ideastream is committed to serving Northeast Ohioans by listening, understanding and cultivating conversations across the region. As the largest independent, publicly supported media organization serving Northeast Ohio, ideastream provides free, trusted, credible programs and services to 2.8 million people in a typical month. It is recognized locally and nationally as an innovative model for public media, distinguishing itself from other media entities through a deep dedication to community partnerships, civic engagement and innovative use of media.

ideastream owns and operates WVIZ/PBS, with five channels of public television service, 90.3 WCPN, Northeast Ohio’s NPR news radio station and WCLV 104.9, Northeast Ohio’s classical music radio station. It manages ideastream Education, with resources, services and the award-winning children’s series NewsDepth. In addition, on behalf of Ohio’s public broadcasting stations, ideastream manages the Ohio Public Radio and Television Statehouse News Bureau and Ohio Government Television. ideastream’s content focuses on areas identified as priorities by Northeast Ohioans: arts and culture, community affairs, education, health and science and the State of Ohio.

VISION

ideastream is indispensable and highly valued for its unique ability to strengthen our community.

At ideastream, we put you, our user, in the center of everything we do. Our focus is to make MEDIA THAT MATTERS easy for you to find, access and engage with.

Over the past year, we embarked upon our 2019 – 2021 Strategic Plan and began to align ideastream’s strengths to help us better serve our community. As the media landscape continues to change, we started planning for a statewide public radio and digital news collaborative to address a growing need for local journalism. We launched a public media workforce collaborative to increase staff diversity, foster career opportunities and share best practices among regional public media stations. We also fostered civic dialogue and informed the community by reporting local stories and giving a voice to Northeast Ohioans.

MISSION

ideastream is a trusted and dynamic multimedia source for illuminating the world around us.
IDEASTREAM SHARED STORIES ABOUT NORTHEAST OHIO’S RICH CULTURAL ASSETS AND REMARKABLE ARTISTS.

Through *Making Art Work*, a new long-form digital series, ideastream examined how local artists support themselves.

“I am so blessed that you chose me... I am looking forward to hearing how others make their art work.”
Miranda Pitrone, Featured Artist

Website and social media users spent an average of 8 TO 10 TIMES LONGER with this digital content verses with traditional content.

The second season of *Making It*, a digital-first series, profiled local entrepreneurs following their dreams while earning a living.

One segment featured Clevelanders Candace Maiden and Kurtis Williams, Sr. serving vegan comfort food with their company, Squash the Beef Catering.

Website and social media users viewed over 1,000 HOURS of locally produced *Making It* content.
ENGAGED LIVE DIGITAL AUDIENCES

ideastream hosted 22 livestreamed concerts on ideastream.org and Facebook Live. During the Baldwin Wallace University Men's Chorus Concert, Applause Performances concert series and First Fridays classical performance series, users engaged with musicians by commenting, sharing and reacting in real-time on Facebook. One of the most-viewed concerts was fiddler and step dancer April Verch. Facebook user George M. commented, “I could listen and watch forever. Terrific job!”

The top four livestreamed concert performances have been viewed for an equivalent of 20 DAYS, 16 HOURS AND 24 MINUTES across ideastream.org and social media.

PARTNERED WITH THE ORCHESTRA

The Cleveland Orchestra and ideastream are committed to collaborating on projects that can transform lives through the power of music, including weekly radio broadcasts on WCLV 104.9, co-producing nationally distributed television specials and streaming community concerts online.

**Wait Wait...Don't Tell Me!,** The Cleveland Orchestra, ideastream and WKSU presented NPR’s weekly quiz program live at Blossom Music Center. Hosts Peter Sagal and Bill Kurtis led a panel of comedians, writers, listener contestants and celebrity guests through a rollicking review of the news.

An advance screening of **Great Performances: The Cleveland Orchestra Centennial Celebration**, a nationally televised special co-produced by THIRTEEN Productions LLC for WNET, ideastream, The Cleveland Orchestra and Clasart Classic, was hosted for fans at the Idea Center.

**Displays of live concert footage** were produced through ideastream’s partnership with the Orchestra. The footage, shown on large screens installed near the stage of Blossom Music Center, allowed audiences to clearly see performances from all seating in the venue.

Content created through the partnership reached over 11,470 DIGITAL USERS, including users from 61 COUNTRIES.
IDEASTREAM PROVIDED ESSENTIAL PROGRAMS AND SERVICES TO CHILDREN, FAMILIES AND TEACHERS.

*NewsDepth*, ideastream’s instructional multiple media series, completed its 49th season. The program presented current events to children in an easy-to-understand format and supported Ohio’s Learning Standards. NewsDepth provided opportunities for children to interact directly with fair, balanced and entertaining topics by submitting letters and questions and participating in weekly online polls. The program was broadcast statewide on PBS member stations and made available to stream on-demand at ideastream.org.

*NewsDepth’s 49th season received 36.4% MORE WEB TRAFFIC than the previous season.*

During the 2018-2019 school year, *NewsDepth* received **17,302 RESPONSES** to weekly online poll questions and over **8,670 LETTERS AND EMAILS** from students and teachers.

“The content helps my students experience the world. These experiences will help them make connections when they are reading.”
Rosamaria Belmonte,
Central Middle School Teacher

Teachers reported over 15,930 STUDENTS viewed *NewsDepth* in their classrooms.
**IMPACTED LOCAL FAMILIES**

ideastream co-sponsored *Be My Neighbor Day*, a family-friendly event held at the main branch of Cleveland Public Library that was all about being a caring neighbor. The event included activities from 24 community organizations, including co-sponsors Cleveland Public Library, Fred Rogers Productions, PNC Grow Up Great, PRE4CLE and Starting Point, and was attended by **425 CAREGIVERS AND CHILDREN**. A parent attendee said, “Everything was well done and the kids had a wonderful day!”

**HIGHLIGHTS**

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**SHARED LEARNING OPPORTUNITIES**

ideastream, considered the state’s “largest classroom,” delivered more than **65 HOURS** of PBS KIDS programming weekly on WVIZ/PBS, as well as managed a learning consortium of nine area school districts, all of which serve predominately minority and low-income students.

- ideastream provided enhanced learning opportunities at over **620 EVENTS** and activities that reached **460,114 STUDENTS** and over **138,000 EDUCATORS**.

- ideastream facilitated over **100 TEACHER WORKSHOPS** serving more than **2,000 NORTHEAST OHIO TEACHERS**.

- ideastream conducted over **10 PARENT OUTREACH WORKSHOPS** serving nearly **200 PARENTS** in the Greater Cleveland Area.

- “We love your high-quality programming for kids that is positive, thoughtful and engaging. *Daniel Tiger’s Neighborhood* is the greatest children’s TV show! Thank you for your work.”
  
  *Audience Member*

- “ideastream’s wide-range of teacher workshops has helped me become a better teacher.”
  
  *Northeast Ohio Elementary School Teacher*

**HIGHLIGHTS**

Technology + Learning Conference

A professional learning experience for educators focused on integration of technology to improve teaching and student achievement.

- Tech and Trek Conference

An opportunity for educators to explore mindful use of technology, mobile technology and innovations in teaching and learning.

- Tech and Trek Conference
COMMUNITY AFFAIRS

IDEASTREAM INFORMED LOCAL AUDIENCES AND SPARKED ENGAGING COMMUNITY DISCUSSIONS.

The first year of Homes, a two-year reporting project, explored the past, present and future of Cleveland’s Woodhill Homes, one of the oldest public housing developments in the nation. This series told the stories of the neighborhood and its people, ensuring that residents’ views were accounted for as Woodhill Homes undergoes a planned rebuild starting in 2021.

“I feel great. Yeah, ‘cause I finally get to talk to somebody about my experience.”
Featured Woodhill Homes Resident

Seven multimedia stories were produced in the first year of this project. Digital stories received 6,885 PAGEVIEWS from nearly 5,000 USERS.

Stories from Cleveland, a multimedia content series, was produced to celebrate the Cleveland Public Library’s 150th anniversary. ideastream collected the stories of everyday Clevelanders to spotlight the diversity, passions and hopes of those who call the city home.

“I love how REAL this interview is.”
Audience Member

Two four-minute videos, featuring Bud Koscinski and Ted Carter, were watched by web and YouTube viewers for a combined total of OVER SEVEN AND A HALF HOURS.
EXTENDED ACCESS TO CITY CLUB FORUMS

As The City Club of Cleveland’s primary media partner, ideastream extended its live broadcasts of the City Club Forum from 30 minutes to one hour. On Twitter, Scott Suttell, Managing Editor of Crain’s Cleveland Business said, “Good move… Provides more time for listeners to hear important community discussions.”

City Club Forum web content generated 42,017 PAGEVIEWS and 13,490 VIDEO VIEWS from 26,787 USERS.

CONVENED COMMUNITY CONVERSATIONS

The Sound of Ideas, a weekday radio program on 90.3 WCPN, and The Sound of Ideas Community Tour, an event and livestream series, delivered a comprehensive analysis of news and offered in-depth explorations of critical community issues. The tour traveled across Northeast Ohio to talk with residents about issues that were important to them.

The Twitter account for The Sound of Ideas generated over 215,000 IMPRESSIONS and received 1,730 ENGAGEMENTS from users.

Facebook Live coverage of the 2019 election reached over 8,200 USERS.

“Thank you for tonight’s The Sound of Ideas Community Tour livestream. We hung onto every word from home.”
Livestream Viewer

A total of 139,594 LISTENERS consumed over 253,228 HOURS of livestreamed content from The Sound of Ideas.

ideastream pioneered a new in-depth, long-form digital format to present the deeply reported investigations and features of our journalists in all of their detail and multimedia richness.

The top performing long-form story, The Million-Dollar Dump: How the Operators of an East Cleveland Dump Collected Millions in Public Money, received over 6,280 PAGEVIEWS from over 4,800 USERS.

The long-form digital stories received a total of 21,341 PAGEVIEWS from 16,716 USERS.
IDEASTREAM GAVE VOICE TO THOSE READY TO TALK ABOUT HEALTH ISSUES IMPACTING OUR COMMUNITY.

Speak the Unspoken, a digital-first initiative, explored trauma in the African American community. The series featured local women and one couple sharing stories of losing a child due to gun violence or infant mortality.

“These stories make a difference in so many lives!”
Trina Smith, Featured Guest

A local nurse practitioner reported that the series came up during a patient visit. The patient said the series helped her understand and process and the loss of her infant.

Speak the Unspoken reached 16,714 WEB AND SOCIAL MEDIA USERS. Additionally, this content generated a total of 7,810 VIEWS on social media.

Kids & Asthma, a YouTube series, included animated segments to explain what happens to the body during an asthma attack and explored why certain Cleveland neighborhoods are hot spots for pediatric asthma.

“Not only does it explain asthma symptoms, triggers and medicine, it also gives a voice to children and families who suffer from asthma.”
Tif Huber, Ohio Department of Health’s Asthma Program Manager

The Ohio Department of Health and the Cleveland Metropolitan School District used videos from the series for training and parent engagement events.
The Sound of Ideas
Community Tour:
Medical Marijuana in Eastlake
A community conversation with doctors, patients and medical marijuana providers

The Sound of Ideas
Community Tour:
NASA Glenn’s Role in Space
A community conversation with NASA experts discussing Northeast Ohio’s role in space

The Sound of Ideas
Community Tour:
Health Access in Ashtabula
A community discussion addressing medical services available to underserved populations in Northeast Ohio

The Headwaters: Fighting to Keep the Upper Cuyahoga River Pristine was ideastream’s first feature presented in an in-depth, long-form digital format. The immersive story explored conservation efforts for the river.

- It reached 325 UNIQUE USERS who spent on average of 12 MINUTES interacting with the story online.
- The piece was shared on Reddit and users commented with “Awesome,” “Isn’t ideastream the best?” and “It seems to be the go-to for local news!”

An average of 800 INSTAGRAM USERS engaged in an interactive quiz about the Cuyahoga River and a virtual Cuyahoga River Walk.

SHARED HEALTH RESOURCES

From Risk to Resilience: Understanding and Supporting Local Teens was an event with Prevention Research Center for Healthy Neighborhoods at the Case Western Reserve University School of Medicine that featured a panel discussion with representatives from advocacy groups, neighborhood organizations and the research community. The event was taped and later broadcast on WVIZ/PBS and 90.3 WCPN.

- Approximately 200 PEOPLE ATTENDED THE LIVE TAPING with 81.2% of the audience rating the event as valuable and 89.7% saying that it increased their awareness about certain issues.

COMMEMORATED CLEVELAND’S HISTORY

Cuyahoga River Comeback, a special multimedia series, explored various issues related to the health and conservation of the Cuyahoga River 50 years after the notorious fire in 1969. The series culminated with a trip down the river aboard Cleveland’s largest sightseeing vessel, the Goodtime III, for a community discussion at The Sound of Ideas Community Tour: Cuyahoga River 50 Years After the Fire.

Content created for the series received 6,900 PAGEVIEWS and 95 VIDEO VIEWS from 4,960 USERS.

HIGHLIGHTS

Approximately 200 PEOPLE ATTENDED THE LIVE TAPING with 81.2% of the audience rating the event as valuable and 89.7% saying that it increased their awareness about certain issues.
The statewide collaborative continued with The Career Path Less Taken. This original documentary focused on career opportunities in the skilled labor force and addressed the looming skills gap affecting young job seekers and Ohio industries. It challenged traditional notions of success by demonstrating that there are many pathways to skilled jobs that do not require a four-year college degree.

The Career Path Less Taken documentary and companion video content exceeded 16,000 VIEWS across web and social media platforms.
The Ohio Channel
A statewide public affairs television channel that combines Statehouse coverage with local programs available by broadcast and online.

Ohio Public Radio and Television
Statehouse New Bureau
Media reports about state government, managed by ideastream on behalf of Ohio public broadcasting stations.

HIGHLIGHTS

The Career Path Less Taken Screening & Family Fun Night brought together community members for an advance screening of the documentary. The premiere also included a statewide broadcast, special screenings at many local school districts and a companion digital toolkit and discussion guide to encourage viewing in community and school settings.

“...This documentary is a fantastic opportunity for Ohio students and their families to gain a better understanding of career-technical education and its many benefits. Hands-on learning is more engaging and exciting for students and can lead to amazing career opportunities. We also know that career-tech students are ready for college and are very successful when they get there. I’m grateful to Ohio’s public media stations for telling this story and for bringing attention to this form of education in our state.

Paulo DeMaria, Ohio’s Superintendent of Public Instruction

THE STATE OF OHIO INFORMED AUDIENCES

The State of Ohio is a weekly news program spotlighting the latest happenings at the Statehouse, in the Governor’s office, at the Ohio Supreme Court and throughout the Buckeye State. A strong line-up of The State of Ohio shows, broadcast Sundays on WVIZ/PBS, kicked off the year with the swearing-in of Mike DeWine, Ohio’s 70th governor. Other episodes explored the new state budget and the tragic shooting in Dayton which brought to light the effect mass shootings have on efforts to strengthen gun laws.

The State of Ohio web content generated over 10,750 PAGEVIEWS from over 4,000 USERS via ideastream.org and ohiochannel.org.
THANK YOU FOR YOUR ONGOING SUPPORT

As ideastream continues to build a foundation to preserve our service for generations to come, we remain committed to collaboration, inclusion, innovation, excellence and stewardship. All of this is possible thanks to the generous contributions of our members and supporters.

On behalf of ideastream’s staff and board, thank you.

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