ideastream enhances connections with our users by listening, understanding and fostering dialogues across the region as one of the few community owned and operated media entities serving Northeast Ohio. Programming and public service at ideastream centers on topics identified by local residents as what matters most to them and their communities through The Listening Project, now in its 17th year. The Listening Project is an annual effort by ideastream to identify significant regional topics and monitor the role and value of its programming. Key community interests include: arts and culture, community affairs, education, health and science and the State of Ohio. In 2017-2018, ideastream created and broadcast over 2,500 top-quality, in-depth, locally produced stories and programs covering an extensive array of issues across these identified topics, in addition to convening conversations with over 5,000 attendees at more than 30 community events.

WVIZ/PBS presents educational, cultural and informational programs 24 hours a day, including 12 hours each weekday for children. 90.3 WCPN and WCLV 104.9 offer 24 hours of news, information and music programming each day. Much of ideastream’s television and radio content is also available on-demand — anytime, anywhere — online at ideastream.org.

ideastream is the consolidation of WVIZ/PBS, with five channels of public television service (WVIZ/PBS-HD, WVIZ/PBS OHIO, WVIZ/PBS WORLD, WVIZ/PBS CREATE and WVIZ/PBS KIDS); 90.3 WCPN, Northeast Ohio’s NPR news and public affairs radio station; WCLV 104.9, Northeast Ohio’s classical music radio station; ideastream Education, with educational resources, services and the award-winning children’s series NewsDepth; and management of The Ohio Channel and the Ohio Public Radio and Television Statehouse News Bureau on behalf of all Ohio’s public broadcasting stations.
After watching an ideastream video about lead poisoning, 18-year-old Niya L. said, “I don’t know much about lead poisoning. I really didn’t know what it was until I watched that video... And that’s scary. Because what if I were to buy a house in this neighborhood and then something like that ended up happening to me and my family. I would have never known.”

“My 7th and 8th grade classes use a variety of news sources, however, in 6th grade, we rely solely on NewsDepth. As a teacher, I can’t tell you how much I appreciate this age-appropriate news program.”
– Anne Suntken, Our Lady of the Elms

“Thanks to ideastream for supporting the Cleveland music community.”
– Chris K., Audience Member

“The programming on WVIZ/PBS and 90.3 WCPN has informed, entertained and enriched my life for years.”
– Audience Member from Lakewood, Ohio

“I am very pleased with the thoughtfulness and thoroughness of ideastream’s video series on asthma. Not only does it explain asthma symptoms, triggers and medicine, it also gives a voice to children and families who suffer from asthma and to those who successfully manage it.”
– Tif Huber, Ohio Department of Health Asthma Program

“Thank you so much for your children’s programming. We didn’t realize how fantastic our Cleveland station was until we traveled this summer and the local station only had two hours a day for kids!”
– Audience Member from Lyndhurst, Ohio

“I hope that we will continue to build language of resiliency that will help to reduce suicide in Cuyahoga County. Your efforts so far have set a wonderful example for the rest of the community.”
– Beth Zietlow-DeJesus, Alcohol, Drug Addiction and Mental Health Services Board of Cuyahoga County

“The best station in the land! Thank you for your continued dedication to quality programming and supporting my goal to learn a thing or two every day.”
– Audience Member from Mentor, Ohio
ideastream illuminated the stories of remarkable art and cultural offerings in Northeast Ohio.

ideastream partnered with some of Northeast Ohio’s most iconic institutions to tell their stories by creating original, locally produced specials. Community screenings of these unique ideastream productions were held at the Idea Center®, the headquarters of ideastream.

- Cleveland Metroparks: Celebration of Discovery was a 30-minute special that explored many fantastic features of this 100-year-old park system.
- Blossom Music Center: 50 Years and Counting was a 30-minute special that commemorated the history of Blossom Music Center and re-lived highlights from concerts through the years — just in time to celebrate Blossom’s 50th anniversary.
- Great Performances: The Cleveland Orchestra Centennial Celebration was a co-production of THIRTEEN Productions LLC for WNET, ideastream, The Cleveland Orchestra and Clasart Classic that celebrated The Cleveland Orchestra’s historic centennial. The production aired nationally on PBS and internationally in Germany, Austria, Switzerland, Japan and Finland.

ideastream hosted 36 livestreamed concerts on ideastream.org and Facebook Live. During the performances, online audiences were able to engage directly with performers by commenting on Facebook. 90.3 WCPN’s Applause Performances featured the Julian Lage Trio, Trevor Hall, the cast of Marie and Rosetta [pictured] and more. WCLV 104.9’s First Fridays series brought exclusive performances from Ms. Olga and Vera Holczer from the Aurora School of Music, Mark Kosower, The Dorian Wind Quartet and more to online viewers. Together, these engaging, interactive experiences reached 249,220 people, generated 1,566 comments and were shared 1,022 times. People tuned in nationally and internationally from 18 countries.

To engage and entertain community members with diverse interests in-person, ideastream held a variety of events at the Idea Center with national public media talent.

- The ideastream Grand Tastings and Seminars featured a cooking demonstration with world renowned chef Jacques Pépin [pictured] and his daughter Claudine.
- As part of the Arts and Humanities Alive! Festival in partnership with Cleveland State University, ideastream presented stories from Al Letson, host of Reveal from The Center for Investigative Reporting and PRX.
- Plumbing and heating expert Richard Trethewey of the Emmy Award-winning home improvement show Ask This Old House came to Northeast Ohio to speak with fans.
- America’s Test Kitchen chefs Bridget Lancaster and Julia Collin Davison shared a food demonstration and cooking tips with event guests.

In addition, ideastream provided wide community access to even more performances, presentations, dialogues and arts and culture stories, including:

- Martin Luther King Jr. Celebration Concert with The Cleveland Orchestra
- Living Black History at Lake View Cemetery — four inspiring lectures for high school students that showcased the lives of prominent African-Americans
- Livestream and interview series with winners of The Cleveland Foundation’s 2018 Anisfield-Wolf Book Awards [pictured]
- The Cleveland Orchestra Star Spangled Spectacular
- Making It — a digital video series spotlighting Northeast Ohio entrepreneurs
ideastream engaged and informed community members about critical issues.

Greater Cleveland is one of the country’s most segregated metro areas. It is a region characterized by persistent poverty among African-Americans, with generations of disadvantaged families essentially “stuck in place.” With few exceptions, there are predominantly black neighborhoods and predominantly white neighborhoods. This divide has serious impacts for everyone, relating to education, health, taxes, wealth-building, crime and more. Through its series *Divided by Design*, ideastream looked at how the region came to be this way and why it matters. Segments from the series became part of an interactive exhibit that invites participants to learn the history, interact with the stories and invent the future of undoing structural inequities. To date, 1,000 attendees have visited the exhibit.

With an eye toward the future, ideastream experimented with content on new platforms to engage audiences digitally.

- *The Downtowner* podcast explored Cleveland’s downtown neighborhood while addressing questions about its past, present and future.
- *Cleveland Talks Serial*, both a roundtable podcast and Facebook Group, discussed the third season of the hit podcast *Serial*, which explored the criminal justice system through reports on a series of cases at the Justice Center in Cleveland.

The *Ideas* family of companion programming delivered a comprehensive analysis of news and offered in-depth explorations of critical community issues through the television program *Ideas* on WVIZ/PBS, the radio program *The Sound of Ideas* on 90.3 WCPN and *Ideas Now 24/7* on web and social media. ideastream’s *The Sound of Ideas* Community Tour brought 90.3 WCPN’s radio show out of the studio and into neighborhoods to talk directly to residents across Northeast Ohio about important issues. With four events in 2018 and a total audience size of 385, these moderated discussions between a variety of panelists and audience members addressed the opioid crisis, gun rights, medical marijuana and the arts.

ideastream engaged and listened to communities through a variety of other events and reporting, such as:

- Courting Justice Ohio: A Civil Matter — a year-long initiative in partnership with The City Club of Cleveland and with support from the Cleveland Foundation to engage criminal justice stakeholders and residents on the reforms needed to address the disproportionate impact of fines, fees and bail on the poor
- A Conversation with Vietnam Veterans
- *American Creed: Community Conversation* — a discussion including over 100 high school students and community members that explored the underlying diversity that drives our ever-developing culture
- Cleveland Connects: Rock on a Roll — a community conversation that examined the Rock and Roll Hall of Fame’s road from idea to reality, its impact on the city of Cleveland and its future direction
- Broadcasts, livestreams and digital archives of *City Club Forums*, one of the nation’s oldest continuous free speech forums rooted in a tradition of debate and discussion
- Keeping Up with Cokie Roberts
- An Evening with Scott Simon
EDUCATION

ideastream provided educational programs and services to children, families and teachers.

In its 48th season, NewsDepth, the recipient of two Parents’ Choice Gold Awards, is an instructional multiple media series created and produced by ideastream. The weekly program presented current events to children in an easy-to-understand format and supported Ohio’s Learning Standards for subjects such as math and science. With an easily accessible digital inbox and weekly online polls, NewsDepth provided opportunities for children to interact directly with fair, balanced and entertaining topics. The program is broadcast statewide on PBS affiliate stations and is available to stream on-demand at ideastream.org. During the 2017-2018 school year, NewsDepth received 31,375 website page views, over 18,000 responses to weekly online poll questions and over 8,000 letters and emails from students and teachers.

ideastream, considered the state’s “largest classroom,” delivered over 65 hours of PBS KIDS programming weekly on WVIZ/PBS, as well as managed a learning consortium of nine area school districts, including Cleveland Metropolitan School District, East Cleveland, Bedford and Warrensville Heights City Schools - all of which serve predominately minority and low-income students. Over 4,000 students benefited from these programs presented in classrooms via web-based streaming technology from the studios at the Idea Center. During the 2017-2018 school year, ideastream provided enhanced learning opportunities to 39,275 students in 306 schools and more than 2,966 educators participated in 265 professional development workshops and classroom based one-on-one support sessions. Ohio educators consistently relied on ideastream for quality training about the uses of the latest classroom technology, high yield instructional practices and superior professional development opportunities in the Idea Center learning laboratories.

ideastream co-sponsored Be My Neighbor Day, a family-friendly event for parents and children that was all about being a caring neighbor. The event had approximately 350 attendees and included entertaining and educational activities from 15 community organizations, including co-sponsors the Cleveland Public Library, Fred Rogers Productions, PNC Grow Up Great, PRE4CLE and Starting Point. Complimentary trolley rides were provided between the event in downtown Cleveland and library branches in five neighborhoods across the city.

ideastream served students, teachers and families through a variety of addtional efforts, including:

- Ready To Learn programming delivered early science and literacy learning to children ages 2-8 with a focus on underserved communities
- Local PBS LearningMedia Activities
- Online Learning Opportunities Using PBS Teacherline
- Ed Camps for teachers and educators
- Annual Technology + Learning Conference — attended by approximately 100 educators who are leaders in integrating instructional technology in a way that enhances classroom instruction
- Tech and Trek Conference in partnership with Hiram College — attended by 75 educators from across the nation in 2018
- PBS KIDS Playful Learning for Educators — a professional development series for Head Start directors and staff
- Kids Day at the Zoo — facilitated PBS character visits with children at event
- The Great American Read — shared PBS’ series with viewer participation to select America’s favorite novel locally with content and a community event
HEALTH AND SCIENCE

ideastream provided coverage of health and science information and access to vital resources.

Be Well, ideastream’s on-going multiple media health information series covered various topics that affect Northeast Ohio communities. This award-winning series delved into the science, biology and community impact of a variety of relevant health topics ranging from heart disease and lead poisoning to mental health and addiction. ideastream’s unique approach to health journalism is internationally recognized for being community-focused, data-driven and evidence-based.

- The Be Well Network was implemented to play health stories and videos continuously in the waiting rooms of five federally qualified health centers run by Neighborhood Family Practice, which serves a low-income and minority patients in Northeast Ohio.
- Be Well: Kids and Asthma, a multiple media series on childhood asthma produced in collaboration with a neighborhood social service agency, illustrated how social determinants of health perpetuate asthma disparities for African-American children. Videos from the project gained national recognition and are utilized by The Ohio Department of Health and the Cleveland Metropolitan School District for training and parent engagement events.
- Be Well: Heart Health, a YouTube series, reached young adults primarily on mobile devices and tablets with lifesaving tips to prevent heart disease.
- Be Well: Opioids was a 30-minute special that explored the impact of the epidemic on families, as well as costs to society as a whole. It was part of the two-hour program, Ohio’s Addiction: Roads to Recovery, simulcast statewide by seven PBS stations across Ohio.

ideastream’s Be Well health unit produced a series of three Facebook Live tours of local research labs featuring interactions with scientists and clinicians. A livestream about colon cancer reached nearly 19,000 people and garnered over 6,800 views and over 450 engagements. The impact of these Facebook Live events was demonstrated when patients and families engaged live to find out how to participate in clinical trials, including one local patient who used information from the video during a consultation with her oncologist.

Opioid Crisis: The Ripple Effect was a collaborative series between ideastream, WXXI and Oregon Public Broadcasting that looked at how the effects of the epidemic extend beyond individual patients and families and impact society. The series incorporated television and radio reports, digital stories, a radio program and a Facebook Live joint event coordinated by PBS WORLD. One story, Heroin Hearts, told of the growing number of young people needing heart valve replacement surgery due to infections stemming from dirty needles. Picked up by Google News and Reddit, this digital segment resulted in over 14,000 page views on the ideastream website.

ideastream created more health reports and participated in health-related events, such as:

- Ohio’s Next Step to Modernize Medicaid: the Behavioral Health Redesign in partnership with The City Club of Cleveland
- Cancer Research in the Media: International Workshop for Scientific Journalism presented by the National Cancer Institute and Instituto Nacional de Cancerología in Mexico City
- Cleveland Clinic’s 2017 Medical Innovation Summit
- 14th Annual Statewide Training Conference presented by the Multiethnic Advocates for Cultural Competence
- Great Lakes Today, a collaborative reporting series with public media stations located in the Great Lakes region
- Series of multimedia reports addressing gun violence as a public health issue
ideastream covered government news and legislative issues from various perspectives.

Starting with the primary season and culminating with the general election in November, ideastream covered races and issues important to Ohioans.

- ideastream played a pivotal role in creating the Ohio Debate Commission, a non-partisan coalition of more than 50 media outlets, academic institutions and civic organizations. The Ohio Debate Commission encouraged candidates to participate in political debates, hoping to inform the electorate and set a high standard for political debates at all levels.
- ideastream produced and shared interviews with all of the Democratic and Republican primary candidates in races for governor and Senate on the Ideas family of programs.
- Ahead of elections in November, the Ideas family of programs conducted in-depth interviews with all 15 candidates, including those affiliated with third parties, for statewide non-judicial offices. Those interviews were shared on all radio, television and the web.
- ideastream produced for statewide broadcast and livestream of a U.S. Senate debate between Sherrod Brown and Jim Renacci and a gubernatorial debate between Richard Cordray and Mike DeWine. Both debates were organized by the Ohio Debate Commission.
- You First! election coverage put Ohio voters first by asking them about the issues that mattered most to them. ideastream producers and reporters used voter feedback to shape interviews with statewide candidates, a segment for our weekday interview and call-in radio show, The Sound of Ideas, and a radio news story.
- During the Democratic primary campaign, ideastream partnered with WKYC Channel 3 News and The City Club of Cleveland to produce a one-hour debate with four candidates for governor. It aired on public and commercial radio and TV stations across Ohio.

Talking Jobs with Ohio’s Next Governor was an interactive digital event on October 4, 2018 that connected young Ohioans directly with leading gubernatorial candidates Richard Cordray and Mike DeWine. Talking Jobs was funded by the Corporation for Public Broadcasting through a grant for the American Graduate: Getting to Work initiative. The event resulted in 9,088 page views on the Talking Jobs website and a total watch time of the YouTube livestream of 10,367 minutes. 362 questions for the candidates were submitted by young adults across 44 geographic areas of Ohio.

As the only broadcast outlet dedicated to coverage of state government news and topics of statewide interest, the Ohio Public Radio and Television Statehouse News Bureau, published 780 stories across digital and broadcast platforms. Much of this coverage spotlighting the latest happenings at the Statehouse, in the Governor’s office, at the Ohio Supreme Court and throughout the Buckeye State was featured on the weekly television program, The State of Ohio. The Statehouse News Bureau produced the award-winning television special, Ohio’s Opioid Crisis: Connecting to Care.

ideastream managed The Ohio Channel, a service of Ohio’s public broadcasting stations that 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 (BEMC), and packaging this programming with Ohio PBS station public affairs programming and documentaries, The Ohio Channel provides the most comprehensive coverage of state government issues, including livestreams of sessions from the Ohio House, Senate, Supreme Court hearings, as well as special reports on Ohio’s drug courts and press conferences.