

ideastream public media

rely short and anything but sweet. +++ Dog therapy programs at hospitals declined during

news and information
arts and entertainment
classical and jazz
education

WE TAKE YOU THERE

WVIZ
PBS
PBS KIDS
WCLV
WKSU
WTVZ

IDEASTREAM.ORG



ideastream
public media

2023

LOCAL CONTENT *and* SERVICE REPORT



WVIZ

WKSU

WCLV



VISION: Ideastream Public Media is indispensable and highly valued for its unique ability to enrich our community.



MISSION: Ideastream Public Media is a trustworthy and dynamic multimedia source for illuminating the world around us.



LOCAL VALUE: Ideastream Public Media serves Northeast Ohioans by listening, understanding and fostering dialogues across the region. As Ohio's largest independent, publicly supported media organization, it provides free programs and services to 3.6 million people in 22 counties across radio, TV and digital platforms. Our increased focus on digital content delivery ensures we are meeting the communities where they are, and when they need us. Ideastream 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. Through multimedia experiences, Ideastream engages with the community and tells local stories focused on news and information, arts and entertainment, classical and jazz music and education.



KEY SERVICES: Ideastream Public Media is Northeast Ohio's multimedia source for trustworthy local journalism, inspiring stories and quality entertainment. We are the home of Northeast Ohio's PBS, NPR and classical music public broadcasting stations: WVIZ, WKSU and WCLV. Ideastream manages The Ohio Channel, The Ohio Newsroom and the Ohio Public Radio and Television Statehouse News Bureau on behalf of all of Ohio's public broadcasting stations. In addition, Ideastream is accessible online at ideastream.org, through HD-equipped radios, the Ideastream Public Media app, the NPR One app, the PBS app and on major social media and digital content platforms.

2023 OVERVIEW

In 2023, Ideastream Public Media ventured out of the studio and into the vibrant communities of our expanded 22-county service area. In the first year of our new strategic plan, Ideastream made great strides toward key goals: providing trustworthy news and information, spotlighting our region's rich arts and entertainment scene, catalyzing the appreciation of timeless classical and jazz music and serving families in community spaces with high-quality educational programming.



Our motivation? Our audience. We were dedicated to fostering a community built on fairness, understanding and cultural enrichment through a diverse array of content and services. To do this, Ideastream expanded its community engagement efforts. We tapped into our audiences' passion and partnered with food banks and book banks in Cleveland and Akron to maximize the impact of our membership support.



Ideastream's newly minted Engaged Journalism team embodied the collaborative approach to news gathering. In 2023, the team launched the award-winning podcast **Living For We**, which asked, "Is Cleveland really the least livable city in the United States for Black women?" Another engaged journalism initiative, **Sound of Us**, shone in 2023 by telling multimedia stories with people rather than just about people.



Our **Sound of Ideas** team set up a lively panel discussion, convening more than 100 people at our community tour at the Parma-Snow branch of the Cuyahoga County Public Library. Back in-person after the pandemic hiatus, Ideastream Education and dozens of community partners pulled off our popular **Be My Neighbor Day** at Cleveland Public Library, complete with Daniel Tiger and Katerina Kitty Cat.



We engaged with audiences at live cultural events throughout the region: **Antiques Roadshow** at Stan Hywet Hall and Gardens, **PorchROKR** in Akron's Highland Square neighborhood, and **One World Day** in Cleveland's Cultural Gardens. We shared statewide news and narratives from our new segment, **Today from The Ohio Newsroom**, which takes listeners all over the state through in-depth, context-rich stories.

Whether we are reporting on local stories with regional relevance, featuring Northeast Ohio talent in **Applause Performances**, playing timeless classical and jazz music or serving multi-generational families through educational programming, Ideastream makes this promise to you:

WE TAKE YOU THERE ✨

NEWS *and* INFORMATION



COVERED TRAIN DERAILMENT CATASTROPHE

When a Norfolk Southern train derailed in East Palestine, Ideastream reporters went to the site to deliver coverage of the disaster to residents and listeners in our 22-county service area.

In the aftermath of the event, Ideastream reporters have continued reporting on the many impacts of this catastrophe.



This has touched me on every level. This has touched my family. This has touched my friends. This has touched my farm.

— East Palestine resident



A story examining rail safety in the aftermath of the East Palestine freight train derailment received over **16,000 PAGEVIEWS**.

EXPLORED HEALTH INEQUITY



In 2020, cityLAB of Pittsburgh released a study that ranked Cleveland dead last in terms of livability for Black women. The **Living For We** podcast featured Black women across education, the healthcare system, the workplace and more. The podcast examined if Cleveland really is bad for Black women as they say it is.

“

Each episode was unique and touched my heart and soul.
– Instagram user



The entire series received over **130,000 DOWNLOADS**.

HOSTED AKRON MAYORAL DEBATES



Ideastream presented **Akron Decides** in collaboration with the Akron Press Club and the Ohio Debate Commission. These mayoral primary debates were broadcast on multiple platforms, including on-air on WVIZ and WKSU, and livestreamed via our website.

“

When I went to vote, after I turned my ticket in, I just felt different. I really just voiced my own opinion. – Akron resident



The debates were attended by over **560 PEOPLE**.

EXAMINED FATAL POLICE SHOOTING



From the initial shooting death of 25-year-old **Jayland Walker** to public protests before and after the acquittal of officers involved in Walker's death, Ideastream reporters logged many hours talking to community members, police officers, gun violence advocates and politicians as the story's impact continued to unfold.

“

We're ready to put pressure on the right people. We need answers from the mayor, city council and more. – Akron resident



A story reporting that the Akron police officers were not indicted in the shooting received over **17,000 PAGEVIEWS**.

NEWS *and* INFORMATION

TODAY FROM THE OHIO NEWSROOM

A window to the underreported, the unexplored and the meaningful accounts that make us all Ohioans, ***Today from The Ohio Newsroom*** shared stories that deepen our connections. These daily segments, which aired on public radio stations across Ohio, took listeners all over the state with the in-depth, context-rich news they deserve.



Well done, informative and fun to listen to. It is really nice to hear the local (to Ohio) pieces.

— ***Columbus resident***



A story featuring the Troll Hole Museum in Alliance, Ohio received over **16,000 PAGEVIEWS.**

INVESTIGATED OHIO COLD CASE



The two sisters of college sweethearts Mary Petry and Bill Sproat never stopped hoping for answers in the couple's 1970 double-homicide cold case. The **Mary and Bill** podcast investigated the case alongside the victims' sisters and tried to piece together what happened the weekend they died.

“ I am so happy to see this case get a podcast. These murders need to be solved. – *Instagram user* ”



The entire series received over **162,000 DOWNLOADS**.

CONVENED COMMUNITY CONVERSATIONS



The **Sound of Ideas** hosted a community tour, which featured a panel discussion of Issue 1 on the ballot of the August 2023 special election. Experts and residents examined whether the threshold for citizens to amend the state constitution should be 60% of the vote rather than the current simple majority.

“ I really appreciate this forum. It has been very eye opening. – *Event attendee* ”



The free event reached full registration, filling the **400-SEAT AUDITORIUM** at the Parma-Snow Branch of the Cuyahoga County Public Library.

TAUGHT AUDIO STORYTELLING TO OHIOANS



Identifying as a neurodivergent Black woman. Bonding over chair volleyball at a senior center. Resettling in Akron as a Congolese refugee. These are just some of the local experiences explored by our engaged journalism series, **Sound of Us**. Instead of telling stories about people, **Sound of Us** told stories with them.

“ Really touched by this self-exploration. Courage few people display. – *Instagram user* ”



The entire series received over **7,000 PAGEVIEWS**.

ARTS *and* ENTERTAINMENT



ANTIQUES ROADSHOW EVENT

In June 2023, ***Antiques Roadshow*** and Ideastream Public Media filmed three episodes at the beautiful Stan Hywet Hall and Gardens in Akron. Fans traveled from all over the country with their treasures to get their items appraised. One fantastic find was valued up to \$375,000! The three-part series will premiere on WVIZ in spring 2024.



Can't wait to watch the episodes that were filmed at Stan Hywet.

— ***Instagram user***



The sold-out event was attended by approximately **4,500 PEOPLE**.

ELEVATED NORTHEAST OHIO MUSICIANS



Shuffle served as a backstage pass to Northeast Ohio's independent music scene. Every week, *All Things Considered* host, Amanda Rabinowitz, interviewed solo and group acts who live and make music in Ohio. Fresh episodes were posted twice each month, and the interviews were shared with listeners on WKSU.

“ The show was edited so beautifully. You guys rock.
– Facebook user



The most popular episode, featuring **Greyt Outdoor Concerts**, received over **1,000 LISTENS**.

SHARED LOCAL ART AND MUSIC



Applause featured arts and cultural offerings throughout Northeast Ohio. From concerts at The Cleveland Orchestra to new art exhibits, *Applause* highlighted them all. Additionally, **Applause Performances** invited audiences into intimate performances and interviews by the region's musical talents.

“ I'm grateful for the support. Thank you for a fantastic interview experience! – Ngina Fayola, *Applause Performances* guest



The most popular episode showcased bluesman **AUSTIN WALKIN' CANE**.

SHOWCASED AKRON MUSIC EVENT



This year, Ideastream was delighted to partner with **PorchROKR** in Akron's Highland Square neighborhood. Ideastream staff introduced bands to the main stage and provided activities for the whole family. Our participation reiterated Ideastream's focused involvement in the community.

“ I turned on Ideastream and heard this awesome band from Akron. They are about to play at **PorchROKR**! – Event attendee



The event was attended by approximately **25,000 PEOPLE**.

CLASSICAL *and* JAZZ



CELEBRATED 60 YEARS ON-AIR

Though many other classical music stations have left the airwaves, WCLV has maintained its format and flavor since 1962.

Co-founded and guided over the decades by Robert Conrad, WCLV has consistently brought listeners engaging classical programming from local, national and international musicians and institutions.



Congratulations on 60 years of broadcasting. You are the diamond in the Cleveland radio landscape.

— **Facebook user**



WCLV joined Spotify and developed multiple playlists. A playlist recreating the station's very first broadcast included over **11 HOURS** of music.

FEATURED YOUNG ARTISTS



The **Cleveland International Piano Competition for Young Artists** presented classical piano performances from Cleveland youth as well as competitors from around the world. Only the best emerging pianists were selected to compete for a chance to play with The Cleveland Orchestra and win a cash prize.

“

We attended the finals. Very impressed by the young artists!

– Facebook user



The competition featured **32 CONTESTANTS**. They were selected from **217 APPLICANTS** from **22 COUNTRIES AND REGIONS**.

CELEBRATED WOMEN IN MUSIC



Though perhaps overshadowed by famous brothers, husbands or fathers, Fanny Mendelssohn, Clara Schumann and Mary Rodgers were talented composers in their own right. WCLV highlighted diversity on **Women's Equality Day** and throughout the year, bucking the narrative that all composers are old, white and male.

“

WCLV brings entertainment and historical knowledge. A place of comfort to the listeners of Northeast Ohio. – *Ideastream member*



WCLV broadcast **39 PIECES OF MUSIC** by women composers and performers on Women's Equality Day.

SHOWCASED LOCAL MUSICIANS



Ovations showcased the breadth and depth of musical talent in Northeast Ohio through weekly Wednesday night broadcasts that featured performances by musicians who live and work in our community. The WCLV-produced program's diverse repertoire ranged from early music to contemporary classical and jazz.

“

Thank you WCLV for introducing me to this ensemble – and thank you Apollo's Fire. – *Facebook user*



The most popular episode presented ***Storm and Tempests*** by **APOLLO'S FIRE**.

EDUCATION



SHARED CURRENT EVENTS WITH STUDENTS

Children are naturally curious about the world around them, but navigating current events can present a challenge when many young people report trouble differentiating fake news stories from real ones. **NewsDepth** aimed to create a safe space for child-friendly news around current events to teach Ohio history, science, civic engagement and career exploration.

“ I feel a strength of *NewsDepth* has always been in the way tough topics are explained for kids of all ages.

— **Ohio teacher**



Season 53 of *NewsDepth* received over **97,000 STREAMS**.

CONNECTED YOUTH WITH IN-DEMAND JOBS



Ideastream was awarded a grant to participate in **American Graduate: Jobs Explained**. Through TikTok and Instagram, Ideastream featured careers with advancement opportunities, on-the-job training and livable wages. Our location on the Great Lakes positioned us to focus on **#ShippingJobsExplained**.

“ Thank you for helping us get the word out. Great interview!
– *Motogo Shop Class* ”



Ideastream’s American Graduate TikTok account, [@shippingjobs_explained](#), received approximately **27,000 VIEWS**.

ACCELERATED STUDENT LEARNING



The **Ohio Learns 360** initiative was developed to address disruptions in learning caused by the COVID-19 pandemic. Ideastream worked to leverage PBS KIDS resources to develop a suite of Ohio standards-aligned tools families could use outside of school time to help promote learning.

“ The need for programs like this cannot be overstated.
– *Facebook user* ”



55 EDUCATORS completed Camp-in-a-Box training and received a Camp-in-a-Box kit.

HOSTED LEARNING OPPORTUNITIES



When a child engages with PBS KIDS content alongside a parent or caregiver, their learning gains increase. The **Family and Community Learning workshops** offered at two Akron Public Library branches equipped families with the tools and confidence to build early literacy and STEM skills through PBS KIDS content.

“ Thank you for your hard work. Kids love everything from the story, craft, apps and games. – *Workshop participant* ”



57 ADULTS AND CHILDREN participated in the workshops.

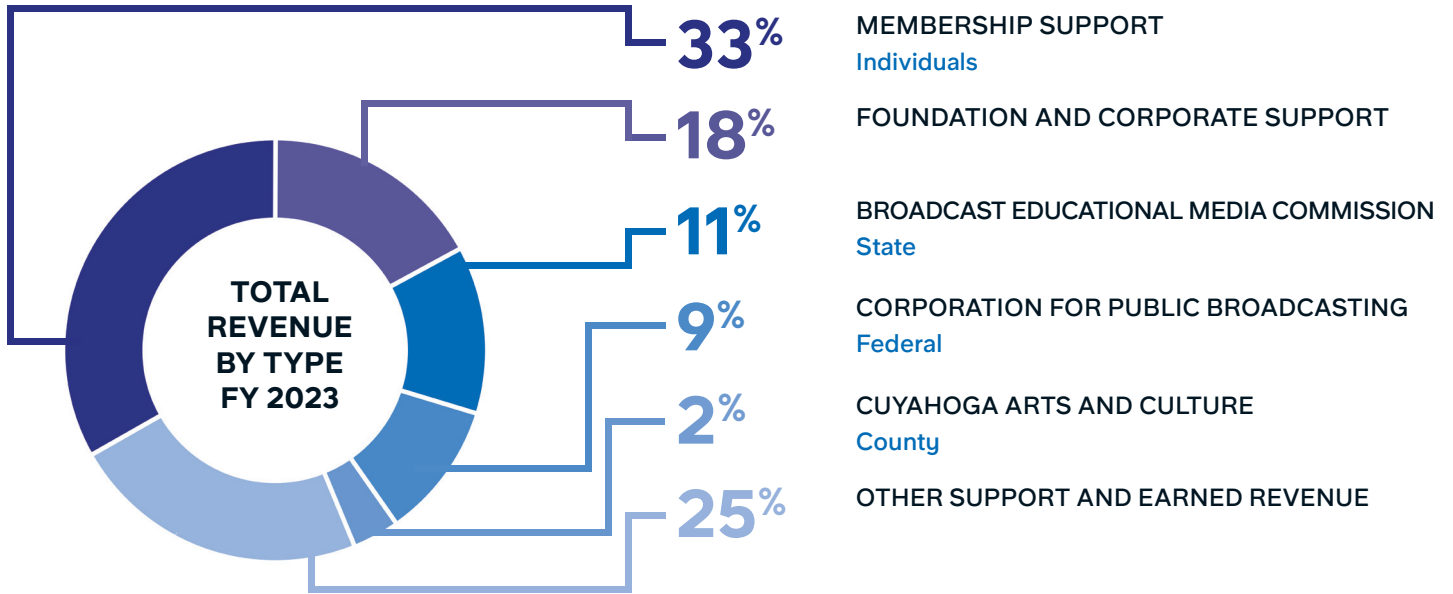
FINANCIAL INFORMATION

SUMMARY STATEMENT OF FINANCIAL POSITION September 30, 2023	
TOTAL ASSETS	\$47,124,540
Liabilities	\$7,144,195
Net Assets:	
• Without Donor Restriction	\$33,909,576
• With Donor Restriction	\$6,070,769
Total Liabilities and Net Assets	\$47,124,540

SUMMARY STATEMENT OF OPERATING ACTIVITIES For the Year ending September 30, 2023	
OPERATING REVENUE	
Contributed Revenue	\$24,222,142
Earned Revenue	\$3,358,262
Total Operating Revenue	\$27,580,404
OPERATING EXPENSES	\$26,750,712
NET OPERATING RESULT	\$829,692

FINANCIAL INFORMATION

REVENUE:



EXPENSES:

