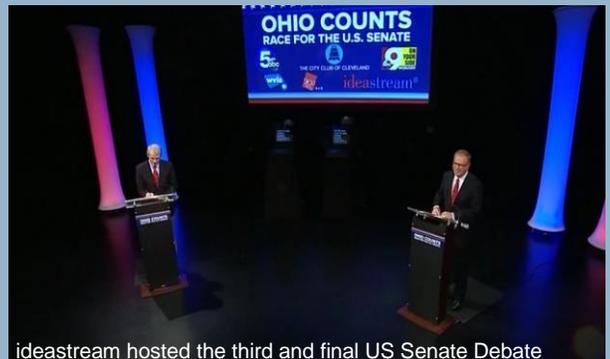


# ideastream®



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



ideastream hosted the third and final US Senate Debate between Ohio Senator Rob Portman (left) and Governor Ted Strickland (right). In addition to WVIZ/PBS and 90.3 WCPN, debate media partners included WEWS in Cleveland and WCPO in Cincinnati—both EW Scripps stations and ABC affiliates. Moderators included Karen Kasler of the Ohio Public Radio and Television Statehouse News Bureau, managed by ideastream. The debate, aired live and video-streamed without commercials, was broadcast by television and radio stations around the state.

### The mission of ideastream is to strengthen our communities.

ideastream pursues this mission as a multiple media public service organization by providing distinctive, thought-provoking programs and services that enlighten, inspire, educate and entertain.



ideastream is the consolidation of eight different programs and services that had previously been independently managed; WVIZ/PBS with four channels of public TV service; 90.3 WCPN, Northeast Ohio's NPR news and public affairs station; WCLV Classical 104.9; Civic Commons, a community engagement platform; management on behalf of Ohio's public broadcasting stations of the Ohio Public Radio and Television Statehouse News Bureau and The Ohio Channel, a statewide public affairs television channel available by broadcast and on the web; management on behalf of a consortium of local K-12 school systems of NOTA (North Ohio Technology Association, a broadband interactive distance learning network for K-12 schools); and SMART (Science and Math Achievement Required for Tomorrow), a professional development program for teachers.

ideastream achieves its mission of strengthening our communities by acquiring, creating and distributing high quality radio, television and web content that focuses on areas that have been identified as priorities by Northeastern Ohio residents.

WVIZ/PBS presents educational, cultural and informational programs 24 hours a day, including 12 hours each weekday for children. 90.3 WCPN and WCLV Classical 104.9 offer 24 hours of news, information and music programming each day. Much of ideastream's radio and television content is also available—*anytime, anywhere*—on the web at [ideastream.org](http://ideastream.org).

*"We're dumping cable TV since all we watch is PBS."*

*"Your network is an awesome resource for my family, and I thank you!"*

*"We love Peg + Cat, Sesame Street, Dinosaur Train and Daniel Tiger. We watch our grandkids and they have learned so much just from watching with us and talking."*

*"My go to place."*

– Northeast Ohio WVIZ/PBS member comments provided during 2016 pledge campaigns

*"ideastream continues to be the key convener for health issues starting in the home, in the community and up through the medical system."*

– MetroHealth Medical Center physician, 2016

Programming and public service at ideastream centers on topics identified by Northeast Ohioans as “what matters most to them and their communities” through The Listening Project, now in its 15<sup>th</sup> year. Key interests include: arts and culture, health and science, education, community issues and the State of Ohio. In 2016, ideastream created and broadcast more than 2,900 highly researched, top-quality, in-depth, locally produced programs and stories covering an extensive array of issues and topics across these identified areas, as well as one more important focus—spotlight the region.

## Arts and Culture

ideastream is a champion of arts and culture. Respondents to *The Listening Project* surveys continually cite Northeast Ohio’s abundance of arts and culture organizations and opportunities as major assets in this region and as reasons why people choose to live and work here. ideastream publicizes and broadcasts extensive arts-based programming and celebrates the wealth of Northeast Ohio’s cultural gems, boosting regional pride and encouraging support for local cultural institutions.

During 2016, ideastream aired more than 1,080 stories and programs exploring the vibrant regional arts and cultural scene. Television stories and programs were broadcast on *Ideas* and *Applause* on WVIZ/PBS. Radio stories and programs aired on *The Sound of Ideas*® or *The Sound of Applause* on 90.3 WCPN. Topics highlighted include:

- Re-Design of Downtown Cleveland’s Public Square
- Ohio being home to some of the nation’s top libraries
- The Annual Cleveland International Film Festival
- The 2016 Cleveland Arts Prize award winners
- The Rock & Roll Hall of Fame’s Rock Box Project Creating a Musical Soundscape Through Downtown Cleveland
- The Cleveland Cavalier’s NBA Championship and the Northeast Ohio celebrations
- The annual Tri-C (Cuyahoga Community College’s) Jazz Festival
- *The Land* filmmakers are proud of their Cleveland Roots

WVIZ/PBS partnered with the National Park Service’s James A. Garfield National Historic Site and Lakeview Cemetery to present a preview of *Murder of a President*, the docu-drama from the acclaimed PBS series *American Experience* that aired nationally in February 2016. Related content was broadcast on 90.3 WCPN and WCLV 104.9. ideastream Senior Arts and Culture Reporter/Producer David C. Barnett’s story about the Ohio roots of President Garfield was distributed by NPR/WBUR’s *Here & Now*.

ideastream hosted several PBS and NPR programs and personalities in April. First, Cokie Roberts, commentator for NPR and ABC News, shared her insights on the (then upcoming) presidential election and research for her latest book, *Capital Dames: The Civil War and the Women of Washington 1848-1868*, before a sold-out audience. Next, ideastream held a community premiere for three *Antiques Roadshow* episodes (produced in Cleveland during summer 2015) prior to their national broadcasts in May 2016. Executive Producer Marsha Bemko previewed segments and shared behind-the-scenes revelations during a community presentation and reception. Then, Tavis Smiley came to broadcast his nightly PBS television show from the Idea Center®. Cleveland was the first stop on his “One Great Idea” tour designed to showcase great ideas that were working well in each of the five cities visited. The Cleveland show highlighted an effective, county-wide, early childhood education initiative.

WCLV 104.9 aired live and recorded performances of both locally and nationally recognized ensembles and organizations. Broadcasts included Cleveland Orchestra concerts commemorating the station’s 50<sup>th</sup> anniversary of airing Orchestra concerts from Severance Hall, its home, as well as the Orchestra’s annual community *Martin Luther King Jr. Celebration*, *Star Spangled Spectacular* and neighborhood residency concerts; extensive coverage of ChamberFest Cleveland’s fifth season; Oberlin Conservatory’s 2016 Cooper International Piano Competition; the bi-annual Cleveland International Piano Competition; and Baldwin Wallace University’s Men’s Chorus’ annual holiday community concert at the Idea Center. National productions included hosting auditions and a live-studio recording of NPR’s *From the Top* with Christopher O’Riley featuring several talented youth who live and study in Cleveland. Segments of these WCLV 104.9 broadcasts were included in ideastream-produced television, radio, web and social media offerings.

## Education

WVIZ/PBS ideastream functions as Ohio’s “largest classroom” with interesting and informative educational programming for all ages. WVIZ/PBS devotes more than 60 hours each week to commercial-free children’s educational programming that not only prepares young children for school, but also encourages lifetime learning. The shows in the PBS KIDS lineup are perennial favorite viewing choices for families, and the affiliated website has many fun and practical ideas and activities that build on the shows’ content to deepen learning in entertaining ways. From *Clifford the Big Red Dog* to *Nature Cat*, both children and adults have fun exploring learning together. ideastream Education programs encompassed a wide range of learning opportunities that included professional training and workshops for teachers, at-home and in-class offerings for school children, state-of-the-art distance learning capability in the Idea Center, and creation of in-depth content that covered significant education issues in the state. Then, the SMART (Science and Mathematics Achievement Required for Tomorrow) Consortium delivered school-based classroom support in the areas of mathematics, science and English/Language Arts and conducted over 100 workshops sessions impacting close to 300 educators in Cuyahoga, Lorain and Summit counties. By the end of the 2015-2016 school year, ideastream had been in the schools 11,934 days!



## 2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

During 32 school weeks, ideastream produced *NewsDepth*, a weekly multimedia program intentionally designed to connect students in grades 3-8 to current events that respond to Ohio's Learning Standards and expectations for college and career readiness. Each 30-minute show is accompanied by vocabulary, writing prompts, an online poll and web links to expand digital literacy opportunities. In its 47<sup>th</sup> season, *NewsDepth* airs on WVIZ/PBS and, through its web presence online at [www.ideastream.org/newsdepth](http://www.ideastream.org/newsdepth), is accessible to all Ohio classrooms for unlimited viewing and discussion by teachers, students and families.

ideastream Education hosted two *Cleveland Connects: The First Two Thousand Days* early childhood symposiums in partnership with PNC Bank and the Northeast Ohio Media Group to illuminate issues surrounding high-quality pre-school. In April, a panel explored what high-quality Pre-K programs look like. A November panel assessed the progress of local agencies and looked ahead to the future. Both events, moderated by 90.3 WCPN's *The Sound of Ideas*® host Mike McIntyre, provided content for other ideastream stories and programs broadcast on WVIZ/PBS and 90.3 WCPN.

More than 160 Northeast Ohio educators participated in ideastream Education's 2016 Annual Technology + Learning Conference in November. Sessions, which sold out in advance, included *Engaging with the World: Digital Literacy and NewsDepth* and *PBS KIDS Resources to Support Early Childhood Learning*.

During 2016, ideastream aired nearly 250 education-related programs and stories through the education news initiative, *StateImpact Ohio*, a CPB-funded project on Education reporting executed through a journalism collaboration between ideastream, WKSU/Kent-Akron and WOSU/Columbus that focuses on all aspects of education in Ohio. *StateImpact Ohio* covered topics ranging from examining the correlation between districts in poverty and low State Report Card grades, student loan debt collection, to charter schools struggling to keep track of student learning hours and the ESSA roll-out (Every Student Succeeds Act).

### Community Issues

While *Listening Project* respondents report that community assets include arts and culture, excellent academic institutions, superb parks, access to exceptional health care and more, Northeast Ohioans express concerns facing our community. Residents worry about the economy, jobs, infrastructure, poverty, racism and racial tension.

During 2016, ideastream produced more than 1,300 stories on the economy and jobs, government and politics. Stories included:

- *As Ohio goes, so goes the nation? Maybe not this presidential year*
- *New cyber Ohio initiative meant to protect businesses in Ohio from hackers*
- *Lawmakers activists seek to end Gerrymandering*
- *Consent decree and opioid crisis among top priorities for the new Cleveland Attorney General*
- *"Rust belt:" Does the phrase still reflect our region?*

Cleveland was in the national spotlight in July during the 2016 Republican National Convention. PBS' *Washington Week with Gwen Ifill* came to town to broadcast its nationally distributed program the Friday prior to the convention. A sold-out crowd attended the taping, which was followed by a second program billed as a *Washington Week Extra—Cleveland Edition*. With the combined PBS and NPR coverage of the convention, ideastream also presented "Women Who Rock: Election Stories from Women Behind the News" featuring NPR reporters Mara Liasson and Rachel Martin plus Beth Donovan, senior Washington Editor, as well as a luncheon with NPR's *Morning Edition* newscaster Korva Coleman. On three of the four nights of the RNC, WVIZ/PBS was among the top 10 PBS stations in the country for viewership.

Each weekday on 90.3 WCPN *Sound of Ideas*, experts and civic leaders in Northeast Ohio discussed topics of importance to the region. The program was also seen on TV statewide on The Ohio Channel. A weekly Reporters Roundtable on Fridays broadcast on 90.3 WCPN from 9am-10am and on WVIZ/PBS *Ideas* from 7:30-8pm provided thoughtful analyses of issues of local significance, including in-depth coverage of government and politics including elections and election issues. As noted earlier, our city and the entire State were in the spotlight before, during, and after the 2016 RNC.

In addition to covering the election, ideastream created and produced extensive multiple media coverage commemorating the 50<sup>th</sup> anniversary of the Hough Riots, which caused much turbulence in that Cleveland neighborhood in the 1960s. Features brought the story of the past, present and future to audience members. One unique aspect of the coverage was the sharing of 30 hours' worth of public testimony, now stored at the National Archives, from the US Civil Rights Commission which came to Cleveland a few weeks before the riot. Stories aired across the State through the statewide television program *The State of Ohio*.

In an expanded partnership with the City Club of Cleveland, WVIZ/PBS, 90.3 WCPN and WCLV 104.9 broadcast numerous high-profile addresses, debates and roundtable discussions, and shared content across media streams.

- The 2016 State of the Cleveland Metropolitan School District address
- The RNC and DNC conventions and the 2016 election
- Gender equity in the workplace
- The 2016 State of the County address

## Health and Science

As convener of information, ideastream helps the community understand and successfully address increasingly complicated health issues that can lead to improved health outcomes. Be Well, the ideastream health initiative since 2009, remains an effective multiple media and regionally focused source of information about wellness, disease prevention, current treatment options and emerging technologies that present information specifically tailored to the Northeast Ohio audience.

Be Well *Healthy People, Healthy Places, Healthy Future* informed people about prevalent health issues, explained existing and new treatment options and encouraged people to improve and perhaps, change their lives through healthy lifestyle decision making. Over the year, multiple media content covered four broad themes during designated time frames:

- Diet and Food | January - March
- Healthy Beginnings | April – July
- Tracking the Trees | August – November
- Derailed by Stress | December

In 2016, Be Well specials aired on WVIZ/PBS on Mondays at 7:30pm between January and October and then on Sundays at 11:30am from November through December. Segments also ran on WVIZ/PBS World. Additionally, throughout the year, the Sound of Ideas®, the popular local current events call-in radio show that airs weekdays 9-10 am on 90.3 WCPN, devoted entire shows, or portions of some shows, to health issues. Additionally, Be Well *Healthy People, Healthy Places, Healthy Future* radio segments were routinely featured on morning broadcasts during NPR's *Morning Edition* and during afternoon and evening broadcasts of NPR's *All Things Considered*, and were woven into other PBS and NPR offerings. Content was also included in the ideastream-produced television program *The State of Ohio*, which airs on WVIZ/PBS and on other PBS stations/cable channels across the State of Ohio.

During 2016, ideastream produced 308 health and science programs, including:

- A local mother's fight to promote healthy eating
- Exploring issues affecting newborn health in Northeast Ohio
- Exploring links between trees and air quality
- The Toll of Workplace Stress on First Responders

## State of Ohio

ideastream covered Ohio from all perspectives via the Ohio Public Radio and Television Statehouse News Bureau, delving into important issues and taking the concept of community and anytime, anywhere access to the statewide level by producing the *State of Ohio*, the only state weekly program about the activities of the state legislature and government. The program produced specials such as primary and general election coverage, the State of the State address by the governor, and routinely provided a review of the past year and forecast of the upcoming year. Particularly significant highlights included:

- ideastream, with WBFO Buffalo and WXXI Rochester, formed the Great Lakes Regional Journalism Collaborative to create original, in-depth reporting across multiple platforms that impact the region and the country.
- ideastream collaborated closely with NPR affiliate WKSU to coordinate coverage of the Republican National Convention. The Statehouse News Bureau also rotated and supplied substantial coverage to Ohio Public Radio Stations

The Ohio Channel, a service of Ohio's public broadcasting stations managed by ideastream, combines Statehouse coverage with locally produced PBS programs to give a statewide perspective on issues that affect the lives of all Ohioans. Using live Statehouse programming supplied by Ohio Government Telecommunications and distributed by the Broadcast Educational Media Commission, the Ohio Channel provides the most comprehensive coverage of state government issues. The channel also maintains an extensive video library on the Governor, Ohio House Finance Committee, Ohio House of Representatives, Ohio Senate, Ohio Senate Finance Committee, and the Supreme Court of Ohio.

## Spotlight the Region

Recognized for producing in-depth features and award-winning special programs, ideastream premiered two new documentaries. *Violins of Hope: Strings of the Holocaust* premiered on WVIZ/PBS in February 2016 and has been offered to other PBS stations nationwide. The one-hour documentary, narrated by Academy Award-winning actor Adrian Brody, featured Israeli violinmaker Amnon Weinstein and his efforts to restore violins recovered from the Holocaust. The work was named Best Documentary at the 2016 Vienna International Film Festival. In October, *America's Theater: Cleveland Play House*, a special celebrating the 100<sup>th</sup> anniversary of America's first professional regional theatre, premiered locally on WVIZ/PBS. The 30-minute program featured interviews with CPH alumni—including Academy and Tony Award-winning actor Joel Grey and actor Rich Sommer, from the hit AMC series *Mad Men*—along with *Chicago Tribune* Chief Theater Critic Chris Jones. The Idea Center premiere was followed by a community engagement event and reception. (See next page.)

## American Graduate: Storytelling Contest

The American Graduate Storytelling Contest was designed for students at risk for dropping out of high school due to a personal challenge to share their success stories, specifically about a *champion* who helped them overcome their odds. WVIZ/PBS ideastream Education, in partnership with the Cleveland Metropolitan School District's *Get 2 School Attendance Campaign*, sought entries from 9<sup>th</sup>-12<sup>th</sup> grade students. More than 160 students from 18 CMSD high schools entered. The entries, which included media and visual artwork, illustrated the students' will to succeed and how they overcame social, academic, physical and emotional challenges to stay in school. The top five scored entries received Grand Prizes and were featured during the Celebration of Champions event, which included a presentation moderated by ideastream's (now former) Senior Host/Producer for Arts and Culture Dee Perry.



American Graduate Storytelling Contest Event  
ideastream's (former) Senior Host/Producer Dee Perry (right) speaks with a Cleveland high school student (middle) and her champion (her mother).

## America's Theater: Cleveland Play House

This 30-minute ideastream-produced documentary, narrated by Emmy Award-winning actress Marlo Thomas, shined the spotlight on the history-making theater, which received the 2015 Regional Theatre Tony Award. The program featured interviews with CPH alumni—including Academy and Tony Award-winning actor Joel Grey and actor Rich Sommer, from the hit AMC series *Mad Men*—along with Chicago Tribune Chief Theater Critic Chris Jones. A capacity audience attended the ideastream preview, which was followed by a lively panel discussion moderated by ideastream Senior Arts and Culture Reporter/Producer David C. Barnett.



From left to right: The Plain Dealer Theatre Critic Andrea Simakis, CPH's Artistic Director Laura Kepley, Associate Artistic Director Robert Barry Flemming and Director of Education Pamela DiPasquale speaking with ideastream's David C. Barnett.

## Tavis Smiley

Tavis Smiley brought his late night PBS *Tavis Smiley* talk show and his public radio program *The Tavis Smiley Show* to the Idea Center twice in 2016. In April, he included Cleveland in his weeklong "One Great Idea Tour," designed to inspire the nation with solutions to some of this country's most difficult challenges. Among five featured cities, several Cleveland early childhood professionals shared what our community is doing to improve early childhood education. Tavis returned in December where he taped two back-to-back segments for The Tavis Smiley Show titled "Courting Justice," an unprecedented series of national town hall meetings where state supreme and appellate court judges engage in dialogue with members of the communities they serve by providing disenfranchised stakeholders an opportunity to discuss issues that erode trust in our judicial system and then help craft concrete solutions.



From left to right: Lakewood, Ohio Municipal Judge Patrick Carroll, Former Justice, the Supreme Court of Ohio Yvette McGee Brown, Cleveland Municipal Court Judge Ronald B. Adrine and Supreme Court of Ohio Chief Justice Maureen O'Connor speak with Tavis Smiley.

## The Ideas Family 24/7

This year, ideastream rolled out the Ideas Family, a unique family of companion television/radio/web and community engagement efforts, which includes *The Sound of Ideas*®, heard daily Monday through Friday, 9-10am on 90.3 WCPN, an expansion of *Ideas*, the Friday evening television news round-up program on WVIZ/PBS, to a daily weeknight show now broadcast at 7:30pm, and *Ideas NOW 24/7*, a web, social media and mobile platform compilation of all *Ideas* stories.

### Partnerships:

With a major commitment to the ideastream *Campaign for Community* from the Westfield Insurance Group, a long-time, significant partner of the organization, ideastream moved forward by adding necessary resources across staff and technology. At the same time, ideastream and The City Club of Cleveland formalized their long-standing relationship enabling ideastream to capture and incorporate City Club content into daily programming across all platforms.

### Reach in the Community:

The *Ideas* family expansion significantly extended information access to 24/7. With technological upgrades, the new family format made all news and information accessible and usable before, during and after broadcast delivery with accessibility online and through social media, in full-length and excerpted versions. Daily content has been aptly “chunked” to web and social media.

### Impact and Community Feedback:

Shortly after *Ideas* moved to a daily weeknight program, ideastream senior host/producer Rick Jackson received the following, among other positive feedback:

*Good Morning Mr. Jackson-*

*Didn't want another day to go by without letting you know how wonderful it is to be able to access fresh local content through Ideas. It's really important to me to know what's happening in my city (other than the "news" on the local stations). Ideas provides a great venue to focus on the many things that are going on in and around Cleveland. Your half hour digs deeper into the events and people that make Cleveland the great city that it is. I really never thought that anyone could replace Cleveland's Dick Feagler or Ned Whelan – and you never did. You've made Ideas your own and I appreciate all you do to spotlight Cleveland. I'll see you tonight!*

– WVIZ/PBS audience member



[#ideas](#) hosted by [@rickj903](#) on [@WVIZ](#) is my new favorite show. Solid, in-depth exploration of issues. Watch weeknights 7:30pm.

– Cleveland nonprofit executive

## ideas now 24/7

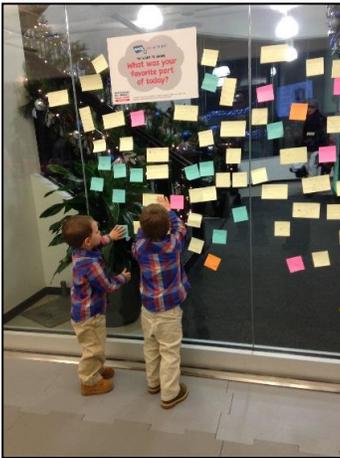
*Ideas Now 24/7*, powered by *Ideas* on WVIZ/PBS and *The Sound of Ideas* on 90.3 WCPN, is your online source for in-depth analysis, context and ideas about the challenges and opportunities in our region.

Watch the *Sound of Ideas* [live stream](#) during the broadcast, 9-10 a.m. Mon-Fri.

In fall 2016, WVIZ/PBS ideastream opened its doors and engaged with Northeast Ohio audience members and families in new and exciting ways boosting public service, entertainment and community outreach activities.



In October, ideastream invited the public to watch a preview of PBS ARTS | FALL FESTIVAL's Great Performances' *Hamilton's America* and then enjoy performances by Progressive Arts Alliance's RHAPSODY Hip-Hop Summer Arts Campers. Fifteen talented teens presented cutting-edge, hip-hop and rap routines (pictured - top) inspired by the groundbreaking musical before a highly-diverse, capacity audience comprised of local HAMILTON and hip-hop fans. The event, designed to attract new audiences, clearly succeeded as more than 230 rsvp'd causing many to place their names on a waitlist! Student participants also benefitted from a special surprise. At the end of their performance, WVIZ/PBS Manager Peg Neeson presented the students with gifts—their own copies of the HAMILTON libretto graciously purchased by an anonymous donor.



In December, in partnership with HIT Entertainment, part of Mattel Creations, and WNET, New York Public Media, ideastream invited families to attend ALL ABOARD: THOMAS & FRIENDS™ in CLEVELAND to watch a special complementary screenings of Thomas & Friends™ episodes, meet, and have their photo taken with taken with Thomas the Tank Engine™ by professional photographers (pictured – bottom) as well as enjoy festive holiday treats complements of Cleveland's own Mitchell's Ice Cream. More than 300 attended the two screenings. Young guests happily provided feedback by sharing their favorite parts of their day on sticky notes (with adult help) and placing them on an interior window for all to read (pictured - middle).



**ALL ABOARD feedback included:**

- My favorite part was meeting Thomas and enjoying ice cream with my family.
- Thomas' eyes...they were silly!
- We love Thomas so much! Best part of the day was hugging Thomas!
- My favorite part of the day was seeing my kids smile when they saw Thomas.
- What a great event! Thank you! - A happy Thomas grandma.