FISCAL YEAR 2019 COMMUNITY REPORT
ideastream is indispensable and highly valued for its unique ability to strengthen our community.

ideastream is a trusted and dynamic multimedia source for illuminating the world around us.

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MEDIA *that* MATTERS

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 and assets to help us better serve our community. As the media landscape continues to change and local news organizations fragment, we started planning for a statewide public radio and digital news collaborative to address a growing community need for strong, independent local journalism.

We launched a public media workforce collaborative to increase staff diversity, foster career advancement opportunities and share best practices among regional public media stations. We experimented with digital storytelling and offered new ways for users to engage with our content through social media, smart speakers, WVIZ/PBS Passport, NPR One and YouTube TV. We also fostered civic dialogue and informed the community by reporting local stories, sharing trusted news, providing essential community services and giving a voice to Northeast Ohioans.

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 generous contributions from our members and supporters. On behalf of ideastream’s staff and board, thank you.

Kevin E. Martin  
*President & CEO*

Julie Adler Raskind  
*Board Chair*

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

The Cleveland Orchestra, ideastream and WKSU presented Wait Wait... Don’t Tell Me!, 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.
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. 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 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.

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.

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

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*
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.

Speak the Unspoken reached 16,714 WEB AND SOCIAL MEDIA USERS.

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

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

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.
SHARED HEALTH RESOURCES

*From Risk to Resilience: Understanding and Supporting Local Teens* was an event with the 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.

*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!”

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

**HIGHLIGHTS**

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 Sound of Ideas Community Tour: Medical Marijuana in Eastlake
A community conversation with doctors, patients and medical marijuana providers
IDEASTREAM LED COVERAGE OF GOVERNMENT NEWS AND LEGISLATIVE ISSUES AFFECTING OHIO.

Through the Corporation for Public Broadcasting’s American Graduate: Getting to Work initiative, ideastream led a statewide collaborative with WOSU Public Media in Columbus and CET in Cincinnati to help advance education and career readiness. The collaborative, a first of its kind in public media, assessed workforce challenges and opportunities, and produced content focused on the essential skills needed for students and workers to succeed in the job markets of today and tomorrow.

A total of over 355 HOURS, or about 15 DAYS, of American Graduate: Getting to Work related content was consumed by YouTube viewers.

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.
ADDRESSED OHIO’S SKILLS GAP

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.
SUMMARY STATEMENT OF OPERATING ACTIVITIES - For the Year ending September 30, 2019

<table>
<thead>
<tr>
<th>OPERATING REVENUE</th>
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<tbody>
<tr>
<td>Contributed Revenue</td>
<td>$21,011,438</td>
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<tr>
<td>Earned Revenue</td>
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| OPERATING EXPENSES                | $22,522,154 |

| NET OPERATING RESULT              | $420,575    |

SUMMARY STATEMENT OF FINANCIAL POSITION – September 30, 2019

<table>
<thead>
<tr>
<th>TOTAL ASSETS</th>
<th>$43,992,193</th>
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</thead>
<tbody>
<tr>
<td>Liabilities</td>
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<tr>
<td>Net Assets:</td>
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<td>• Without Donor Restriction</td>
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<tr>
<td>• With Donor Restriction</td>
<td>$7,980,628</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$43,992,193</td>
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</tbody>
</table>

MEMBERSHIP SUPPORT
- Individuals: 30%

GRANTS AND SPONSORSHIPS
- Foundations and Corporations: 27%

BROADCAST EDUCATIONAL MEDIA COMMISSION
- State: 12%
- Federal: 11%

CORPORATION FOR PUBLIC BROADCASTING
- County: 3%

CUYAHOGA ARTS & CULTURE
- 3%

OTHER SUPPORT AND EARNED REVENUE
- 17%

PROGRAMMING AND LOCAL CONTENT
- 70%

SUPPORT
- 30%
These generous individuals have included ideastream in their estate plans

LEAVE A LEGACY

Plan your gift to ideastream

Please consider putting ideastream in your future plans. Call 216.916.6154 or visit ideastream.planmygift.org.
SPONSORSHIPS

These generous organizations granted support at or above $2,500 in FY19*

AAA Advanced Plumbing and Drain
ACLU
Akron Children’s Hospital
Allegro Real Estate
Brokers & Advisors
Ancora
Apollo’s Fire
Artsian Brothers
Arts Renaissance Tremont
Art Song Festival
Audio Craft
Audio-Technica
Baldwin Wallace University
Bank of America
Barnes Sewing Center
Beaumont School
Beauty Shoppe
Beck Center for the Arts
Benjamin Rose
Bertha’s Gallery
Better Business Bureau
BioEnterprise
Birchwood School of Hawken
BorderLight Festival
Bridge Media, Inc.
Buckingham, Doollittle & Burroughs, LCC
Case Western Reserve University
Case/Communications
Case/Siegel Lifelong Learning
Center/Weatherhead
Center for Community Solutions
Centric Consulting
Cerity Partners
Chautauqua Institution
CHN Housing Partners
City of Cleveland
City of Shaker Heights
Cleveland Ballet
Cleveland Botanical Garden
Cleveland Chamber Music Society
Cleveland Clinic
Cleveland Composer’s Guild
Cleveland Council on World Affairs
Cleveland Film Society
Cleveland Hearing and Speech Cleveland Institute of Art
Cleveland Institute of Music
Cleveland International Piano Competition
Cleveland Marshall College
Cleveland Metroparks
Cleveland Museum of Art
Cleveland Museum of Natural History
Cleveland Opera Theater
Cleveland Play House
Cleveland Public Library
Cleveland Public Theater
Cleveland Heights-University Heights Library
Cleveland Heights-University Heights Schools
The Cleveland Orchestra
The Cleveland Orchestra Youth Orchestra
COAR Event
Compass Inn Museum
Conservancy for Cuyahoga Valley National Park
convergence-continuum
CSU Center for Educational Leadership
CSU College of Liberal Arts & Sciences
CSU Keyboard Conversations
CSU MUST Program
Cuyahoga Community College
Cuyahoga County Public Library
Dance Cleveland
Delta Dental
Dise & Company
Dobama Theater
Dominion
Downtown Cleveland Alliance
DrivelT
Earlham College
Eliza Bryant Village
Enterprise Community Partners
Everstream
First Baptist Church
First Federal Lakewood
Fisher College
Fogg
FORM
Fund For our Economic Future
Futuri Media
Genie of Fairview Door Co.
Giant Eagle
Gilmour Academy
Glenmede
Good Nature Organic Lawn Care
Goodtime III
Great Big Home & Garden Show
Great Lakes Brewing Company
Great Lakes Science Center
Great Lakes Theater
Greater Cleveland Partnership
GroundWorks Dance Theater
Half Price Books
Hanson Services
Hathaway Brown School
Hawken School
Hennes Communications
Hickman & Lowder
Holden Forests and Gardens
Hospice of the Western Reserve
Howard Hanna Real Estate
H2W Environmental Consultants
IMPACT Communications
Jewish Family Service Association
John Carroll University
John Pyke Dentistry
Johnson Investment Counsel
Judson at University Circle
JumpStart, Inc.
Karamu House
Kendal at Oberlin
KeyBank
Koinonia Homes
Koliman’s Greenhouse
Lake Erie College
Lake Geauga League of Libraries
Lakeland Community College
Lakeside Chautauqua
Lakewood Catholic Academy
LaunchHouse
Laurel Lake
Retirement Community
Laurel School
Lawrence School
Legacy Village
Legal Aid Society of Cleveland
Leikin Motor Companies
Levin Furniture
Live Nation
 Lorain County Metro Parks
Magnificat High School
Malz Museum of Jewish Heritage
Meaden & Moore
Medina County District Library
Mitchell’s Ice Cream
moCA Cleveland
Montefiore
Neighborhood Family Practice
Northeast Ohio Regional Sewer District
NOPEC
Notre Dame College
Oberlin Conservatory of Music
Ohio Falun Dafa Association
Ohio Hardwood Furniture
Ohio Light Opera
Old Stone Church
O’Toole, McLaughlin, Dooley, & Pecora
P.K. Wadsworth
Heating & Cooling
Pandata
Pella Windows and Doors
Perfect-A-Smile
Pine Tree Barn
Plante and Moran
Playhouse Square
Porthouse Theater
Rabbit Run Theatre
Rachel Davis Fine Arts
Red Cedar Coffee
Republic Services
Roeder Consulting
Schmahl Orthodontics
Schwebel Baking Company
Shaw Festival
Skoda Minotti
Solomon, Steiner & Peck, Ltd.
St. Ignatius High School
Stella Maris
SunTrust Bank
Tech Elevator
The Foundry
The Musical Theater Project
The Olive Scene
The Pioneer Savings Bank
Theatre in the Circle
Thompson Hine
Thorman Petrov Griffin
Tri-C Performing Arts
TruAssure
Tuesday Musical Association
University Hospitals
U.S. Holocaust Memorial Museum
Ulmer & Berne
University Circle, Inc.
University of Akron
University School
Ursville College
Village Blacksmith
Walter Haverfield
Watershed Distillery
Wayside Furniture
We Can Code IT
Western Reserve Historical Society
William Penn Association
WOW! Business
Wyatt Works Plumbing
YellowLite
Zeeba Clinic
*Deceased

*FY19: OCT 1, 2018 – SEP 30, 2019
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These generous organizations granted support at or above $2,500 in FY19*:

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Anonymous
Broadcast Educational Media Commission
Buckingham, Dolittle & Burroughs, LLC
Chautauqua Institution
Cleveland Clinic
Cleveland Public Library
Cleveland State University
Corporation for Public Broadcasting
Cuyahoga Arts & Culture
Dominion Energy
Charitable Foundation
Ernst & Young LLP
Fred Rogers Productions
Gould Inc. Foundation
Hamilton Beach Brands Holding Company
Horizons Donor Advised Fund
The Lincoln Electric Foundation
The Lubrizol Foundation
Medical Mutual of Ohio Nordson Corporation
Northeast Ohio Regional Sewer District
Ohio Education Association
Paintstone Foundation
PNC
PNC Foundation
Porter Wright Morris & Arthur LLP
PPG Industries Foundation
RPM International, Inc.
United Black Fund of Greater Cleveland, Inc.
Westfield
WGBH

FOUNDATION
The Abington Foundation
Paul M. Angell Family Foundation
The Bascom Little Fund
The Bernheimer Family Fund of the Cleveland Foundation
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The Doll Family Foundation
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The Murch Foundation
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C. Walder Parke Family Foundation
Peg’s Foundation
The Perkins Charitable Foundation
The Lauretta K. Peters and Richard R. Peters Charitable Foundation
The Reinberger Foundation
Ridgecliff Foundation
Saint Luke’s Foundation
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Sears-Swetland Family Foundation
The John Sherwin Family Fund of the Cleveland Foundation
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Kent H. Smith Charitable Trust
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The Stocker Foundation
Stroud Family Trust
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Samuel Reese Willis Foundation
Woodruff Foundation
*Deceased

FY19: OCT 1, 2018 – SEP 30, 2019

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