



ideastream
public media

STRATEGIC PLAN 2023–2025

The needs of our communities are changing.

Trustworthy news is in great demand. Classical and jazz music are reaching new audiences. Digital content consumption only keeps growing.

Over the next three years, **Ideastream Public Media**
will meet these needs and

EXPAND

its services to communities across Northeast Ohio and throughout all of Ohio.

WHO WE SERVE



engaged



inspired



creative



informed



curious



bold



aware



trustworthy

Ideastream Public Media serves engaged community believers, curious news and information seekers, inspired arts and culture enthusiasts, lovers of classical and jazz music, dedicated fans of high-quality educational and entertainment programming and enthusiastic lifelong learners.

HOW WE SERVE



Ideastream Public Media provides four core services across multiple radio, television and digital platforms and channels including WVIZ, WKSU, WCLV, HD radio and repeater stations, ideastream.org, statenews.org, ohiochannel.org, the Ideastream Public Media app, NPR One, the PBS Video and Passport apps and on major social media and digital content platforms.



VISION

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

MISSION

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

CORE VALUES and GUIDING PRINCIPLES

Diversity, Equity, and Belonging: We seek and incorporate the myriad diverse perspectives and lived experiences of our users, staff, board, and communities into all aspects of our work.

Collaboration: We can accomplish more by working effectively together internally and with our strategic partners to best meet the needs and interests of the communities we serve.

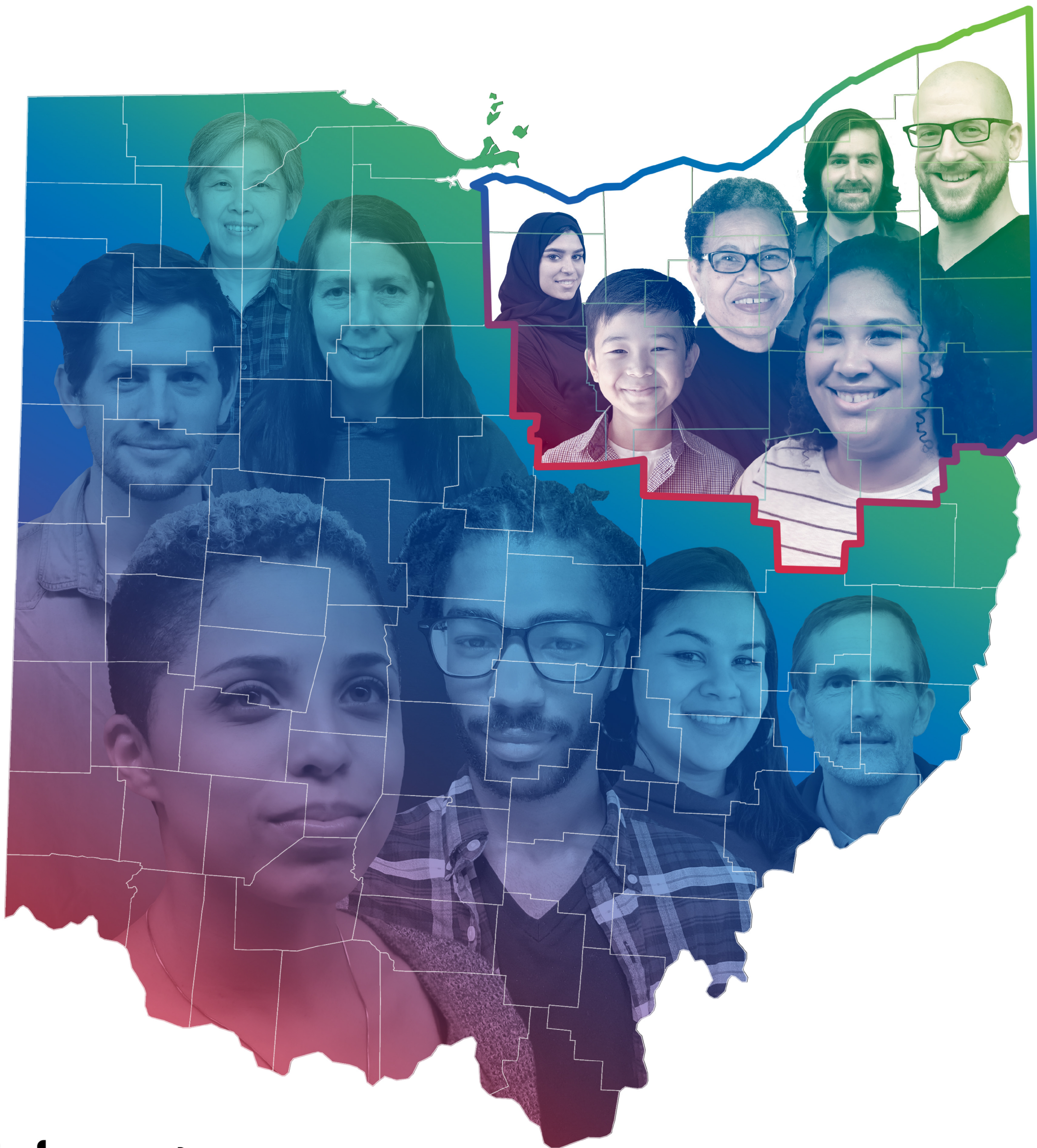
Excellence: With a commitment to continuous improvement, we aspire for the highest standards in everything we do.

Agility: We innovate solutions and iterate adaptive approaches to successfully evolve amidst our ever changing internal and external environments.

Stewardship: We provide strong oversight by managing the information and resources shared by our users, staff and supporters with the utmost integrity and responsibility.



WHERE WE SERVE



ideastream public media **WILL**

- 1 Expand awareness of Ideastream Public Media's trustworthy, regional and in-depth news and information to more Northeast Ohioans.
- 2 Be a regional catalyst for increasing consumption and appreciation of classical and jazz music through our platforms.
- 3 Achieve annual growth in the number of loyal users consuming our streaming and on-demand content.
- 4 Attract, engage, and retain an increasingly diverse board and staff to best achieve the organization's strategic goals.
- 5 Grow revenue to realize its strategic priorities and long-term financial sustainability.

