



ideastream public media

**FISCAL YEAR 2022
COMMUNITY REPORT**





FISCAL YEAR
2022
**COMMUNITY
REPORT**

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WVIZ

WKSU

WCLV

THE
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CHANNEL®

THE OHIO
NEWSROOM





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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 insures 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.

2022 OVERVIEW

Throughout Fiscal Year 2022, Ideastream Public Media experienced a number of exciting changes and positive growth. From October 2021 to September 2022, we joined forces with WKSU to expand coverage in Northeast Ohio, launched a new website and developed the Ideastream Public Media app.



Ideastream and WKSU entered into a public service operating agreement, which made our organization the primary NPR news and information source in the region.

The union with WKSU required frequency changes for Ideastream's stations. Strategic communications and a strong customer service plan guided listeners on the numerous ways to access Ideastream as the stations' dial positions changed. As a result, WCLV's new frequency extended classical and jazz music to approximately 1 million potential listeners.



Ideastream achieved a historic milestone by introducing **an all-new ideastream.org**.

The major project involved shifting the website's content management system (CMS) to NPR's Grove CMS. As a result, the update formally brought ideastream.org and wksu.org together under one website. Dedicated staff led this endeavor to finalize page layouts and move key content assets to the new site. For the first time, ideastream.org and wksu.org users experienced everything Ideastream offers within the same digital framework.



We marked another accomplishment with the launch of the **Ideastream Public Media app**.

The process focused on design and functionality guided by feedback to improve user experience. The app allows users to access local news, listen to WKSU and WCLV livestreams and HD channels, watch WVIZ on-demand and make donations wherever they are. Station schedules provide easy access to current and past programs. A built-in timer and alarm clock allows users to fall sleep and wake up with their favorite station.

All of this is possible thanks to the generous contributions of our members and supporters. On behalf of the Ideastream staff and board, thank you for helping us continue to expand our community services for generation to come.

Kevin E. Martin, President & CEO

Sandra Kiely Kolb, Board Chair



Experience the digital Report to the Community at
ideastream.org/financials-reports



NEWS *and* INFORMATION

EXPANDED NEWS COVERAGE WITH WKSU AND THE OHIO NEWSROOM

The partnership between Ideastream and WKSU created an expanded news service for local, national and statewide news.

Further collaborations ensued when the Corporation for Public Broadcasting awarded a grant to Ideastream to collaborate with all Ohio NPR stations to form a radio and digital statewide news and information service. Together, these organizations developed **The Ohio Newsroom**, which aims to increase the frequency, quality and depth of reporting on issues that can make Ohio better for all involved.



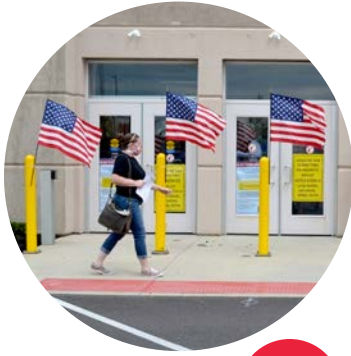
Good journalism can help create community and connection across county lines

— **Clare Roth, The Ohio Newsroom Managing Editor**

Ohio's public media stations reach
more than 95%
of Ohio's population.



SHARED DIVERSE PERSPECTIVES OF OHIOANS



The Ohio Newsroom showcased its effort for regional expansion with **Disconnected Democracy**. The newsroom's first marquee editorial project profiled Ohioans through stories of political polarization and civic engagement. These stories dug deeper than partisan affiliation to uncover what citizens found most important in Ohio, and explored how people work with their community to solve their most important challenges. Ultimately, the series aimed to build awareness of people with different perspectives.



Disconnected Democracy received **4,920 PAGEVIEWS** on [ideastream.org](https://www.ideastream.org).

ANSWERED MIDTERM ELECTION QUESTIONS



Ideastream provided in-depth coverage of the midterm elections with **Listen. Engage. Vote 2022**. Leading up to the elections, Ideastream gathered questions about voting from the community and provided answers with a comprehensive voter guide featuring deadlines, issues, candidates and more. The initiative focused on ensuring people felt empowered with the information they needed when casting a ballot. These efforts were made to help voters understand how the midterm elections were run and kept secure.



"I am very interested in this election and will vote tomorrow."

– Facebook user

SHOWCASED LOCAL ON-AIR HOSTS



The union of Ideastream and WKSU revealed a need to place both stations' hosts within the program schedule. Expanded news and information coverage and an increase in services made it essential for all hosts to remain on air.

Amy Eddings continued to host *Morning Edition*, while **Rick Jackson** led the local news and information program, *Sound of Ideas*. A new midday newscast entered the schedule and featured **Jeff St. Clair**. The afternoons and evenings welcomed **Amanda Rabinowitz** to *All Things Considered*.



"I've been a devoted listener for decades. It was fun to hear the mélange of voices today." – Instagram user

NEWS *and* INFORMATION

TAUGHT AUDIO STORYTELLING TO NORTHEAST OHIOANS

Sound of Us, an Ideastream Public Media initiative, teamed up with individuals and communities to present their stories of life in Northeast Ohio. Participants learned to record and produce audio storytelling on their own. *Sound of Us* launched with **+Voices**, which showcased the lives of LGBTQ+ young people. In the **Richmond Heights** series, students investigated school transportation, school spirit and more. Finally, **Ideastream Interns** developed their personal stories and topics important to them.



Stories are important because they give us hope for a better, more accepting future.

— **Halle Preneta**,
+Voices participant

In total, *Sound of Us* received
8,153 pageviews
on ideastream.org.



SHARED STORIES FROM GORDON SQUARE



Inside the Bricks, an Ideastream podcast, received a second season with ***My Changing Neighborhood***. The podcast featured residents of Cleveland's Gordon Square neighborhood as they shared their perspectives on whether their community could stay diverse or if it was headed toward complete gentrification. As new luxury apartments were built and property taxes increased, longtime inhabitants explored how they felt about these changes and wondered if their community could remain for everyone.



The podcast received **9,326 LISTENS** across all platforms.

EXAMINED OHIO'S ABORTION LAWS



When the U.S. Supreme Court overturned Roe v. Wade, and with it the constitutional right to an abortion, Ohioans across the state reacted with feelings of elation and devastation. Ideastream reported from inside an abortion clinic on the day of the decision. The in-depth coverage continued with stories emerging from pregnancy centers, protests at the Ohio Statehouse and more. Focus on Ohio's heartbeat law, the current hold on this six-week abortion ban and a final decision are still under investigation.



“This story was so beautifully reported. It made me so sad and equally infuriated.” – Facebook user

DELIVERED CRITICAL COVID-19 INFORMATION



As the COVID-19 pandemic reached its second year, Ideastream continued to produce local coronavirus coverage. *Sound of Ideas* recognized the anniversary of the first cases officially reported in Ohio and reviewed a timeline of what followed. Reporters covered the Omicron variant, the rollout of booster shots and the introduction of child vaccinations. Ideastream also produced and distributed live briefings from Governor DeWine. They were broadcast statewide on The Ohio Channel and made available locally on ideastream.org, WVIZ and WKSU.



“Two years down the road, I find myself isolating not just because I want to, “but because I have to.” – Facebook user

ARTS *and* ENTERTAINMENT

REFRESHED EMMY-WINNING LOCAL SERIES

Applause, Ideastream Public Media's locally produced television program, celebrated artists and cultural groups throughout Northeast Ohio. As the series approaches its 25th season, *Applause* received an overall design refresh in preparation for the milestone anniversary. Local musicians Jake Fader and Joe Tomino also created new music for the show. The refreshed program featured many local artists, including photographer Amber N. Ford and illustrator Dinara Mirtalipova.



If the process brings you peace and you enjoy it...call yourself [an] artist. Anyone can become one."

— ***Dinara Mirtalipova,***
Applause featured artist

The series received

40,359 pageviews

on ideastream.org.



EXAMINED THE HEALING POWER OF ART



The **FRONT International: Cleveland Triennial for Contemporary Art** focused on healing through art with free, public art exhibitions across Northeast Ohio. The festival featured the works of more than 100 artists in roughly 30 sites around the region including libraries, hospitals and art museums. Ideastream's coverage of the exhibitions were featured in multiple radio and television broadcasts and in-depth stories online. A series of social media videos provided a tour of the different art installations exhibited throughout the region.

"We have come off of a pandemic. I think art can be a very important way to recover." – Fred Bidwell, *FRONT Founder and Executive Director*

LISTENED TO LOCAL MUSICIANS



The union of our stations resulted in high quality, original programming from **WKSU being welcomed and incorporated into Ideastream's offerings**. This included **Shuffle**, a podcast focused on independent music in Northeast Ohio. The series featured performances and interviews with musicians, producers and other artists from the region. In multiple episodes, *Shuffle* addressed how the COVID-19 pandemic impacted the local music scene. It also showcased the return of the Tri-C JazzFest to a live, in-person event at Playhouse Square.

The most popular episode featured Cleveland musician **RAY FLANAGAN**.

ENGAGED LIVED DIGITAL AUDIENCES



Ideastream livestreamed **Applause Performances** concerts on ideastream.org and Facebook Live. During the series, users engaged with musicians by commenting, sharing and reacting in real time on Facebook. Cleveland R&B musician Alvin Frazier discussed his involvement as a member of the Grammy-winning Dazz Band and performed his songs from the album *River*. Another popular episode featured TubaChristmas from the University of Akron School of Music. Tucker Jolly, the founder of the TubaChristmas, discussed the event and its music.

"Alvin, you sound amazing. Thank you for sharing. Congratulations!"
– Facebook user

CLASSICAL *and* JAZZ

HONORED DECADES OF CLASSICAL MUSIC ON-AIR

Sixty years ago, the classical musical station WCLV made its on-air debut. In honor of **WCLV's 60th anniversary**, Ideastream Public Media celebrated with special programming, staff spotlights and playlists. The anniversary was a significant moment for the station, as many other classical music stations have left the airwaves. WCLV recently moved from its previous frequency of 104.9 FM on the radio to 90.3 FM, which reaches a potential 1 million more listeners across Northeast Ohio.



Happy Birthday, WCLV. Great radio station that is a true asset to our community.

— **Facebook user**

WCLV was founded on

November 1, 1962

in Cleveland.



CELEBRATED GRAMMY-WINNING ENSEMBLE



To commemorate their 30th anniversary season, Ideastream presented **30 Days of Apollo's Fire** on WCLV. The festivities included daily music by Apollo's Fire, interviews with the baroque orchestra's musicians, testimonials from stakeholders and fans and concerts featured on Ideastream's original program, *Ovations*. The on-air celebration culminated with a live broadcast from Severance Hall. At their 30th anniversary gala, Apollo's Fire honored WCLV co-founder Robert Conrad and acknowledged the station's 60th anniversary.



WCLV received 14,883 LIVESTREAMS during 30 Days of Apollo's Fire.

SHOWCASED JAZZ PROGRAMMING



In an effort to keep a spotlight on jazz programming, WCLV hosts conducted an interview with Piano Cleveland President Yaron Kohlberg regarding the **PianoDays @CLE** festival. In addition, Ideastream highlighted a "Dueling Piano" concert with local jazz pianists, Jackie Warren and Benito Gonzales. Interviews were also conducted with jazz pianists Gerald Clayton and Michelle Cann, followed by concert from Cann. Paul Ferguson, Artistic Director of the Cleveland Jazz Orchestra, also recorded a special testimonial for broadcast.



"I think that listening to some music, gives people some kind of comfort."
– Yaron Kohlberg, Piano Cleveland President

PARTNERED WITH THE CLEVELAND ORCHESTRA



WCLV celebrated the post-COVID return of The Cleveland Orchestra to Severance Hall for its 104th season. The live concert was hosted by WCLV co-founder Robert Conrad and conducted by Franz Welser-Möst. It featured cellist Alisa Weilerstein, a graduate of the young artist program at the Cleveland Institute of Music. Ideastream's partnership with the Orchestra continued to thrive with the WCLV programs **Lunchtime with The Cleveland Orchestra** and **The Cleveland Orchestra on the Radio**.



Lunchtime with The Cleveland Orchestra received 24,305 LIVESTREAMS.

EDUCATION

ACCELERATED STUDENT LEARNING IN UNDERSERVED COMMUNITIES

Through a new partnership with the Ohio Department of Education, **Ohio Learns 360** provided programs with PBS resources, including standards-based curriculum and materials, virtual field trips, interactive video programs and community events. The initiative was created to address disruptions to learning caused by the COVID-19 pandemic. It focused on accelerating student learning and served kindergarten through fifth grade students from underserved communities.



The initiative will give families an additional pathway to support student learning beyond the school day.

— **Stephanie Siddens,**
*Interim Superintendent of
Public Instruction*

Ohio's

8 PBS stations

partnered for the initiative.



HOSTED VIRTUAL EVENTS FOR FAMILIES



Two **Be My Neighbor Day** events were held to support the families in our neighborhoods. Families were invited to attend the free virtual events with educational activities. A new element included a watch party cohort of home childcare providers and early childhood educators to participate in the events. This cohort enabled Ideastream to increase its reach to children that would not normally be able to participate in the program. The cohort received watch party kits, which included *Daniel Tiger* tote bags, books, masks and more.



A total of **738 INDIVIDUALS** registered for the virtual events.

PROVIDED OUTDOOR EDUCATIONAL ACTIVITIES



Ideastream hosted educational events at Cleveland Public Square's **Summer Splash**, a free program for children held downtown. Hands-on learning activities featured PBS KIDS shows such as *Nature Cat*, *Let's Go Luna*, *Elinor Wonders Why* and *Pinkalicious and Peterrific*. Children engaged with a wide variety of learning opportunities that explored topics like the changing seasons, problem-solving, life science and self-expressions. Meanwhile, caregivers learned about the intended learning outcomes of several PBS KIDS shows.



"Thanks to Ideastream for joining us at Summer Splash! Their education team always brings fun activities." – Facebook user

FACILITATED BACK-TO-SCHOOL SESSIONS



The first day of school is an exciting event for every child. Ideastream was a key partner in the return to school for children and their families at **Charles Dickens School** in Cleveland. Members of Ideastream's education team facilitated informal sessions that highlighted how families could use PBS KIDS resources to establish a culture of language and mathematics literacy in the home. Caregivers also engaged in discussions surrounding media literacy and how to talk about the news with youngsters.



"The first day of school was amazing! Looking forward to an amazing year." – Instagram user

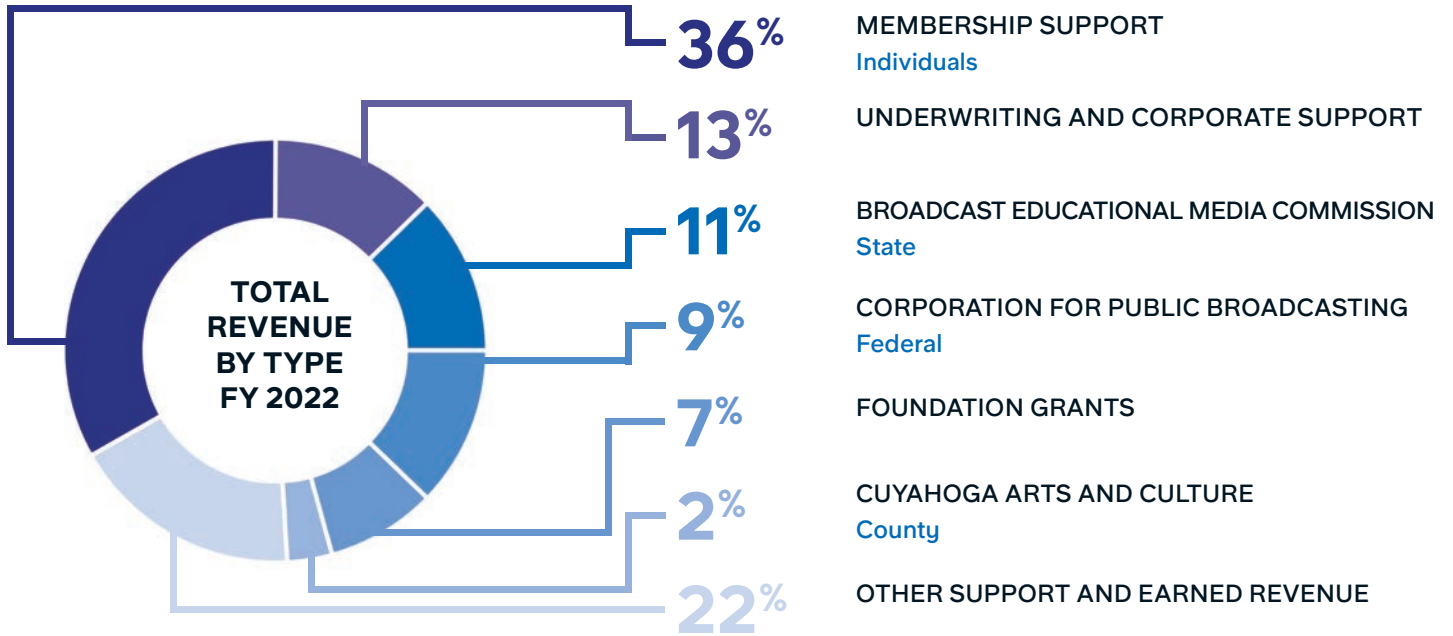
FINANCIAL INFORMATION

| SUMMARY STATEMENT OF FINANCIAL POSITION September 30, 2022 | |
|---|---------------------|
| TOTAL ASSETS | \$41,379,688 |
| Liabilities | \$2,639,568 |
| Net Assets: | |
| • Without Donor Restriction | \$32,260,279 |
| • With Donor Restriction | \$6,479,841 |
| Total Liabilities and Net Assets | \$41,379,688 |

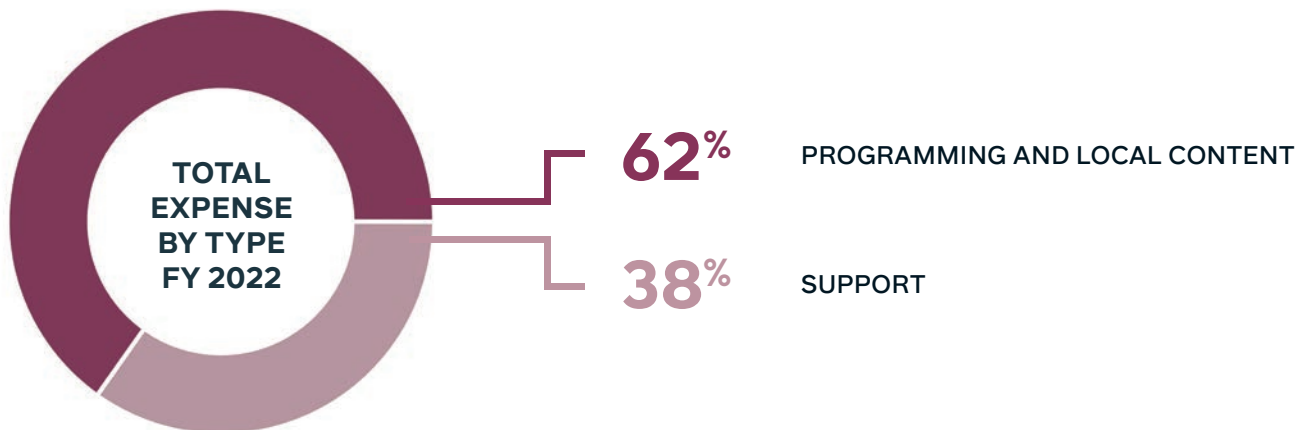
| SUMMARY STATEMENT OF OPERATING ACTIVITIES For the Year ending September 30, 2022 | |
|---|---------------------|
| OPERATING REVENUE | |
| Contributed Revenue | \$24,729,059 |
| Earned Revenue | \$2,002,727 |
| Total Operating Revenue | \$26,731,786 |
| | |
| OPERATING EXPENSES | \$26,459,683 |
| | |
| NET OPERATING RESULT | \$272,103 |

FINANCIAL INFORMATION

REVENUE:



EXPENSES:



CONTRIBUTORS

ALL LISTS REPRESENT FISCAL YEAR 2022 (OCT 1, 2021 - SEP 30, 2022). FOR MORE INFORMATION, CALL 216.916.6154.

IDEAL LEADERS | *These generous individuals provided support at or above \$1,200 in FY22*

LUMINARY:

\$100,000 & ABOVE

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ILLUMINATOR:

\$50,000-\$99,999

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INSPIRER:

\$25,000-\$49,999

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Rebecca Dunn
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