
> — Brian Bontempo, Ed.D., Superintendent, Auburn Career Center and Ohio Technical Center

> “The information that I used and learned in *The Career Path Less Taken* documentary and other separate projects I have been a part of really helped shape my understanding with aspects and requirements I may need when it comes to doing a job.”
> — Local High School Student

### HIGHLIGHT

- **Ohio Public Radio and Television Statehouse News Bureau** | Media reports about state government, managed by ideastream on behalf of Ohio public broadcasting stations
- **The Ohio Channel** | A statewide public affairs television channel combining Statehouse coverage with local programs available by broadcast and online