

WHAT

WE

BUILT



TOGETHER



ideastream
public media

WVIZ WKSU WCLV JazzNEO

FISCAL YEAR 2025

Community Report



FISCAL YEAR 2025 REPORT TO THE COMMUNITY

WVIZ

WKSU

WCLV

JazzNEO

THE
OHIO
CHANNEL

THE OHIO
NEWSROOM

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

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

This year marked a defining moment for public media. Across the country, public media organizations, including Ideastream Public Media faced the loss of federal funding that had long helped support local service. Here in Northeast Ohio, the response was immediate and inspiring. This community stepped forward and affirmed that public media is not optional—it is a shared public good, worth protecting and strengthening. That response reinforced the essential role of trusted journalism, meaningful storytelling, and connection, and it underscored a collective commitment to build what comes next.

In the face of uncertainty, Ideastream did not retreat. Instead, we moved forward alongside our community to help shape the future of public media. Together, we shifted from protecting the past to building the future: a stronger foundation for trustworthy news, inspiring entertainment, timeless music, and lifelong learning across Northeast Ohio. That spirit is captured in this year's report, ***What We Built Together***. Every program, story and event highlighted here reflects the power of collective action.

That impact was visible across all areas of our work. Our news initiatives amplified local voices and fostered civic engagement, helping ensure Northeast Ohioans remain informed and connected. Our entertainment programming celebrated milestones and brought people together through shared experiences. Our music services continued to elevate regional talent while reaching audiences far beyond our borders, and our learning services supported children and families with enriching resources.

Throughout the year, Ideastream also remained steadfast in its commitment to serve. Despite the permanent loss of \$2.7 million in federal funding from our annual budget, we continued to invest in our communities—from supporting young learners and families to creating opportunities for meaningful dialogue and cultural connection. This resilience was powered by the generosity, advocacy, and belief of the people we serve.

As you explore this report, we hope you see more than a reflection of the past year. We hope you see the beginning of what's to come. Because of this community, Ideastream Public Media is both sustained and evolving. And as public media continues without federal funding, the ongoing support of this community will remain essential year after year. Together, we are building a future rooted in trust, creativity, and connection. Thank you for being part of ***What We Built Together***.

A stylized white signature of Kevin E. Martin on a pink background.

Kevin E. Martin
President and CEO



A stylized white signature of David D. Legeay on a blue background.

David D. Legeay
Board Chair

ideastream news

IDEASTREAM NEWS is Northeast Ohio's trusted source for local journalism. With a dedicated team, Ideastream News provides in-depth coverage of the issues that matter most to the region. Local voices are amplified through *Sound of Ideas* Community Tours and the engaged journalism *Sound of Us* series. From government and education to arts and culture, Ideastream News highlights the stories that make Northeast Ohio unique.



SOUND OF IDEAS

Sound of Ideas: Community Tours engaged local audiences, including conversations about Cleveland's Latino community and the 50th anniversary of Cuyahoga Valley National Park. Community questions drove the discussions. Stephanie Haney joined as host, bringing energy to shape the show's future.

◆ **FIVE COMMUNITY TOURS** were broadcast locally on radio and statewide on television.



COMMUNITY ENGAGEMENT

Community engagement remained at the core of our news services in 2025. Through ***Sound of Us***, we featured local voices and fostered storytelling across Northeast Ohio. Our ***Listen. Engage. Vote.*** coverage kept residents informed on elections, empowering significant participation throughout the year.

◆ **100,000 USERS** engaged with election content throughout the fiscal year.



LIVING FOR WE: SEASON 2

The ***Living For We: Keep Ya' Head Up*** podcast spotlighted the impact of gun violence on local youth, shared community resources and amplified voices of those seeking change. Through real stories and expert insights, the series confronted the crisis and inspired hope for safer neighborhoods.

◆ The second season of the podcast received more than **27,140 TOTAL DOWNLOADS**.



HIDDEN HISTORY

Hidden History uncovered unique local stories, from Akron's tunnels to the Little Cuyahoga River, engaging audiences across the region. Hosted by Ideastream reporter and producer Anna Huntsman, the series expanded due to strong community interest, connecting viewers with local history.

◆ ***Hidden History*** received more than **111,600 VIEWS** on Instagram.

ideastream entertainment

IDEASTREAM ENTERTAINMENT informs, inspires and connects audiences with quality programming for all ages, offering acclaimed dramas, mysteries, science and nature programs, plus enriching educational content. The award-winning local show *Applause* celebrates Northeast Ohio's thriving arts and culture scene. As a free public service, Ideastream delivers wholesome content to the community.



WVIZ 60TH ANNIVERSARY

WVIZ marked its 60th anniversary by reuniting volunteers and fans in a memorable celebration. We also brought the festivities to Cleveland's **One World Day** with a decorated booth, special giveaways, and community connections — honoring our legacy and strengthening ties across Northeast Ohio.

◆ WVIZ was the 100TH PUBLIC TELEVISION STATION to sign on in the United States.



APPLAUSE

Applause celebrated artists and stories from across our 22-county region. Broadcast on WVIZ and digital platforms, the show brought local creative energy to our audience. From striking portraits in Youngstown to accessible ballet in Berea, *Applause* made arts and culture coverage within reach for all.

◆ The most popular episode showcased **THE CLEVELAND MUSEUM OF NATURAL HISTORY**.



RICK STEVES' WHY WE TRAVEL

Ideastream presented **Rick Steves: Why We Travel**, where the travel expert discussed the importance of broadening our perspectives by exploring the world. A meet-and-greet reception followed the event, allowing local fans to connect with Rick and share their love of travel with one another.

◆ More than **1,360 TICKETS** were sold to this event in Playhouse Square's KeyBank State Theatre.



AKRON ROUNDTABLE

The **Akron Roundtable**, established in 1976, made its WVIZ debut in 2025 with speaker presentations of global, national and regional importance. Each event was recorded by ZTV media studies students with guidance from Ideastream, Western Reserve PBS, and The University of Akron.

◆ The most popular episode featured **Apollo's Fire** co-founder, **JEANNETTE SORRELL**.

ideastream music

IDEASTREAM MUSIC shines a spotlight on the “Music that Moves You” across Northeast Ohio. Through classical music on WCLV, the eclectic sounds of JazzNEO and cutting-edge local talent presented on *Shuffle* and *Ovations*, Ideastream Music connects audiences with the region’s musical culture, fostering appreciation and a deeper connection to the sounds that shape the community.



THE CLEVELAND ORCHESTRA NATIONAL BROADCAST SERIES

Since 1965, WCLV has broadcast The Cleveland Orchestra concerts, including live broadcasts from Severance Music Center. In addition, WCLV Program Director Bill O’Connell hosted a series distributed to radio stations around the country and Europe, expanding our offerings around the world.

◆ “I’m so happy to listen to this concert from Tokyo.” – **Facebook user**



APPLAUSE PERFORMANCES

Applause Performances presented studio sessions and interviews with Northeast Ohio musicians. This local arts and culture program invited our audience to concerts by the region’s most talented artists. Viewers on WVIZ and digital platforms enjoyed music by Theresa May, rock trio C-Level, and more.

◆ The most popular episode featured Americana act **COUNTRY HONK**.



SHUFFLE

The **Shuffle** podcast served as a backstage pass to Northeast Ohio’s independent music scene. The series featured conversations with performers to highlight the stories behind the music. The most popular episode showcased Cleveland noise artist Slugg as she turned heavy sounds into a healing experience for listeners.

◆ The series received over **25,000 TOTAL DOWNLOADS**.



TRI-C JAZZFEST

The 46th **Tri-C JazzFest** invited attendees to groove at the annual event. Ideastream’s **JazzNEO**, the region’s only full-time jazz station, engaged with the community in the Jazz Kitchen, where our hosts interviewed performers. Here, guests, musicians, and JazzNEO hosts shared their loved of the genre.

◆ Nearly **500 ARTISTS PERFORMED** at the Tri-C JazzFest playing jazz and other genres.

ideastream learning

IDEASTREAM LEARNING serves educators, caregivers, and young learners across Northeast Ohio ensuring that children have access to resources that enrich their development. As the region's trusted source for PBS KIDS programming and the locally produced, award-winning *NewsDepth* show, Ideastream Learning is committed to fostering curiosity, critical thinking, and a lifelong love of learning.



NEWSDEPTH

NewsDepth, Ideastream's instructional multimedia series, premiered its 55th season. The weekly program presented child-friendly news in an appropriate format that supported Ohio's Learning Standards. *NewsDepth* was broadcast statewide on PBS member stations and made available to stream on-demand.

◆ **Season 55 of *NewsDepth* received more than 101,670 TOTAL STREAMS.**



PBS KIDS PROGRAMMING

Ideastream dedicated over 45 hours each week to PBS KIDS programming on WVIZ. The PBS KIDS 24/7 streaming channel and its website featured educational programs and learning activities. We also hosted a free **Be My Neighbor Day** event, which included Daniel Tiger characters, crafts, and more.

◆ **212 GUESTS attended Be My Neighbor Day at the Cleveland Museum of Natural History.**



EDUCATIONAL OPPORTUNITIES FOR CHILDREN AND FAMILIES

Ideastream provided learning opportunities to families throughout Northeast Ohio. These opportunities focused on literacy and mathematics as we partnered with libraries, schools, and more. Early learners benefited from free activities that merged play and media to improve learning outcomes.

◆ **Ideastream brought vetted learning resources to more than 1,000 FAMILIES.**



A COMMITMENT TO LEARNING

Ideastream offered co-learning opportunities in Akron, where children and their caregivers learned as a team. Despite lost funding from the Corporation for Public Broadcasting and the U.S. Department of Education, Ideastream honored our commitment by continuing to provide these services.

◆ **75 FAMILIES received Ideastream's co-learning opportunities across Akron.**

ideastream financial information

SUMMARY STATEMENT OF FINANCIAL POSITION (For the Year ending September 30, 2025)

TOTAL ASSETS  **\$93,477,546**

Liabilities  **\$7,656,088**

NET ASSETS:

Without Donor Restriction  **\$77,963,227**

With Donor Restriction  **\$7,858,231**

**TOTAL LIABILITIES
AND NET ASSETS**  **\$93,477,546**

SUMMARY STATEMENT OF OPERATING ACTIVITIES (For the Year ending September 30, 2025)

Contributed Revenue  **\$25,924,182**

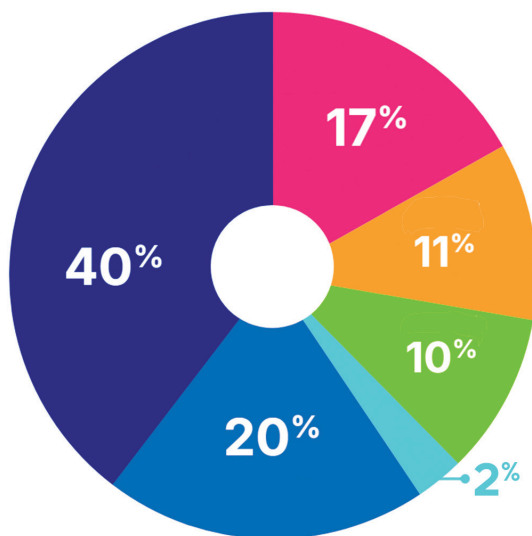
Earned Revenue  **\$3,586,423**

OPERATING REVENUE  **\$29,510,605**

\$27,328,556  **OPERATING EXPENSES**

NET OPERATING RESULT  **\$2,182,049**

TOTAL REVENUE BY TYPE FY25:



40%

MEMBERSHIP SUPPORT

Individuals

20%

OTHER SUPPORT AND EARNED REVENUE

17%

FOUNDATION AND CORPORATE SUPPORT

11%

BROADCAST EDUCATIONAL MEDIA COMMISSION

State

10%

CORPORATION FOR PUBLIC BROADCASTING

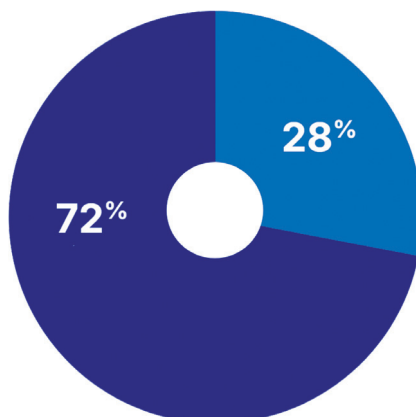
Federal

2%

CUYAHOGA ARTS AND CULTURE

County

TOTAL EXPENSES BY TYPE FY25:



72%

PROGRAMMING AND LOCAL CONTENT

28%

SUPPORT

ideastream public media

BOARD OF TRUSTEES

CHAIR

David D. Legeay

IMMEDIATE PAST CHAIR

Sandra Kiely Kolb

VICE CHAIR

Alayne L. Reitman

SECRETARY

Bruce A. Loessin

TREASURER

S. Craig Brooks

PRESIDENT AND CEO

Kevin E. Martin

TRUSTEES

Lewis W. Adkins, Jr.

Raj Aggarwal, PhD, CFA*

Virginia Nord Barbato

Dr. Laura Bloomberg**

Roseanne Deucher

Dr. Todd Diacon

Christopher (Chris) Donovan

George R. Droder

Lauren A. Gibson**

Michael E. Goldberg

Eric S. Gordon

Nancy Hancock Griffith, Esq.

Thomas Mandel**

Karen T. Manning, JD, CAP, AEP

Quentin L. McCorvey, Sr.

Tania Menesse

Trent M. Meyerhoefer

Sean Richardson

Stephen L. Strayer, CFP

Diana Strongosky

Belva Denmark Tibbs

Matthew R. Wyner

Deborah W. Yue

TRUSTEES EMERITI

Robert Conrad

Lauren Rich Fine

Jeanette Grasselli Brown*

Sondra J. Hardis

Kevin M. McMullen

Larry Pollock

Julie Adler Raskind

Robert S. Reitman

Chairman Emeritus

James S. Simon

Robert C. Smith

William R. Stewart

Frederick G. Stueber

Daniel P. Walsh, Jr.

Thomas A. Waltermire

CHAIR'S COUNCIL

Robert W. Bruml

William R. Calfee

Michael A. Ellis

Natalie Epstein

Charlotte A. Fowler

JoAnn Glick

Richard J. Knapp

Rik Kohn*

Terry Kovel

Marcia Levine

Richard G. Marschner

Stephanie Y. McHenry

Cathy Pollard

Barbara S. Rosenthal

Linda A. Striefsky

Margaret S. Wheeler

Margaret W. Wong

William J. Zelei

CHIEF DEVELOPMENT AND MARKETING OFFICER

Yvette Cook Darby

CHIEF FINANCIAL OFFICER

Faith N. Noble

GENERAL MANAGER

Jenny Northern

CHIEF CONTENT OFFICER

Mark A. Rosenberger

CHIEF EXPERIENCE OFFICER

Mike Shafarenko

GENERAL MANAGER, OHIO PUBLIC MEDIA SERVICES

Dan Shellenbarger, Ph.D., MFA

* Deceased

** Elected to the Board of
Trustees on November 13, 2025
(Fiscal Year 2026)

◆ Experience the complete Report to the Community at ideastream.org/fy25-report.

◆ news

◆ entertainment

◆ music

◆ learning